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TODAY'S DATA. **TOMORROW'S DECISIONS.**
Build Your New Career with an online Master's Degree in Business Analytics.

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Take Data From Insight to Impact.
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Craft Your Competitive Edge With an Online Master's Degree in Business Analytics.
 Wake Forest University School of Business offers an online Master of Science in Business Analytics designed to help working professionals, like you, become invaluable problem solvers and reach the next level in your career.

- **FOCUS** on experiential learning projects using real-world data from our corporate partners.
- **DIFFERENTIATE** yourself by building stronger communication, team work and leadership skills.
- **DEVELOP** an understanding of the responsible and ethical use of data for making better decisions.
- **LEARN** the full spectrum of analytics methodologies through innovative courses such as Business Metrics and Analytics in the Boardroom.

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 Today's Data. Tomorrow's Decisions.

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Simplifying Service

New Michigan **SOS** online & self-service options!

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State of Michigan Web Banner Campaign



**FIND HER THE
PERFECT
TREE!**

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KEEP THEM COZY!

Temperatures may drop below zero Thursday. Be prepared with our cold weather animal care tips.

[Learn More >](#)



State of Michigan Department of Agriculture Social Media



GROW YOUR FUTURE

Apply for the Regenerative Farmer Network Grant!

Maximum award: \$50,000



OVERVIEW

The Regenerative Farmer Network Grant (RFNG) provides annual funding from the Michigan Department of Agriculture and Rural Development (MDARD) to help farmers across Michigan build peer-to-peer networks focused on regenerative agriculture.

Regenerative farmer networks play a vital role in scaling sustainable agriculture across the state, empowering farmers to lead, innovate, and support one another in building healthier soils, stronger communities, and a more resilient food system.

If you have questions about the program, or to apply for the grant, email the MDARD's Regenerative Agriculture Program for support.



MDARD-RFNG@michigan.gov

ELIGIBILITY REQUIREMENTS

To qualify, applicants must create a farmer-led network that includes at least five agricultural farmers, contribute 30 percent matching funds of the total request and enter a Memorandum of Understanding (MOU) with at least one of the following items listed below:



A nonprofit conservation or agricultural organization



Michigan State University Extension



A Local Conservation District



State of Michigan Department of Agriculture Flyer

A Solution That Fits Like A Glove!



*We provide the highest level of **Secure Data** compliance available.*
... see page 10

*Our **Unique Team** of Boggy, Comlink & Consumers Energy form a winning combination.*
... see page 23

*Our use of Weather, Wind and Water are focused on the **Environment**.*
... see page 52

*Our plan brings an estimated \$22 million dollars yearly in **Economic Growth** in Michian over the next several years.*
... see page 15

*We are **"ON NET"** with a fiber footprint already integrated into the State Network.*
... see page 35

*We are In Michigan, By Michigan, **For Michigan!** Proud of our Michigan roots and global reach.*
... see page 3

*Our plan introduces the **"Next Generation of I.T."** providing a vision of today and tomorrow.*
... see page 67

*In...By...For
Michigan* ★



State of Michigan Campaign - Complink

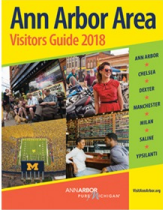



Get the lowdown on all the Ann Arbor area highlights with our **Visitor's Guide**.

What's so special about the Ann Arbor area?

The people. The places. The things to do.

It's all here in our Visitors Guide:



DOWNLOAD FREE GUIDE

- Shopping** – From one-of-a-kind boutiques to local farmers' markets
- Restaurants** – We're known for our world cuisine, craft beers & local spirits
- Arts & Culture** – World-class performances, family-friendly festivals & more
- Recreation** – Sports for participants & spectators, recreation, & 200+ parks
- Transportation** – How to get here, and how to get around once you're here
- Accommodations** – Where to stay for recreation or relaxation
- Attractions** – University of Michigan, museums, night life ... and our fairy doors!

What's so special about the Ann Arbor area?

Read all about it, and plan a trip Today!

ANN ARBOR
DOING LIFE DIFFERENT

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315 West Huron Street, Suite 340, Ann Arbor, MI 48104
Phone: 734-995-7281 / Fax: 734-995-7283
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Email Campaign– Ann Arbor Visitors Bureau



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Apply to be a Physical Therapist or Clinic Director today!



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PHYSICAL, SPEECH, and OCCUPATIONAL THERAPY



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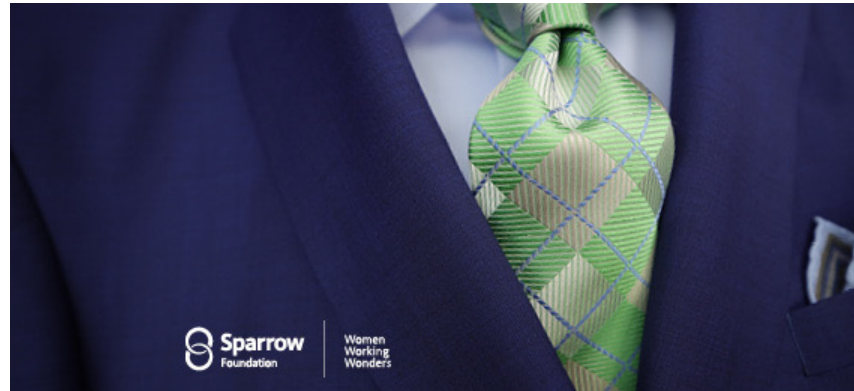
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STORY**

 **bio correct**
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Alliance Physical Therapy Partners Social Media Post



Foundation Campaign – Sparrow

Virtual Health Branding
Sparrow

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Laura Kline Sparrow Nurse Practitioner

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FILL YOUR FUNNEL & INCREASE ENROLLMENT

For colleges and universities, modern marketing must do more than merely raise awareness — it must help grow enrollment. At Annodyne, we deliver an integrated solution that grabs attention and transforms visitors into leads. And not just leads, but qualified leads... prospective students that will matriculate.

OUR SOLUTIONS

Founded in 2001, Annodyne is the undisputed leader in EMBA enrollment marketing. The following solutions have been purpose-built specifically for EMBA programs and are proven to deliver measurable results:

CONVERSION OPTIMIZATION MANAGEMENT™ (COM)

Our industry-leading, proprietary COM service takes a strategy-oriented approach to achieve campaign goals through ongoing optimization of digital marketing channels. Providing results like no other.

NEW HYPERMESSAGING™ SOLUTION

Our new Hypermessaging solution is comprised of audience research, segmentation, and persona development. We identify primary student audiences for which we create tailored messaging and landing page experiences. This enables unparalleled, addressable marketing messages to be delivered to a captive, relevant and qualified audience.

NEW MAXRESULTS™ SOLUTION

Our new MaxResults service provides a closed-loop marketing service for our clients by providing a dedicated marketing strategist to work with our clients beyond generating leads. Our strategists become partners to the program directors providing lead evaluations, win/loss analysis and additional tie-ins with pull-through to enrollment.

ANNODYNE.COM



EXPERIENCE

Annodyne has a national clientele. We keenly understand unique audience segments and use both industry and proprietary tools to measure the success of our efforts.

- 50+ colleges and universities nationwide
- 16+ years of measured results

Our focus in the higher education vertical gives us a particular expertise within graduate business schools, including:

- MBA (all formats)
- Online Programs
- Executive MBA
- Executive Education (OE and custom)

CLIENT SUCCESS

Academia relies on Annodyne to achieve enrollment growth.



CONTACT Annodyne to discuss your enrollment goals today, 215-540-9110 or solutions@annodyne.com

Kellogg's

PIM OLOGY 101

Product Information Management

Origin of PIM

PIM Developed in Response to Customer Request, US & Smart Label Reform and Industry Changes

EU-1169

EU1169 is Europe's Food Information Regulation Requiring Consistent Product Info for Customers

+225

Websites Are Fed Product Data Globally Through PIM

Role of PIM

PIM Manages KEL/KNA Nutrition Label Info and is Consumers Affairs Call Center Knowledge Base



GDSN

PIM Uses a GDSN (Global Synchronization Network) to Distribute Reliable and Consistent Product Data

PIM Keeping our Box on Stage!



PIM provides Product Information for the Consumers Affairs Call Center Knowledge Base

\$10M

Secured Daily through Product Data to Top 2 North American Customers



PIM Streamlining Processes Daily to Improve Efficiency & Consistency Between all Consumer Sales Channels

Value of PIM

PIM Aligns with our 2020 Growth Plan and Helps to Avoid Compliance Based Sales Loss

\$6B

In Box Sales Supported by Customer Data Publishing



PIM Will Eventually Eliminate Need for Tedious and Repetitive Manual Data Entry...Saving Valuable Time & Cost

Future of PIM

PIM will be Single Source for All Consumer Facing Product Info in the Near Future



 CLOUD
  VOICE
  NETWORK



Northern Michigan Now Has High-Speed Options

emPOWERING
Northern Michigan

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EmpoweringNorthernMichigan.com



MICHIGAN-BASED

We're a Michigan-based company with headquarters in East Lansing and offices in Detroit and Grand Rapids. We have a 100-year heritage here in Michigan, and we employ more than 120 residents across the state. We're proud to call the Mitten our home.



QUALITY OF SERVICE

With our guaranteed assigned bandwidth, dedicated Internet connectivity and 99.999% uptime, you'll experience the kind of quality your business demands. And our 24/7/365 Network Management Center allows you to focus on your business—while we take care of your technology needs.



SCALABLE SOLUTIONS

Let's work together to build a cloud, network and voice package that's specifically tailored to your business needs. Our wide range of out-of-the-box products allow you to quickly get up to speed and affordably scale your system as your business grows.

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 CLOUD
  VOICE
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Through Cloud, Voice, and Network

WHY COMLINK? | 888-976-7756
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CLOUD

Do you have ultra-sensitive data your business can't afford to put at risk? COMLINK cloud technology will keep your information safe and secure. And by turning to the COMLINK cloud for hosting, you can be sure you're making a business decision that will dramatically impact your bottom line.



VOICE

COMLINK offers video and voice services that are reliable, scalable and secure. Our hosted VoIP service puts everything in the cloud, resulting in less for your IT team to manage and a guarantee that you won't have to worry about future upgrades.



NETWORK

Our secure private fiber network and multiple geographically diverse, strategically located datacenters mean you can trust COMLINK to provide the kind of speed that fuels business growth—and the security that gives peace of mind.

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 CLOUD
  VOICE
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SAVINGS

Today, the ability to predict operating costs and adapt to changing technology needs is essential. With COMLINK cloud technology, we'll help your company save both time and money.



SECURITY

Do you have ultra-sensitive data your businesses can't afford to put at risk? We offer the technology to keep your information safe and secure—even in cases of emergency and inclement weather.



SPEED

We offer out-of-the-box cloud desktop solutions that are ready to go when—and wherever—you are. Information is now at your fingertips, around the corner—and around the globe.

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THE END Thank You!
