
CLIENT LIST

Since its establishment in November 1992, *Diversified Management Services* has developed a select client base in a variety of areas. These clients include:

- *Arab Community Center for Economic and Social Services (ACCESS)* -- Management and consulting services are being provided to ACCESS for their two-day spring 1999 conference on health issues in the Arab American community. Also organized and implemented marketing services and developed the program book for ACCESS' 28th Anniversary Banquet in May 1999.
- *American College of Cardiology-Michigan Chapter* -- Management and consulting services are being provided to the Michigan Chapter of the ACC for their annual conference. Responsibilities include speaker and facility liaison, registration services, and other administrative responsibilities. 2012 will be the 11th year services are being provided for this client. DMS also managed the *Cardiovascular Nursing Symposium* through the Michigan Chapter for approximately 200 cardiac nurses in March 2012 and has continued to do so, including the 2016 event. DMS is providing completing conference services, including the preparation of the continuing education credit application for nursing credits.
- *American Lung Association of Michigan* -- Management and consulting services were provided for two ALAM conferences in 2007: Catch Your Breath: Women and Lung and Health and the April 2007 annual meeting of the Michigan Thoracic Society. DMS also provided continuing medical education application services for ALAM's November 2007 conference on lung health.
- *Association of HMOs in Michigan* -- Management and marketing services were provided for an April 1996 conference and trade show on managed care. The work included program development, exhibitor marketing, facility contract negotiations, and registration services on behalf of the Association and 14 other co-sponsoring health care associations. DMS managed the February 1997 conference as well.
- *Association of State and Territorial Health Officials/The University of Michigan* -- Logistical management services were provided for two, back-to-back conferences on genetics in September 2000 in Ann Arbor. Services included pre-conference and on-site liaison with speakers, participants, the facilities, and vendors, as well as assistance with budget oversight for the conferences.
- *ATHENA Foundation* -- Consulting services were provided for the 1997 International ATHENA Conference, including assistance with programming, registration, and marketing.

- *Center for Regional Food Systems at Michigan State University* – Consulting, full conference management and marketing services were provided for the 2012 and 2014 Good Food Summit on behalf of the Center. DMS has been retained for the 2016 Summit as well.
- *Chronic Disease Prevention & Management Conference* – Consulting, management and marketing services were provided for the 2002 and 2004 Conferences on Chronic Disease Prevention and Management, for a consortium of health care organizations, at the request of State Representative Doug Hart, who created the concept for the conference.
- *Citizens Insurance Company of America* -- Management and marketing services were provided for the 1993-94 and 1994-95 Citizens Symposia lecture series held in Lansing and the metropolitan Detroit area.
- *City of East Lansing, Michigan* -- DMS served as a subcontractor for a fundraising effort for the development and construction of championship soccer fields in the City of East Lansing. Consulting services included administrative management of the fundraising activities, participation in the fundraising activities, and consulting on communications activities.
- *City of Lansing 1994 and 1998 Inaugural Celebrations* – Development, production and management of the city's mayoral inaugural events were provided.
- *Communications Systems Group* -- Brochure design and development was provided for the purposes of marketing seminars and small trade show.
- *Cornerstone Foundation* -- Program development and management services for a two-week traveling seminar on trade policy to **South America**, which took place in January 1995. Services included budget development, negotiating travel services, research, on-site management, and preparation of all seminar materials.
- *Grand Rapids Public Schools* -- Management consulting services and production assistance were provided for an August 1994 community summit (more than 600 people attended) on the educational needs of economically disadvantaged youth.
- *15th Great Lakes Cardiovascular Health Conference* – Under the direction of the Michigan Department of Community Health, DMS administered this conference for 500+ people in Detroit in the spring of 2001. Responsibilities included speaker, sponsor, exhibitor and facility liaison; oversight and development of the marketing effort; registration services; on-site management of the three-day conference; administration of the \$150,000 budget; and all administrative aspects of the conference.
- *Greater Detroit Chamber of Commerce* -- Consulting services were provided for the development and implementation of an environmental summit hosted by the Chamber in October 1997.

- *Habitat for Humanity of Michigan* -- Event management and fundraising services were provided to the statewide Habitat organization for 14 years. Services began with a fundraising event in June 1997, which raised more than \$30,000 in less than two months. DMS helped organize the annual fundraising banquet through 2010, which now provides more than \$250,000 annually to the Habitat budget in Michigan.
- *Haden International Group* -- Management and logistical consulting services were provided to the client for a week-long seminar with 40 Russian automotive executives. The client hosted the group in southeast Michigan in October 1996. Services included all business and social logistical arrangements, negotiation and oversight of lodging and transportation arrangements, and accompaniment to all events during the seminar.
- *Health Decisions, Inc./Southeast Michigan Hospital Council* -- Management and marketing services were provided for the Benefit Buyers Conference and trade show held in September 1995 and 1996 on the topic of health benefits.
- *Highway Safety Planning Office of the Michigan State Police* -- Registration and financial management services were provided for the two and one-half day Traffic Safety Summit held in Lansing in May 1996.
- *International Conference on Acoustics, Speech, and Signal Processing (ICASSP-95)* -- Conference management, publication, and oversight services were provided for this annual international event for its 1995 meeting which was held in Detroit. Services include all conference management responsibilities; trade show development, marketing, and management; technical paper tracking, editing, and production oversight; all marketing and media responsibilities; registration and financial management; on-site management; and all reporting and follow-up requirements. The conference hosted 1,800 participants.
- *The Legacy Dinner* -- DMS coordinated the Legacy Dinner, which was a tribute to all senators and representatives retiring from the Michigan legislature in 1998. Services included organization and implementation of the sponsorship process, overall management of the event, and logistical coordination with Henry Ford Museum & Greenfield Village, where the event took place in December 1998.
- *Life Insurance Association of Michigan and Blue Cross Blue Shield of Michigan* -- DMS coordinated the spouse program held in conjunction with the March 1996 National Association of Insurance Commissioners conference in Detroit. LIAM and BCBS sponsored the spouse program. DMS developed the tour program and accompanied the group while in Detroit, over a three-day period.
- *Mayor David Hollister's Fundraising Committee* -- Development and management of all fundraising activities were provided for Lansing's Mayor Hollister from 1995 until the time he left the mayoral office in 2003. This included database management, marketing, on-site management, and follow-up activities for up to four annual fundraising events and his campaign fundraising activities.

- *Michigan Action for Healthy Kids* -- Conference management services for the coalition's spring 2007 meeting for 200 people were provided.
- *Michigan Association for Local Public Health* -- Overall conference management and marketing services were provided for a series of conferences sponsored by or offered in association with the Michigan Association for Local Public Health. The first of these was a seminar hosted by Oakland County in late June 1995. DMS assisted with fundraising for an October 2005 conference in which MALPH, the Michigan Departments of Community Health, Agriculture and Environmental Quality co-hosted.
- *Michigan Association of Health Plans* -- Conference management services for the association's annual summer conference for more than 400 people have been provided since 2000. Responsibilities include speaker and facility liaison, marketing, registration services, and on-site management of the three-day event.
- *Michigan Cancer Consortium*-- Conference management services for the Consortium's second annual conference were provided for the fall 2002 meeting. Responsibilities included speaker and facility liaison, marketing, registration services, and on-site management of the event. DMS is currently assisting with the Consortium's annual Breast and Cervical Cancer Control meeting.
- *Michigan's Children* -- Administrative and consulting services were rendered for this new entity during the initial months of its development.
- *Michigan Department of Public Health* -- Management and marketing services were provided for the Department's 1994 and 1995 Director's Conference. Services include all conference and exhibition management, sponsorship solicitation, as well as marketing of the event.
- *Michigan Department of Community Health* -- Management and marketing services were provided to the Department for the department's statewide HIV/STDs conference from 1995 through 2009. The 400+ person conference was held in a different location each year and included sponsor and exhibit marketing and liaison.
- *Michigan Department of Community Health* -- Complete management, marketing and Registration services were provided for the Breast & Cervical Cancer Control Program/WISEWOMAN Annual Meeting from 2003 to the conclusion of the series in 2006.
- *Michigan Department of Community Health* -- Complete management, registration, marketing and program services were provided for the 2003, 2004, 2006, 2008 and 2010 Eat Healthy + Play Hard = Smart Students Conferences. This conference grew from 250 people to 500 participants since 2003.

- *Michigan Department of Community Health* -- Complete management, registration, marketing and program services were provided for the 2003, 2004, 2006, 2008 and 2011 Healthy Communities Conferences for approximately 300 people each year.
- *Michigan Department of Community Health* -- Complete management, registration, marketing and program services were provided for the May 2005 Genomics Summit.
- *Michigan Department of Community Health* -- Complete management, registration, marketing and program services were provided for the September 2007 conference, *Cardiovascular Health 2007: Taking Michigan's Pulse*.
- *Michigan Department of Community Health* -- Complete management, registration, marketing and program services have provided for the 2010 through 2015 conferences, *Moving Toward Solutions*. DMS has been retained to manage the conference when it resumes in 2017.
- *Michigan Department of Community Health/American Heart Association* – Complete management, marketing and registration services were provided for a fall 2002 conference on Women's Cardiovascular Health Conference. DMS was the recipient of a \$50,000 grant from the Department for this conference and served as the fiduciary for the project, in addition to its other management services.
- *Michigan Department of Corrections* -- Management services were provided for three medical training conferences and the Department's annual psychological conference for its medical staff during 2000.
- *Michigan Department of Transportation Summit* – Registration and financial services were provided for the December 2003 and 2004 Transportation Summits.
- *Michigan Department of Treasury* – Conference management services were provided for the June 2001 Prosperity Institute for Michigan Women, held at Cobo Center in Detroit. DMS was responsible for the overall management of the two-day conference, including marketing; registration services; liaison with the facility, speakers, sponsors and exhibitors; oversight and management of the \$175,000 budget; and all administrative tasks.
- *Michigan Vietnam Memorial Commission* – Logistical management, registration and marketing services were provided to the Commission for the November 11, 2001 Vietnam Memorial Dedication Ceremony in Lansing. Attendance was 5,000.
- *Michigan Partnership to Prevent Gun Violence* -- Management services were provided to the Partnership for its first-ever inter-professional seminar on gun violence policy in November 1995. Services included registration, database management, speaker liaison, and logistical management. Management and consulting services were also provided for the Partnership's May 1997 and November 1997 seminars.

- *Michigan Public Health Institute* -- Management services were provided for the Institute's leadership training conference in October 1999. Services were provided primarily in the areas of speaker and facility liaison, as well as on-site management of the event.
- *Michigan Public Health Institute* -- Management services were provided for the fall 2001 "Emerging Issues in Arthritis, Asthma and Osteoporosis Conference. Responsibilities included speaker, sponsor, exhibitor and facility liaison; oversight and development of the marketing effort; registration services; on-site management of the three-day conference; oversight of the \$125,000 budget; and all administrative aspects. DMS also provided services for the *May 2005 Moving Forward Together Conference* for The Michigan Public Health Institute on adolescent sexuality and risk-taking and managed a similar conference on teen pregnancy prevention in August 2008 and May 2009, *Moving Toward Solutions*.
- *Michigan Society of Echocardiography* -- DMS provided complete conference services for the Client's 30th Jubilee Gala and Conference in October 2011 for approximately 250 people. Services included marketing, liaison with speakers and exhibitors, facility negotiation and liaison and on-site management of the two-day event. DMS has been retained to manage the 35th Jubilee in April 2016.
- *Michigan State Medical Society* -- Research, analysis, and consulting services were provided to the association's Department of Administration and Physician Education. In addition, exhibitor marketing and other event planning services were provided to the Society in 1996. This included a one-day conference on health professions education in November 1996. DMS managed two statewide conferences on complementary medicine and women's health in 2000.
- *Michigan State University* -- Full conference management and marketing services were provided for a fall 1993 300-person conference sponsored by the Institute for Public Policy and Social Research at MSU entitled, "Schools, Taxation, and Michigan's Future."
- *Michigan State University Outreach Partnerships* -- Management consulting services were provided for the 1999, 2000 and 2001 conferences, including speaker and facility liaison, development of marketing brochure and confirmation materials, and oversight and development of on-site logistics and materials.
- *Michigan State University, C.S. Mott Group for Sustainable Food Systems and Michigan Nutrition Network* -- Management consulting services were provided for the March 2006 and 2007 conferences on Choices: A Fresh Focus and Choices: Take It Slow, at which nearly 300 people attended both conferences. DMS managed the August 2008 conference and managed the **2011 conference on behalf of the Michigan Fitness Foundation**. DMS has managed the Choices Conference for the Michigan Fitness Foundation since 2012.
- *Michigan Stroke Initiative/Michigan Department of Community Health* -- Conference management services were provided for this statewide conferences held in November 2000, May 2002 and March 2004. Services included marketing, speaker and facility liaison, registration, budget development, and on-site management.

- *Michigan Trauma Coalition* -- Complete conference development and management services were provided to the Michigan Trauma Coalition for a two-day September 1996 conference on injury prevention and control for children and adolescents.
- *National Congress of Theoretical and Applied Mechanics* -- DMS provided complete conference management services to the Michigan State University College of Mechanical Engineering, which hosted this international, week-long conference in 2014 for 1,100 engineers.
- *North American Conference on Elderly Mobility* -- Complete management, registration, marketing and program services were provided for this September 2004 conference and again in 2014. Attendance included people from more than 11 countries and the program included abstract presentations. The conference was hosted by the *Michigan Department of Transportation and the Office of Highway Safety*.
- *Olivet College* -- Event coordination and public relations services were provided to the College. Specifically, event assistance was provided to the Olivet Leadership Advisory Council seminars; and editing, writing, graphic design, and media research services were provided to the communications director.
- *Public Relations Society of America-Central Michigan Chapter* -- DMS provided association management services for the Central Michigan chapter in 1998 and 1999.
- *SCHA-MI* -- DMS provided conference planning and on-site services for the organization's 2014 annual conference and Project Voice. Continuing education application services were provided for the 2015 annual conference.
- *Skillman Foundation* -- Conference management services were provided for an April 1994 conference on vocational education.
- *Sustainable Foodscapes and Landscapes* -- Conference management services are being provided for this 2013 national conference for approximately 400 people, through Michigan State University
- *The National Campaign* -- Complete conference development and management services were provided to The National Campaign (to Prevent Teen Pregnancy) for a two-day national conference in September 2007 in Dearborn, Michigan.
- *Tomorrows Child/Michigan SIDS* -- Complete conference development and management services were provided to Tomorrows Child/Michigan SIDS for the three-day September 2008 National ASIP Conference in Dearborn, Michigan.
- *University of Michigan/Kellogg Foundation* -- Management services were provided for a seminar developed for a Kellogg Foundation grant project dealing with youth as leaders in their communities.

- *U.S. Army National Guard* -- Complete management services were provided to the U.S. Army National Guard for a five-day environmental training in May 2006 for approximately 250 people in Traverse City, Michigan. The program included extensive web-based training modules as well as field trips.
- *U.S. Department of Labor--Women's Bureau* -- Registration and facility management services were provided for a one-day conference on working women's issues held in Lansing, Michigan for 400 participants in September 1996.
- *United Dairy Industry of Michigan* -- Consulting and management services have been provided to the United Dairy Industry of Michigan for several programs since 2009. They include a day-long Youth Summit held at Ford Field for up to 500 middle school children and their teachers in 2009, 2010 and again in September 2012, 2013 and 2015; the two-day Dairy Diplomats seminar held in Lansing for UDIM members in 2010 and 2011; the 2015 State Fair; and a series of trainings for dietitians in 2011 and 2012.
- *University of Michigan School of Public Health* -- Consulting services were provided to the School of Public Health for the Genome Horizons Conference held in Washington, DC in May 1998. Services included development of a marketing plan, facility negotiations, budget development, on-site management, and a variety of other conference management services.

DMS provided consulting services for the *School of Public Health* for its October 2007 five-state meeting on *Genetics, Community and Equity: A Continuing Dialogue*.

DMS managed a national conference—*The GenoCommunity National Think Tank*—for the *School of Public Health* in September 2010 in St. Louis, Missouri. The conference of 135 was literally initiated, planned and implemented in seven weeks.

- *Voyager Information Networks, Inc.* -- Seminar management services were provided to both train Voyager's clients on the use of the internet and to market to potential Voyager clients. Seminars were held in Michigan in the fall of 1995.
- *West Michigan Collaborative Leadership Institute* -- Full conference management services were provided for a State of Michigan inter-agency Leadership Institute for 26 Multi-purpose Collaborative Bodies in West Michigan. The Institute was held in late October 1996. The Michigan Department of Community Health was the lead agency.
- *Wilbanks for Congress* -- Volunteer consulting, event planning, and media relations services were provided for the 1994 U.S. Congressional campaign of Cynthia Wilbanks (R-MI).
- *YWCA of Greater Lansing* -- Event management services were provided in 1997 for the YWCA's Diana Awards event, held in May 1997 and 1999. Fundraising assistance was provided for the event, as well as the organization overall.