

# the Long Road back

2021  
Annual Report



# Who we are

The retail industry is vital to Michigan's economy and quality of life. It provides more than 870,000 jobs to Michigan workers and is responsible for 20% of Michigan's total economic activity.

Michigan Retailers Association speaks for retailing in Michigan, working with businesses to help them succeed and working with state government to provide a climate for success.

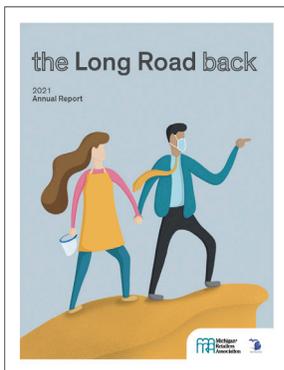
Michigan Retailers is the nation's largest state retail association. We serve as a valuable and trusted business resource for more than 5,000 member businesses and their 15,000 stores and websites across the state. Through an expanding national network of credit card processing referral partners, Michigan Retailers serves businesses of all types in all 50 states and the District of Columbia.

Membership services range from legislative advocacy and cutting-edge credit card processing to business insurances, discount programs and college scholarships. Michigan Retailers also established and operates the popular Buy Nearby campaign, which encourages all Michigan consumers to shop at retail businesses in the state to strengthen local communities and Michigan's economy.

MRA's affiliated corporate entities are: Michigan Retailers Services, Inc.; Retailers Insurance Company; Michigan Retailers Foundation; Michigan Retailers Association Political Action Committee, and the endorsed Michigan Grocers Fund.



**ON THE COVER**



As we appear to be emerging from the trials of the pandemic, our members are up to the challenge of finding the most successful route on the road back to “normal.”

# A Year of Twists and Turns

As 2021 took shape, the year started with great hope in the form of a COVID-19 vaccination that helped all of us start back on the long road to recovery. Yet, although we all wanted life to return to what we remembered, life, they say, had other plans.

As our members welcomed back customers at full capacity, they faced many challenges along the way with labor shortages, supply chain issues, rising prices – and another variant known as Omicron. Any business owner knows that over the course of time, there are ups and downs. 2021 demonstrated not just the ups

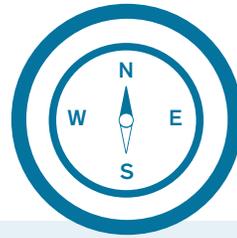
and downs, but the starts and stops, and what can come from the left and the right.

Despite it all, we saw more open signs than closed ones. And that great Michigan spirit of endurance was alive and well among our members. Michigan Retailers Association and Retailers Insurance Company continued to “stay the course” by helping members navigate the winding road that was 2021.

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# Leadership Message



*The mission of Michigan Retailers Association has always been to advocate for the retail industry and to offer services to help our members succeed.*

The library at Michigan Retailers Association is quite impressive. Bound copies of the Michigan Retailer date back to 1972. Copies of the Michigan Food News and Hardware Retailer date to 1964 and 1917, respectively. Our archives also include a hardcopy of the 1982 Annual Report for Michigan Retailers Association. The 1982 Report recounts several achievements, some amusing and others monumental. For example, the noteworthy capital expenditure that year was the purchase of exactly one computer, to be used by the Association's finance department. More significantly, the year marked the first full year of MRA's group self-insured workers' compensation fund. We know it today as Retailers Insurance Company.

Perusing our library is like entering a retail time capsule. You can open any volume and discover the retail issues of the day. While the issues change, there are many constants, several of which are the reasons for the Association's continued success and growth. Perhaps the most consistent characteristic is the unwavering commitment of our board of directors. In the 1982 annual report, D. Larry Sherman, now Board Emeritus, but serving then as Chairman of the MRA group self-insured workers' compensation fund, thanked the board for the great volume of volunteer time required to launch the program.

The mission of Michigan Retailers Association has always been to advocate for the retail industry and to offer services to help our members succeed. Our board is dedicated to this mission. In fact, during the last fiscal year, directors for Michigan Retailers Association,



MRA President and CEO Bill Hallan with Tim Westlund recognizing Westlund's Apple Market as a Michigan Centennial Retailer.

Retailers Insurance Company, and Michigan Retailers Services, Inc. attended a collective total of 64 board and committee meetings.

The Association and Retailers Insurance Company have come a long way in the last 40 years and the purpose of this Annual Report is to highlight our successes from the past year.

Our primary advocacy victory was preventing MIOSHA COVID-19 workplace safety standards from becoming a permanent MIOSHA rule.

Our merchant processing program rebounded nicely after the pandemic. Volume clocked in

at \$1.486 billion, \$160 million over 2020. To assist MRA members already dealing with supply chain issues, inflation, and labor shortages, we developed both a new point of sales (POS) system and gateway to offer our merchants new credit card processing solutions.

Retailers Insurance Company grew in all major categories. The company increased policyholder count, grew written premium by 13.3 percent, and increased surplus to \$12.9 million. Comparisons are always fun; in 1982 total assets for the group self-insured fund were \$672,833, today, Retailers Insurance Company has assets of over \$28M.

# 2021 Milestones

- Credit card processing rebounds to \$1.486 billion in 2021, \$160 million increase over 2020
- MRS gains a new board member - Rachel Hurst, Corporate Affairs Manager, Kroger
- RIC increased policyholder count in 2021, increasing written premiums by 13.3 percent, and its surplus to \$12.9 million
- MRA partners with Cold Box Films to offer members discount pricing on video projects



**Bo Brines**  
Chair, MRA Board of Directors  
Owner and President,  
Little Forks Outfitters  
Midland



**Jean Sarasin**  
Chair, Retailers Insurance Company  
Board of Directors  
Retired Executive Vice President  
and Chief Operating Officer,  
Michigan Retailers Association and  
Retailers Insurance Company



**William J. Hallan**  
President and Chief Executive Officer  
Michigan Retailers Association/  
Retailers Insurance Company

Our giving back efforts consisting of our scholarship and Buy Nearby programs remained fully active in 2021. We added two new scholarships bringing our total number of awards to 26. To date, Michigan Retailers Foundation has granted 601 scholarships to date in the amount of \$605,750.

Our Buy Nearby program highlights included completing and promoting the new findings of our Shop Local survey. The Buy Nearby Guy also got back on the road, although in a limited capacity. He made stops in markets, including Lansing, Traverse City, Detroit, Plymouth, Kalamazoo, Mason, Grand Rapids, Mount Pleasant, and St. Johns.

Depth and talent were added to our team as one new director was elected to our boards. Rachel Hurst, Corporate Affairs Manager for Kroger was elected to the Michigan Retailers Services, Inc. board.

Looking back at where the Association was 40 years ago provides some perspective on where it is today. Our focus though is not on the rearview mirror but on the road ahead. And while we may have more computers than we did in 1982, our commitment to the retail industry remains the same and will serve the Association well for many years to come.



MRA President and CEO Bill Hallan and Kim Edsenga, Managing Counsel and Director of Compliance with Meijer and MRA board member, posing with Buy Nearby Guy.

# TAKING STOCK IN RETAIL'S ECONOMIC IMPACT IN MICHIGAN

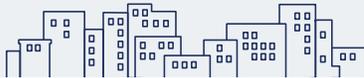
# CLICKS TO BRICKS

## BACKGROUND NUMBERS

IN 2020, MICHIGAN HAD APPROXIMATELY

# 122,000

RETAIL ESTABLISHMENTS.



MICHIGAN'S RETAIL INDUSTRY DIRECTLY EMPLOYED ABOUT

# 758,000

WORKERS



And Nearly

# \$23

BILLION



(BLS 2021; U.S. CENSUS BUREAU 2020)

## HOWEVER

**MORE MICHIGANDERS BUY ONLINE THAN EVER BEFORE.**

TOTAL E-COMMERCE AND REMOTE PURCHASES NATIONALLY INCREASED 2.9% IN 2020

BECAUSE RETAILERS ADJUSTED TO ALTERNATE WAYS OF SELLING SUCH AS ONLINE, SOCIAL MEDIA, PHONE

BUYING ONLINE AMID THE COVID-19 PANDEMIC has given customers access to e-commerce and other remote sales and has been CRITICAL for many Michigan retailers.

WITHOUT THIS ABILITY, MORE MICHIGAN RETAILERS WOULD LIKELY NOT SURVIVED THE PANDEMIC.

*NEED more bottled water*

*toilet paper*

*face masks*

*hand sanitizer*

*chocolate...*

## SHOPPING LOCAL...

SPENDING YOUR DOLLARS \$\$\$

# LOCALLY CREATES NEW JOBS IN MICHIGAN

DIRECT EMPLOYMENT IN THE RETAIL SECTOR IN MICHIGAN DECLINED 14% BETWEEN 2017 & 2020 with most losses occurring in 2020, reflecting the impact of the COVID-19 pandemic.

RETAILERS INDIRECTLY EMPLOY TENS OF THOUSANDS THROUGH THEIR PURCHASES of goods and services.

THE DECLINE NEGATIVELY IMPACTS COMMUNITIES BECAUSE RETAILERS ARE IMPORTANT EMPLOYERS AND ECONOMIC CONTRIBUTORS.

WE'RE OPEN

PLEASE! COME IN

## THIS SMALL CHANGE COULD HAVE A BIG IMPACT

IF MICHIGANDERS REDIRECT 10% of their

ESTIMATED \$23.7 BILLION in OUT-OF-STATE E-COMMERCE

IT WOULD INCREASE EMPLOYMENT IN MICHIGAN BY MORE THAN

# 14,000 NEW JOBS

IN ADDITION TO RETAIL

- REAL ESTATE
- EMPLOYMENT SERVICES
- WAREHOUSING & STORAGE
- RESTAURANT
- HOSPITAL

SECTORS WOULD ALL SEE AN INCREASE IN TOTAL EMPLOYMENT.

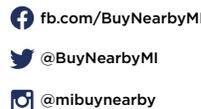
IT WOULD INCREASE LABOR INCOME

# \$533 MILLION

AND MICHIGAN WOULD GAIN

# \$1.9 BILLION

IN INCREASED ECONOMIC ACTIVITY.



# Membership Update



*This year, we celebrated 12 consecutive months of perfect customer service survey responses.*

As we put 2020 behind us and move towards a better sense of normalcy, we took the opportunity in 2021 to showcase ourselves as a resource to our members. We pride ourselves on being available to our members - taking that extra step to show them the value that we can provide and how much we value their partnership.

Exceptional customer service is always something we strive for. This year, we celebrated 12 consecutive months, and counting, of perfect customer service survey responses. One member's survey response said, "I have ALWAYS been pleased with the services and products offered by Michigan Retailers Services." This statement reflects our mission - to *always* go that extra mile. It's what sets us apart from other organizations.

As our members continued to navigate ever-changing regulations, our legislative team was there to defend against moves to make MIOSHA COVID safety rules permanent. We launched a weekly legislative audio series where members can listen to a brief update on what is going on at the Capitol. This coupled with our Ask Us First program enabled us to keep our members informed and to assist them with our team of experts.

As we remain loyal to our members, our members remained loyal to us. Despite the uncertainty of the economy, our membership remained steady. We saw 368 businesses join MRA, an increase of 20 percent over the previous year. Our membership retention rate remained steady at 87 percent.

As the new year progresses, we continue to keep our eye focused on helping our members build back stronger and better.

## Merchant Processing & Membership Services

Recognizing the continued impact the pandemic has on our members' businesses, we managed credit card processing chargebacks and focused on keeping rates steady for the year.

Gross sales totaled \$1,503,305,188 for fiscal year 2020-2021, representing a 11.96 percent increase from the previous year, this includes sales volume processed and premiums billed. Merchant Processing Volume came in at \$1,486,252,487 for the year as consumer confidence grew after pandemic lockdowns.



In 2021, MRA partnered with Lansing-based Cold Box Films to offer members discounted video production services.

## 2021 Milestones

- Members took advantage of our enhanced services, including renewing membership online, downloading free COVID-19 signage, and getting a \$50 referral fee for referring new members
- Introduced two product extensions to enhance our credit card processing program – Retailers Gateway and Retailers Point-of-Sale
- 368 new members joined MRA in 2021, a 20 percent increase over 2020

# Advocacy



*Fighting to return the state of retail back to normal.*

If 2020 was the year of fighting off and figuring out COVID-19 regulations, 2021 was the year of finally peeling many of those back, at least the state-specific guidance. Our primary victory was preventing MIOSHA COVID-19 workplace safety standards from becoming a permanent MIOSHA rule. There were also attempts to limit epidemic orders, reduce MIOSHA fines, and to end federally-funded pandemic unemployment.

The state attempted to fast-track a COVID-19 workplace safety rulemaking effort in the spring, but MRA had a seat at the table to try and dissuade them from moving forward. It took involving the Republican-controlled legislature to cut a deal to scrap the proposed rulemaking effort and peel back all capacity restrictions,

health screening requirements, and mandatory quarantine periods. This allowed employers to follow the CDC's recommendations more easily and to set their own policies if they wished to be stricter.

While we ended the calendar year with essentially no state COVID-19 restrictions in place, the year started with the first-ever virtual State of the State address in Michigan's history. The State of the State is the governor's annual recap and look forward and is traditionally given before a joint session of the Michigan legislature. The virtual presentation of the State of the State address with the governor standing alone behind a podium in an empty room was a forebearer of the continued power struggle

between the Democratic governor and the Republican-controlled legislature. Vetoes of unanimous and bipartisan legislation became the norm during the spring and summer while budget negotiations stalled.

Several items that would have helped retailers fell victim to politically motivated vetoes. Vetoes included a bill to provide a sales tax refund for taxes paid on disinfecting products and protective equipment used to fight the spread of COVID-19 in businesses and workplaces. There were also attempts to limit epidemic orders, reduce MIOSHA fines, and to end the federally-funded pandemic unemployment benefits early – all which were vetoed by Gov. Whitmer.

While negotiations remained strained between parties and branches of government, the merits of proposed laws took more of a focus once the budget was completed in September. This action resulted in the fewest number of laws being signed, in over 60 years. In 2021, 168 laws became public acts, second only to 1960 when only 167 passed.

New laws that were good for retail passed primarily towards the end of the year, including increasing the exemption threshold for Personal



**MRA LEGISLATIVE  
UPDATE**

In April 2021, MRA's Amy Drumm and Jennifer Rook launched a weekly recording that informs members on state legislative issues. The team has produced nearly 50 recordings since it launched.

# 2021 Milestones

- Defeating permanent COVID workplace safety rules
- Commercial PPT exemption threshold increase
- State and local taxes (SALT) pass-through tax parity
- Cigar tax cap made permanent

Property Taxes (PPT). Starting tax year 2022, business owners with less than \$180,000 worth of personal property in a taxing unit must only file exemption paperwork with the local unit by Feb. 20 annually. This is an increase from the current threshold of \$80,000.

Another new law was the result of another deal between the Republican legislature and Democratic governor. The 50-cent per cigar tax cap will remain in place permanently,

removing the existing Oct. 31, 2021 sunset date, in exchange for removing the sales and use tax on feminine hygiene products (which took effect on Feb. 3, 2022). Lastly, legislation that restores tax parity between large C-corporations and smaller “pass-through” businesses because of the 2017 Tax Cuts and Jobs Act on deductions of state and local taxes (SALT) passed this winter after initially being vetoed earlier in the year. The new law allows businesses to fully deduct taxes regardless of

the type of business and aligns Michigan with federal tax law.



MRA Board Member Bill Golden, of Traverse City's Golden Shoes and MRA's Amy Drumm talk with Rep. Matt Hall (R-Marshall) at MRA's Oct. 26 legislative reception.



# Buy Nearby

*Supporting Michigan retail every step of the way.*

### Buy Nearby Guy made a few visits

Following a year-long hiatus from visits in 2020 due to the pandemic, Buy Nearby Guy got back on the road for a handful of visits. He visited several MRA member businesses and took photos with store owners, shoppers, and eager fans. Buy Nearby Guy hopes to fill his calendar even more in 2022. The deadline for bookings in 2022 has passed, but if you'd like to invite him to your 2023 downtown event, complete the request form at: [buynearbymi.com/mascot-request](http://buynearbymi.com/mascot-request).

### New economic study

MRA commissioned a new study in 2021 on the economic impact of buying nearby. Public Sector Consultants, a highly regarded public policy firm in Lansing, was hired to determine how much money was spent with online, out-of-state stores and how those purchases affected Michigan's economy (see graphic on page 4).

Like the findings from an earlier study done in 2018, the impact is staggering. The study found that Michiganders sent \$23.7 billion to out-of-state, online retailers in 2020. Public Sector Consultants reported that if shoppers were to convert just one in 10 purchases to a Michigan-based store, or online retailer, our state would gain:

- \$1.9 billion in increased economic activity;
- 14,000 new jobs; and
- Increase labor income by \$533 million.

### Distribution of free materials

To help retailers gear up for Buy Nearby Weekend, our team kept busy packing and shipping free materials to their stores. In total, 137 packets were delivered to MRA member



The Clicks to Bricks economic study infographic welcomed attendees to the Governor's Conference on Tourism in late 2021.

businesses. Packets included updated Buy Nearby infographics and posters, coloring books, Buy Nearby shopping bags, stickers, and bag stuffers.

### Buy Nearby Weekend

We celebrated our annual shopping weekend on the first weekend in October (Oct. 1-3). We hosted our photo contest encouraging shoppers to take a selfie or photo of their purchase while shopping at Michigan-based businesses and enter to win \$500. Twelve individuals entered their selfies in the contest and one winner was chosen by a random draw.



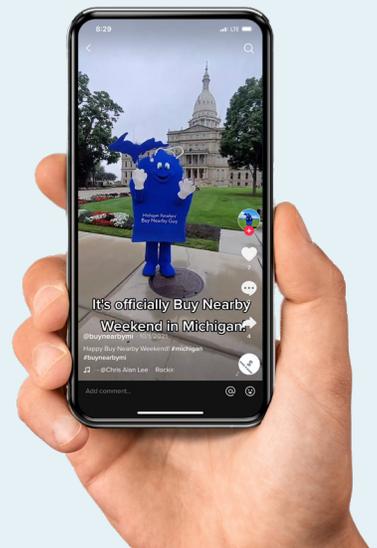
Robin DeHaan's visits to multiple stores in Grand Rapids, Kalamazoo, and Plainwell areas won her a \$500 gift card during Buy Nearby Weekend. She entered a photo of a sweet treat from Mokaya, an artisan chocolate and confection shop located in Grand Rapids.

### MRA members supporting Buy Nearby

In late September, we launched an interactive map showcasing MRA members that support Buy Nearby. We promoted the map during Buy Nearby Weekend and encouraged shoppers to get out and support the businesses on the list.

### Buy Nearby on TikTok

Buy Nearby Guy is now spreading the importance of buying nearby on TikTok! Follow along with his travels and event shenanigans on TikTok @buynearbymi.



# 2021 Milestones

- Commissioned a new study showing the importance of retail and shopping local in Michigan  
-Created an infographic
- Partnered with MLive to feature MRA member businesses on a monthly podcast
- Buy Nearby Guy is now on TikTok
- Created an interactive map displaying MRA members that support the Buy Nearby program

### Showcasing our members

Throughout the year, MLive Media Group created monthly podcasts interviewing our members about their history, the effects of the pandemic, and what they expect to see going forward into 2022. MLive also featured four Grand Rapids-area businesses in a vlog and thanked them for all their hard work, flexibility, and grit they've shown since the pandemic hit.

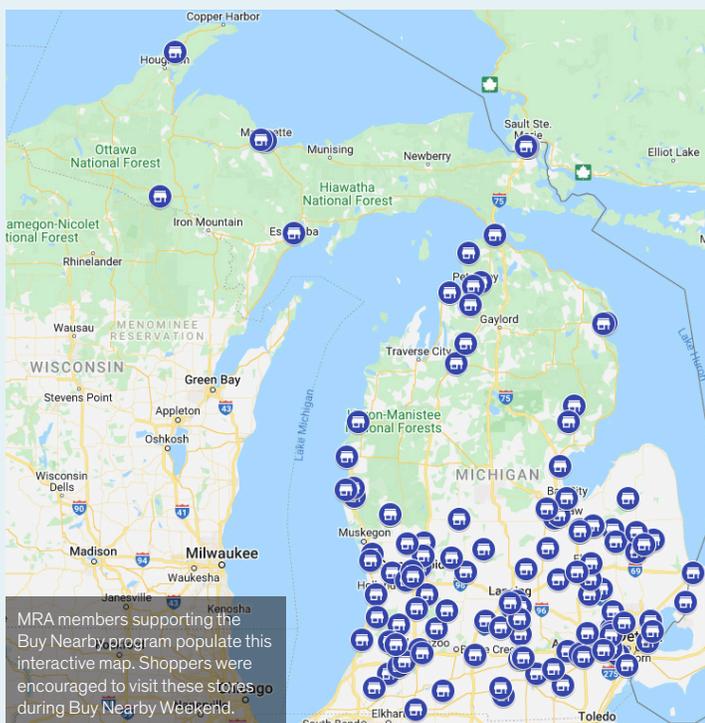
### Sponsors

All materials, podcasts, and Buy Nearby Guy appearances are free to communities, thanks to our sponsors. DTE Energy has consistently stepped up as the main sponsor for the campaign and we appreciate their generosity.

Retailers Insurance Company returned as the secondary sponsor, and we're grateful for its

donation, as well as the contributions from all of our members and individuals who support our shop-local message (see list of contributors on page 13).

Keep your money in Michigan!



Host Eric Hultgren interviewed nine MRA-member businesses and MRA CEO and President Bill Hallan on MLive's MI Best Podcast in 2021. The podcast records monthly.



# Retailers Insurance



*RIC received an “A Prime, Unsurpassed” rating for the **fourth** year in a row by the National Actuarial Financial Analysis and Consulting Firm.*

As many policyholders saw business bounce back in 2021, Retailers Insurance Company (RIC) also had a successful year. Written premium, policy count, investments, and surplus were all up for the year.

Total new premium for the year reached \$2.5 million and written premium rose 13.3 percent to \$11.2 million. Workers’ compensation premium, at \$10.6 million, continued to make up the bulk of RIC’s portfolio.

RIC achieved a combined ratio of 97.2, meaning that for every \$1 earned, 97.2 cents went to pay claims and operate the company.

Surplus grew to \$12.9 million, an increase of 5 percent. Net admitted assets rose 6.2 percent to \$28 million.

## Rating

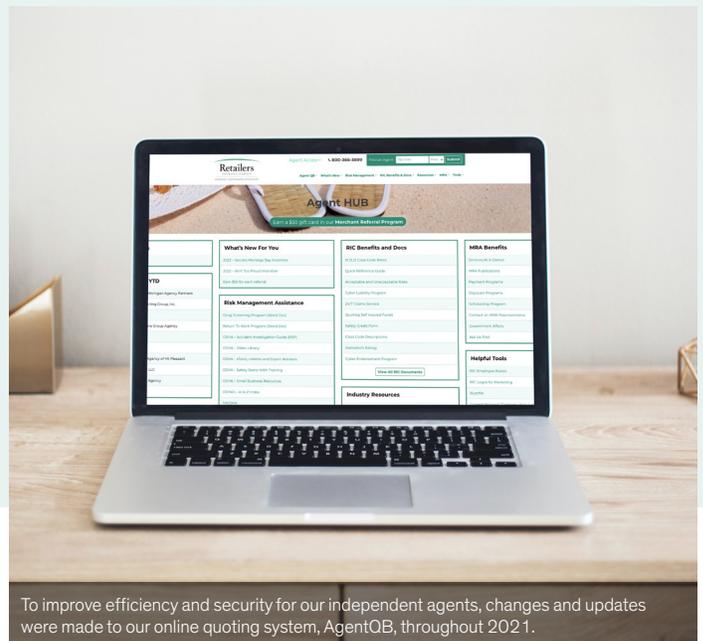
Demotech, Inc.’s Financial Stability Ratings® (FSRs) are a leading indicator of the financial stability of property and casualty insurers and title underwriters. The national actuarial financial analysis and consulting firm evaluated RIC’s finances and for the fourth straight year awarded RIC an “A Prime, Unsurpassed” rating. RIC has been awarded “A” or better ratings every year since our founding in 2006.

Retailers Insurance Company reached this level due to its “unsurpassed financial stability related to maintaining positive surplus as regards policyholders, liquidity of invested assets, an acceptable level of financial leverage, reasonable loss and loss adjustment expense reserves and realistic pricing,” according to Demotech, Inc.

## Software/technology

Throughout 2021, RIC continued to make improvements to AgentQB, the online quoting system independent agents use to submit workers’ compensation business. Changes to the system are ongoing in order to improve efficiencies and security for our independent agents.

In another move to remain competitive, RIC lowered workers’ compensation rates in 178 class codes. The company’s group dental insurance program, which is administered by Delta Dental, was able to maintain its rates going into 2021.



To improve efficiency and security for our independent agents, changes and updates were made to our online quoting system, AgentQB, throughout 2021.

# 2021 Milestones

- Recorded the highest gross written premium in RIC's history
- Maintained the "A'-Unsurpassed" financial rating from Demotech
- Implemented changes to rates and the deviated MOD program resulting in a -2.08 percent impact
- Expanded our marketing offerings to agencies
- Offered Yeti mugs to policyholders who signed up for recurring premium payments



Regardless of the severity of a general economic downturn or deterioration in the insurance cycle, insurers earning a Financial Stability Rating® of A' (A Prime) possess Unsurpassed financial stability related to maintaining surplus as regards policyholders at an acceptable level.

Regardless of the severity of a general economic downturn or deterioration in the insurance cycle, at least ninety-nine percent of all the insurers countrywide receiving a Financial Stability Rating® of A' (A Prime) are expected to have positive surplus as regards policyholders as of eighteen months from the initial date of rating assignment.

# Member Giving



*The Michigan Retailers Foundation has awarded 601 scholarships totaling \$615,250.*

## Foundation

Twenty-six scholarships totaling \$37,500 were awarded in 2021. The application period began on January 1 and concluded on April 1.

To date, the Michigan Retailers Association scholarship program, funded by the Michigan Retailers Foundation, has awarded 601 single-year college and professional training scholarships totaling \$615,250.

A total of 131 applications were submitted for consideration by International Scholarship and Tuition Services, Inc., a third-party organization

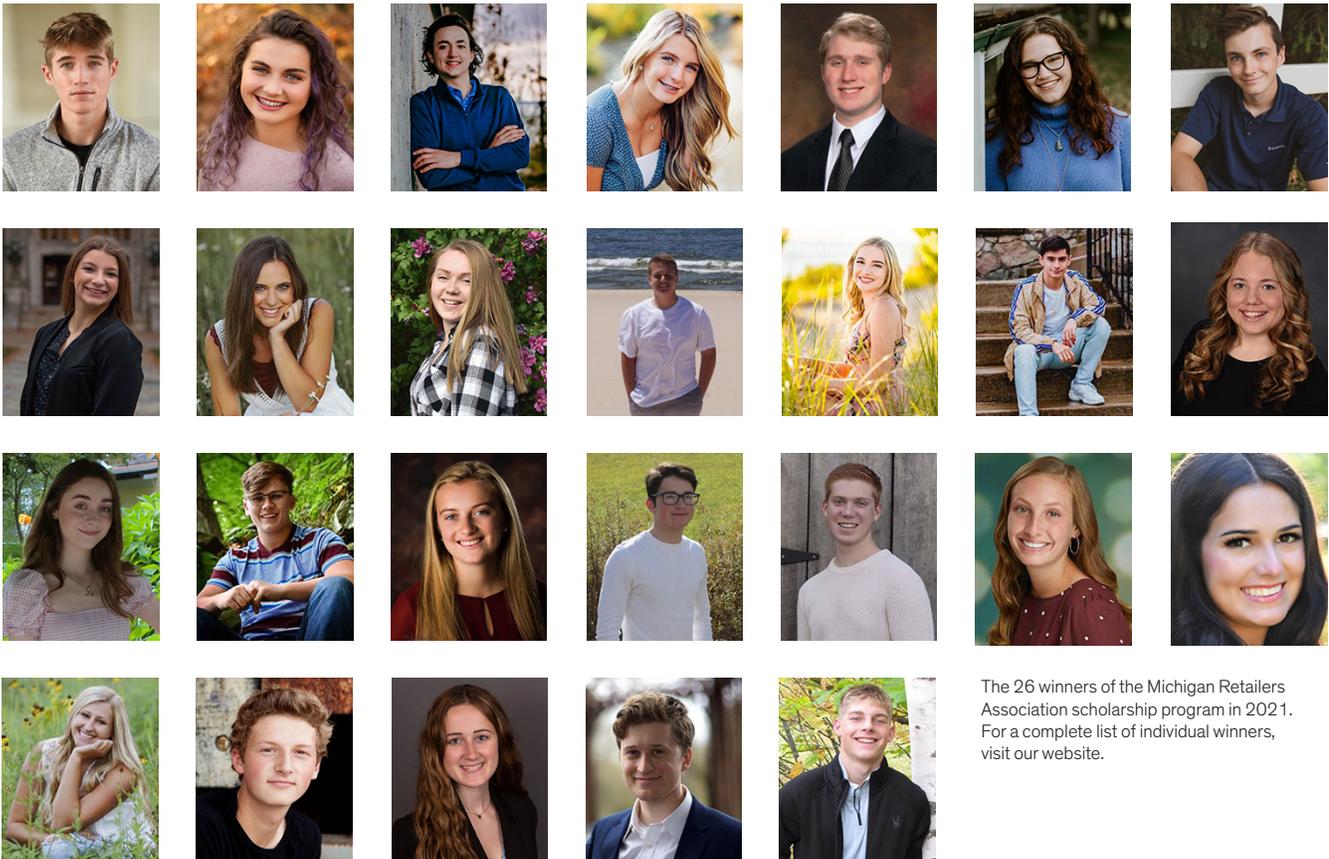
that selects the winners. Winners were notified in mid-May.

The Foundation, a 501(c)3 nonprofit organization whose revenues come from member contributions and investment earnings, awards \$1,500 to students attending four-year universities. Students attending community colleges and professional institutions are awarded \$1,000.

MRA members can establish a living legacy through contributions to the program.

Contributors who donate at least \$30,000 over their lifetime will have a legacy scholarship established in their name or in honor of a parent, company, or other designee.

Each year, the scholarship application is open from January 1 to April 1. In early 2022, the Foundation's Board of Directors voted to condense the total scholarship awards count and increase the amount of the individual awards. Twelve scholarships worth \$3,500 will be given in 2022.



The 26 winners of the Michigan Retailers Association scholarship program in 2021. For a complete list of individual winners, visit our website.

# 2021 Milestones

- Foundation reached 601 total awards granted since 1999
- Awarded the Bill Golden Legacy Scholarship, established by Bill Golden, co-president of Golden Shoes in Traverse City
- Held in-person Legislative Reception at the State Capitol
- Awarded the W. Bruce and Joyce M. Rogers Legacy Scholarship, established by long-time retail advocate W. Bruce Rogers

## Donors and Sponsors

The following individuals and businesses contributed to our programs and/or sponsored our Legislative Reception. We are incredibly grateful for their donations!

### Michigan Retailers Association Political Action Committee 2021 Contributors

Chad Ayers  
Becky Beauchine Kulka  
Joe Benchley  
Tom & Laurie Bos  
Bo Brines  
Tom Clement  
Kurt Dettmer  
Amy Drumm  
Kim Edsenga  
Andrew Gemmen  
Bill Golden  
Meredith Gremel

Bill Hallan  
Jim Hallan  
Amy Jolley  
Jeff Joyce  
Patrick Kerwin  
Connie King  
Gary Kotlarz  
John Leppink  
Dan Marshall  
Orin Mazzoni  
John & Kathleen McAuliffe  
Joe McCurry  
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John Morgan  
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D. Larry Sherman  
Chris Smith  
Peter Sobelton  
William Spreder  
Barb Stein  
Joe Swanson  
Tom Tuggle  
Tom Ungrodt

### Michigan Retailers Association 2021 Legislative Reception Sponsors

Busch's Fresh Food Markets  
Consumer Healthcare Products Association  
CVS Health  
The Home Depot  
Meijer  
Kroger  
National Association of Chain Drug Stores

Retail Industry Leaders Association  
SpartanNash  
Target  
Walgreens

### Buy Nearby Contributors FY 20-21

Albert Ellenberger Lumber Co.  
Anthony G. Michael Inc.  
B & C Hardware Inc.  
Baldwin Lumber Co.  
Ball Park Hardware Inc.  
Barron's  
Becky Thatcher Designs  
Ben Franklin's Mooney Store  
Benchley's Amish Furniture & Gifts  
Bolenz Jewelry  
Boor's Bootery Inc.  
Boyne City Hardware Inc.  
Brooklyn Plumbing Heating & AC Inc.  
Conklin Benham PC  
Connor's Inc.

DeVries Jewelry Store Inc.  
Dr. Louis E. Boggs  
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Fairview Hardware Inc.  
Farmington Shoe Repair  
FOUND  
Gemmen's Inc.  
Golden Shoes Inc.  
Goldstein Bershad & Fried PC  
Healy True Value Hardware  
Honor Hardware & Bldg Supply  
Hush Intimate Apparel  
Integrity Printing  
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Kean's Store Co. LLC  
Lake Effect Gallery LLC  
Linde Furniture Inc.  
Little Forks Outfitters Inc.  
M Mazzoni Jewelers LLC  
Maloney Carpet Co.  
Maple Street Mall  
McBain Hardware Co.  
McLeans Ace Hardware  
Meldrum Retail/AM Bulk Foods  
Mercuryhead Gallery  
Michigan Insurance Group  
Mieras Family Shoes Inc.  
Neiman's Family Market  
Nichols Ski & Sport Inc.  
Northwest Lock Inc.

Oliver Printing & Packaging  
Pilgrim Investment Co.  
Roll Models  
South Lyon Cycle & Sport Inc.  
Susan L. Micklow DDS MS  
Tawas Do It Center  
Tender  
The Sweet Tooth of Rockford  
Tino's Bar & Pizza Inc.  
Uniform Center of Lansing  
V & A Bootery Inc.  
Van Wieren Hardware Inc.  
Wingert's Food Center  
Wohlfiel Hardware & Tool Inc.  
Wooly Buggers

### Michigan Retailers Foundation Contributors FY 20-21

Albert Ellenberger Lumber Co.  
Allendale True Value Hardware  
Alma Heritage Dental  
Anthony G. Michael Inc.  
Chad Ayers  
Baldwin Lumber Co.  
Ball Park Hardware Inc.  
Barron's  
Becky Thatcher Designs  
Ben Franklin's Mooney Store Inc.  
Benchley's Amish Furniture & Gifts  
Bolenz Jewelry  
Boyne City Hardware Inc.  
Bo Brines  
Conklin Benham PC  
Gary Click  
Dapple-Gray Bed & Breakfast  
DeVries Jewelry Store Inc.  
Douglas Avenue Thrift Center

Dr Louis E Boggs  
Optometrist  
Ed's Orchard Market  
Kim Edsenga  
English Gardens  
Farmington Shoe Repair  
Andrew Gemmen  
Gemmen's Inc.  
Bill Golden  
Golden Shoes Inc.  
Goldstein Bershad & Fried PC  
Meredith Gremel  
James Hallan  
William Hallan  
Honor Hardware & Building Supply  
J B Latoski Enterprises Inc.  
Jerry L. Clore DMD  
Jeff Joyce  
Kaden, Inc.  
Kean's Store Co. LLC

Becky Beauchine Kulka  
John Leppink  
Linde Furniture Inc.  
Little Forks Outfitters Inc.  
M Mazzoni Jewelers LLC  
Maloney Carpet Co.  
Maple Street Mall  
Dan Marshall  
Orin Mazzoni  
McBain Hardware Co.  
Joe McCurry  
Meldrum Retail/AM Bulk Foods  
Mercuryhead Gallery  
Larry Meyer  
Michigan Insurance Group  
Mieras Family Shoes Inc.  
Bryan Neiman  
Neiman's Family Market  
Oliver Printing & Packaging  
Rod Phillips  
Pilgrim Investment Co.  
Retailers Insurance Co.

RJ Rau Management  
Roll Models  
Jean Sarasin  
Schwark Family  
Size Reduction Specialists/FBE Corp  
Peter Sobelton  
Barb Stein  
Sue's Hallmark Cards & Gifts  
Susan L. Micklow DDS MS  
Joe Swanson  
Tawas Do It Center  
The Links at Rolling Mead LLC  
Tino's Bar & Pizza Inc.  
Tom Allen Enterprises  
Tom Ungrodt  
Van Wieren Hardware Inc.  
Jim Walsh  
Wingert's Food Center  
Winglemire Furniture Inc.

# MRA Financial Summary

## Michigan Retailers Association Subsidiary and Related Entities

### Consolidated and Combined Statements of Financial Information

June 30

2021

2020

#### Assets

Current assets	\$8,030,172	\$8,395,230
Property & equipment less depreciation	\$2,107,085	\$2,217,448
Other assets	\$32,009,715	\$28,313,608

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<b>Total Assets</b>	<b>\$42,146,972</b>	<b>\$38,926,286</b>
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#### Liabilities & Net Assets

Total liabilities	\$16,680,730	\$16,373,446
RIC surplus	\$12,248,008	\$11,699,367
RIC common stock	\$100	\$100
Net assets - unrestricted	\$13,218,134	\$10,853,373

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<b>Total Liabilities &amp; Net Assets</b>	<b>\$42,146,972</b>	<b>\$38,926,286</b>
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# RIC Financial Summary

## Retailers Insurance Company

### Statutory Statement of Admitted Assets, Liabilities, and Policyholders' Surplus

December  
31

2021

2020

#### Admitted Assets

Cash and investments		
Bonds, at amortized cost	\$16,636,206	\$18,184,815
Common stocks, at fair value	\$4,707,207	\$3,287,347
Cash, cash equivalents, and short-term investments	\$2,453,086	\$976,422

<b>Total Cash and Investments</b>	<b>\$23,796,499</b>	<b>\$22,448,584</b>
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Uncollected premiums	\$160,145	\$48,076
Deferred premiums	\$3,670,896	\$3,238,007
Accrued investment income	\$76,254	\$91,649
Amounts recoverable from reinsurers	\$99	\$260,309
Federal income taxes recoverable	\$34,106	\$8,202
Net deferred tax asset	\$215,500	\$234,500
Other assets	\$40,864	\$31,563

<b>Total Admitted Assets</b>	<b>\$27,994,363</b>	<b>\$26,360,890</b>
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#### Liabilities

Losses and loss adjustment expenses	\$9,294,670	\$9,154,952
Commissions payable	\$411,042	\$334,404
Unearned premiums	\$4,656,637	\$4,111,033
Advance premiums	\$193,839	\$200,199
Ceded reinsurance premiums payable (receivable)	\$67,011	-\$77,733
Taxes, licenses and fees, excluding federal income taxes	\$192,038	\$141,231
Payable to affiliates	\$169,341	\$135,607
Other liabilities	\$153,059	\$113,089

<b>Total Liabilities</b>	<b>\$15,137,637</b>	<b>\$14,112,782</b>
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#### Policyholders' Surplus

Common capital stock	\$100	\$100
Surplus note	\$380,000	\$400,000
Unassigned surplus	\$12,476,626	\$11,848,008

<b>Total Policyholders' Surplus</b>	<b>\$12,856,726</b>	<b>\$12,248,108</b>
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<b>Total Liabilities &amp; Policyholders' Surplus</b>	<b>\$27,994,363</b>	<b>\$26,360,890</b>
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# Boards of Directors



## Michigan Retailers Association Board

At the Annual Meeting on August 24, the MRA board re-elected five members to serve three-year terms: Bo Brines, Owner and President of Little Forks Outfitters in Midland; Bill Golden, co-President of Golden Shoes in Traverse City; Joe McCurry, executive with Credit Card Group; Bryan Neiman, President and CEO of Neiman's Family Market with three locations in Tawas, St. Clair and Clarkston; and Peter Sobelton, Owner and Partner of Mondial Properties in Birmingham.

Bo Brines currently serves as Chair of the MRA Board. He was elected to his current position in August 2020.

## Retailers Insurance Company Board

At the Annual Meeting held on August 24 three individuals were re-elected to serve three-year

terms as members of the Board of Directors for Retailers Mutual Holding Company, Retailers Stock Company, and Retailers Insurance Company: James P. Hallan, retired President and CEO of Michigan Retailers Association and Retailers Insurance Company; William J. Hallan, current President and CEO for Michigan Retailers Association and Retailers Insurance Company; and Jean Sarasin, retired Executive Vice President and COO of Michigan Retailers Association and Retailers Insurance Company.

Jean Sarasin continues to serve as Chair of the Retailers Insurance Company Board. She was elected in August 2020.

## Michigan Retailers Services Board

Three individuals were re-elected to serve one-year terms as directors at the MRS Board

Annual Meeting: Chad Ayers, Allendale True Value in Allendale; William J. Hallan, President and CEO of Michigan Retailers Association; and Rachel Hurst, Kroger Co. of Michigan.

Rachel Hurst replaced Meredith Gremel, of SpartanNash, who retired in 2021. Hurst has been with the Kroger Co. of Michigan for 12 years. As Kroger's current Corporate Affairs Manager, she is very involved in the daily operation of the business. She oversees charitable giving, government affairs and media relations for all 119 store locations in Michigan. Prior to her current role, Ms. Hurst held nine different positions within the company including clerk, assistant manager, store manager, and as public affairs specialist. Ms. Hurst joined the MRS board in August 2021 for a one-year term.

## Michigan Retailers Association



**Bo Brines**  
*Chair*  
Little Forks Outfitters  
Midland



**William J. Hallan**  
*President and CEO*  
Michigan Retailers Association



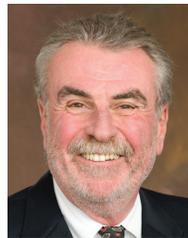
**Bill Golden**  
*Vice Chair*  
Golden Shoes  
Traverse City



**Dan Marshall**  
Marshall Music Company  
Lansing



**Joseph McCurry**  
Credit Card Group



**Peter R. Sobelton**  
*Treasurer*  
Mondial Properties  
Birmingham



**Becky Beauchine Kulka**  
*Past Chair*  
Becky Beauchine Kulka  
Diamonds and Fine Jewelry,  
Okemos



**Kim Edsenga**  
Meijer  
Grand Rapids



**Orin Mazzoni, Jr.**  
Orin Jewelers  
Northville

Biographical information available at [www.Retailers.com](http://www.Retailers.com)

## Michigan Retailers Association cont.



**Bryan Neiman**  
Neiman's Family Market  
St. Clair



**Barb Stein**  
Great Northern Trading Co.  
Rockford



**Thomas Ungrodt**  
TDU Consulting, LLC  
Ann Arbor



**D. Larry Sherman**  
Board Member Emeritus

## Retailers Insurance Company



**Jean Sarasin**  
*Chair*  
Consultant  
Traverse City



**Jeff Joyce**  
*Past Chair*  
Mieras Family Shoes  
Grand Rapids



**Andrew Gemmen**  
Gemmen's Home  
and Hardware  
Hudsonville



**James P. Hallan**  
Retired  
Michigan Retailers Association



**Larry Meyer**  
Lansing Community College



**Rod Phillips**  
Country Casuals  
Petoskey

**William J. Hallan**  
*President and CEO*  
(see MRA Board of Directors)

**Dan Marshall**  
(see MRA Board of Directors)

**Peter R. Sobelton**  
*Treasurer*  
(see MRA Board of Directors)

**Thomas Ungrodt**  
(see MRA Board of Directors)

## Michigan Retailers Services, Inc.



**Chad Ayers**  
Allendale True Value  
Allendale



**Rachel Hurst,**  
Kroger Co. of Michigan  
Novi



**John Leppink**  
Leppink's Food Centers  
Belding



**Joe Swanson**  
Big Springs Enterprises  
Naubinway

**William J. Hallan**  
*President and CEO*  
(see MRA Board of Directors)

“...our purpose to serve our members is unwavering.”

- William J. Hallan  
MRA President and  
Chief Executive Officer



Longtime MRA members father and son duo Gary and Chris Copp pose for a feature story on their family business – Carson City Lumber Co. in Carson City, MI. The story ran in the Feb./March 2021 issue of Michigan Retailer. Photo credit: Steve Jessmore



Pictured left to right: Kate Fabi, Customer Service Rep., Penny Sierakowski, Manager, Customer Service Dept., Tamara Baker, Senior Customer Service Rep., and Mari Aguilar, Customer Service Rep.



MRA member English Garden's devoted staff pose for a quick photo. Read about the business' humble beginnings and eventual expansion into multiple locations. The story ran in the Dec. 2021 issue of Michigan Retailer. Photo credit: Steve Jessmore



Dublin Jerky & BBQ scion and MRA member Troy Fischer carries on the tradition at his Grandville location as the family's flagship store in Manistee County rebuilds after a devastating fire. The story ran in the Feb./March 2021 issue of Michigan Retailer. Photo credit: Steve Jessmore

# Professional Management

Michigan Retailers Association

## EXECUTIVE TEAM

### William J. Hallan

President and Chief Executive Officer

### Thomas P. Clement

Vice President, Operations and General Counsel

### Amy Drumm

Senior Vice President, Government Affairs

### Tom Tuggle

Senior Vice President, Insurance Sales & Membership

### Kurt M. Dettmer

Senior Vice President, Insurance Sales & Business Development

### Cheryl Medler

Vice President, Finance

### Jennifer Rook

Vice President, Communications and Marketing

### Laura Schilling, CAWC

Vice President, Underwriting

## EXECUTIVE SUPPORT STAFF

### Amy Jolley

Director, Human Resources and Executive Assistant

## SALES

### Darcy Gates, CPP

Director, Sales

### Burke Sage, CPP

Manager, Business Development

### Chris Smith, CPP

Manager, Business Development, National Sales

### Miranda Piersol, CPP

Business Development Representative

### Lindsey Tuggle

Business Development Representative

### Harmony Clouse

Administrative Assistant, Sales Department

## CUSTOMER SERVICE

### Penny Sierakowski

Manager, Customer Service Department

### Tamara Baker

Senior Customer Service Representative

### Marian Chelize (Mari) Hosking-Aguilar

Customer Service Representative

### Kate Fabi

Customer Service Representative

### Christain Shaull

Data Admin and Customer Support

## ADMINISTRATION AND OPERATIONS

### Ally Nemetz

Director, Customer Service and Data Administration

### Dave Papp

Director, Information Technology

### Jodi Barber

Benefits Administrator

### Francine Bushrey

Accounting and Membership Assistant

### Nora Jones

Administrative Assistant  
Michigan Grocers Association  
A division of Michigan Retailers Association

### Larain Pearsall

Accounting Assistant and Bookkeeper

### Dora Serna

Receptionist

### Melody Totten

Customer Data Support Specialist

### Ge Xiong

Customer Data Representative

## COMMUNICATIONS & MARKETING

### Rachel Schrauben

Digital Marketing Specialist

### Josh Delany

Graphic Designer

### Ken Sierakowski

Printing Operations Coordinator

## RETAILERS INSURANCE COMPANY

### Abraham Hartline

Corporate Accountant

### Jamie Gulley

Underwriter

### Justine Rodabaugh

Manager, Operations



# Buy Nearby Weekend

October 7 - 9,  
2022

Keep your money  
in Michigan!

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# Get more visibility and support in Lansing!

MRA's Advocacy Fund enhances MRA's lobbying efforts to support retail in Michigan.



Amy Drumm, MRA's Senior Vice President of Governmental Affairs, testifies on behalf of Michigan's Retailers.

## TO CONTRIBUTE

Contributions to the fund can be made from business accounts and written off as a business expense. To contribute, please send a check made payable to "MRA." In the notes line, indicate "MRA Advocacy Fund." Contributions should be sent to Amy Drumm's attention.

# Support Michigan Retailers PAC and protect your interests.

Contact Amy Drumm at  
517.372.5656  
800.366.3699  
or download a contribution form online at:  
[retailers.com/advocacy/take-action](https://retailers.com/advocacy/take-action)



# RETAIL'S NIGHT OUT



JUNE 9, 2022

1PM LANSING CENTER

AFTER 5PM LANSING BREWING COMPANY

We're trying something new this year and want to give you a night out! Mark your calendar for our half-day event filled with key legislators, speakers, and a chance to network with fellow retailers. Buy your tickets at: [Retailers.com/rno](https://Retailers.com/rno). Before May 1: \$50/ticket. After May 1: \$75/ticket.

**Keynote: Shawna Suckow**, internationally acclaimed speaker and author *The Roaring Twenties: Better Sales & Marketing in a Post-Pandemic Decade*

Organized Retail Crime panel with federal, state, and local law enforcement representatives, including **Michigan Attorney General Dana Nessel**

Legislative panel featuring a bipartisan mix of leaders, including **Senator Aric Nesbitt and House Minority Leader Donna Lasinski** - and more to come.



A Michigan Retailers Association event



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517.372.5656 | toll-free: 800.366.3699 | fax: 517.372.1303  
mra@Retailers.com

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