



# DETROIT METROPOLITAN APARTMENT ASSOCIATION

## GENERAL MEMBERSHIP BREAKFAST MEETING

**DATE/TIME:** **Wednesday, April 11th, 2007 8:00 a.m. to 9:30 a.m.**  
(Board meeting follows; all welcome)

**PLACE:** **Glen Oaks Country Club**  
(30500 W. Thirteen Mile Rd., Farmington Hills, MI 48334)

**TOPIC: HANDLING THE MEDIA DURING AN EMERGENCY**

- ▶ Understanding the Media
- ▶ What is crisis communication
- ▶ What are the responsibilities of the owner
- ▶ Develop a plan of action
- ▶ Respecting the power of the media and your limitations



**Keynote Speaker: Mark Winter**

Mark is the Partner and co-founder of Identity Marketing & Public Relations, one of the nation's fastest growing and most respected business-to-business marketing and public relations firms.

**COST:** \$20 for members and potential members, property professionals, vendors, suppliers. Make checks payable to "DMAA" and mail in or pay at the meeting.

**RSVP:** Call, e-mail or fax the form below by Friday, April 9th 2007 so we may reserve enough seats and food. No shows will be billed. *Please note, we can no longer invoice following the meeting.*

**FOR MORE INFORMATION, CALL THE LOCAL DMAA HOTLINE AT 248-594-9803**

**General Membership Breakfast Meeting Sponsor:**

**SHERWIN-WILLIAMS**

Please RSVP today  
No Shows will be Billed

Company Name

Street Address, City, State, Zip

Phone

Fax

E-mail address

*Please List Individual Names Attending:*

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**Fax to 248-594-9804 or e-mail attendees names to [info@dmaa.net](mailto:info@dmaa.net) or call 248-594-9803.**

Please make checks payable to "DMAA" and reference "Membership Breakfast"; bring to meeting or mail to "DMAA" at 30700 Telegraph Rd., Suite 2665, Bingham Farms, MI 48205 (E)