



**COMMUNITY IMPACT AWARD  
NOMINATION FORM**

*(All nomination suggestions will be forwarded to the Legacy Committee for consideration.)*

**Due on or before April 30**

***Award Nominee:***

Name: Annette Rummel, Ph.D  
Company: Saginaw County Convention & Visitors Bureau, Great Lakes Bay Regional Convention & Visitors Bureau  
Address: 515 N. Washington, 2nd Floor  
City: Saginaw State: MI ZIP: 48607  
Phone: ( 989 ) 752-7164 Email: annette@gogreat.com

***Award Nominator:***

Name: Ann Doyle  
Company: Saginaw County Convention & Visitors Bureau, Great Lakes Bay Regional Convention & Visitors Bureau  
Address: 515 N. Washington, 2nd Floor  
City: Saginaw State: MI ZIP: 48607  
Phone: ( 989 ) 752-7164 Email: ann@gogreat.com

***About the Nominee:***

On a separate sheet, describe the nominee, listing how he/she meets the award criteria.

***Supporting Documents:***

Please contact 1-2 individuals to supply supporting documentation to accompany your nomination form. Support documents can take the form of letters, emails, news articles, etc.

Return completed form by April 30th:

By email: [Nancy@saginawchamber.org](mailto:Nancy@saginawchamber.org)

By mail: 515 N. Washington Ave., 3<sup>rd</sup> Floor, Saginaw, MI 48607

# Great Lakes Bay Regional Convention & Visitors Bureau

515 N. WASHINGTON AVENUE, SECOND FLOOR, SAGINAW, MI 48607

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April 15, 2019

Saginaw County Chamber of Commerce  
Attn: Legacy Committee / Nancy Stevenson  
515 N. Washington Ave., 3<sup>rd</sup> Floor  
Saginaw, MI 48607

Re: Community Impact Award

Dear Legacy Committee Members:

I am nominating Annette Rummel, Ph.D for the Saginaw County Chamber of Commerce Community Impact Award.

When it comes to promoting the community, it's hard to top Annette Rummel and her team. Annette, who is also known as Annie by her many friends, started her career working with Circle Michigan and then East Michigan Tour Association.

From there, she became the President of Frankenmuth Chamber of Commerce and Convention and Visitors Bureau in 1986. This was a natural fit for Annie since Frankenmuth is her home.

While there, Annie took the ideas given to her for the Oktoberfest (1990) and World Expo of Beer (1996) and made both a reality and today the festivals are going strong because of her tenacity. Both annual festivals continue today in Frankenmuth. In addition, she created the Big Block Party for the annual Autofest in Frankenmuth and supported financially many other events.

In 2002, Annie was asked to be the CEO of Saginaw County Convention & Visitors Bureau (SCCVB). After taking the position, and being a success, she was approached by the hoteliers to be CEO of a regional collaboration that would require legislation to make it happen. Annie lobbied for and gained passage of legislation to regionalize three formerly separate county-level Destination Marketing and Management Organizations in Bay, Midland and Saginaw Counties under a single, unified and equal regional umbrella organization and brand: Go Great Lakes Bay (GLBRCVB).

Her involvement in the removal of Saginaw Plaza Hotel and Saginaw Centre to make way for Huntington Event Park was the beginning of tourism economic development in Saginaw





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County. The park continues to host big name entertainers, outdoor festivals and rallies and other large events, thus increasing overnight stays in the county while improving the community.

In order to attract the 2012 US Youth Soccer Midwest Regional Championship, the SCCVB, donated funds to increase the number of soccer fields from 16 to 21 at the Saginaw Township Soccer Complex. The tournament bid was won and brought into Saginaw County and the region as a whole, \$12,000,000 in indirect spending. The increased number of fields has allowed the soccer program to grow and today it is thriving.

Because of the success of the 2012 US Youth Soccer Midwest Regional Championship tournament, the bid was won again for this June! Fourteen states are bringing to Saginaw County, and the region, 225 teams (approx. 3600 players). Indirect spending is expected to be greater than 2012 and potentially \$14,000,000.

Annie recognizes that the SCCVB is the only entity in the county to practice Tourism Economic Development. 2019 is proving to be a great year with the overnight stay record being broken! Her leadership not only motivates the team of professionals, but also enhances their own leadership abilities.

Annie promotes tourism through legislation as well. She led the GLBRCVB team in being recognized by U.S. Travel Association in 2016 as the Grassroots Travel Champion for constructing an advocacy toolkit for Michigan travel leaders to help them engage with their political leaders on important travel and tourism issues.

Each year, Annie participates in Destination Capitol Hill to bring tourism legislative priorities to the forefront.

Through Annie's leadership, the GLBRCVB is a partner with Pure Michigan. This allows us to promote the region to other states that we would otherwise not be able to do on our own at the level that we do.

Annie has been featured as a keynote speaker at the following:

- International Economic Development Council Conference in Anchorage, Alaska on "Seven Practical Ways EDOs and DMMOs Can Work Together"
- Social Media Tourism Symposium (SoMeT15US) to share knowledge with other DMMOs on how they can improve collaboration with their local



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- Economic Development Organizations as the industry moves towards a Destination Marketing and Management (DMMO) Model
- Wisconsin Governor's Conference on Tourism
- Guadalajara Sister City Celebration
- Northern Ontario Chamber of Commerce Annual Meeting

She has been the spokesperson for five Destination Marketing Organizations throughout her career and has been the featured speaker at numerous universities.

In addition, Annie was appointed to the Michigan Travel Commission for two terms (1994-2002), was a delegate to the first Whitehouse Conference on Tourism (1990). Annie has also had several publications regarding the tourism industry.

Through hospitality, and a genuine love for Saginaw County, the region and the State of Michigan, Annie is the epitome of a community leader who exemplifies the Spirit of Saginaw.

Sincerely,

Ann Doyle

Lead Travel Tech/Grant Writer





<http://www.delta.edu/about-us/awards-recognitions/distinguished-alumni-awards.html>

### Distinguished Alumni Awards

More than 60,000 graduates across the world proudly claim Delta College as the foundation of their education. It is through that education that they have achieved great success – in their communities and in their careers.

We are so proud of our graduates.



Once a year, through the Distinguished Alumni Award, we are honored to recognize certain individuals who have made a significant contribution to Delta and its students.

We consider the following criteria when we make our selections:

- Delta College graduate. Either a degree or certificate.
- Visibility and Respect. The individual is known for positive reasons and judged to be a valuable and esteemed member of the community.

- Professional Achievement and Career Distinction. The individual attained prominence through his or her efforts that form a record of accomplishment impressive to the citizens of the Great Lakes Bay Region.
- Service to Society. The individual exhibits integrity and a demonstrated commitment to service through an interest in bettering the lives of others through volunteer efforts.
- Service and Support to Delta College. The individual's deeds and actions reflect the importance of his or her educational training, and pride in and loyalty to Delta College, as demonstrated through his or her interest in and support of the College and its programs and activities.

## Meet our current winners

The 2017 recipients of the Delta College Distinguished Alumni Award were honored at a luncheon at the Great Hall in Midland.

### Eugene D. Mossner

Mr. Mossner graduated from Bay City Junior College (the predecessor of Delta College) in 1950. He earned a bachelor's degree from the University of Michigan and a law degree from Wayne State University. Retiring in 1991, he argued before the Michigan Supreme Court, Michigan Court of Appeals and U.S. Federal Court in Cincinnati, and has also served as President of the State Bar of Michigan, Michigan Trial Lawyers Association and Saginaw County Bar Association.

### James N. Stamas

Mr. Stamas is a 1997 graduate of Delta College and has served as State Senator for Michigan's 26th District since 2014. He has been elected as Assistant Majority Floor Leader for the 98th Legislature. He earned a bachelor's degree from Northwood University. Stamas has also served as a Michigan State Representative (three terms), Midland County Commissioner (two terms) and Midland Township Trustee. He is the owner and former general manager of Pizza Sam's in Midland.

## Past winners

- 2016 - Fred L. Borchard, Frankenmuth; and Dr. Annette Rummel, Frankenmuth
- 2015 - Kathryn (Dunn) Langenburg, Bay City; and Robert Sherman, Bay City
- 2014 - No recipients



- 2013 - Ralph Isackson, Bay City; and Thomas Tabor (passed away in 2014)
- 2012 - Mary Anne Ackerman, Frankenmuth; and Norman Braddock, Saginaw
- 2011 - Gregory Branch, Saginaw; Rhonda Provoast, Hale; and Robert Stafford, Midland
- 2010 - Dr. Ronald Miller, St. Johns
- 2009 - Myron Greene, Midland
- 2008 - Dr. Dennis Hensley, Fort Wayne, Indiana
- 2007 - Alice Gerard, Bay City
- 2006 - Dr. Jack Nash, Saginaw
- 2005 - Joseph Rivet, Bay City
- 2004 - Wilmer Jones Ham McZee, Saginaw
- 2003 - Joaquin Guerrero, Saginaw
- 2002 - Steven Morello, Saginaw
- 2001 - Dr. Audrey Stryker, Midland
- 2000 - Scott Seeburger, Midland
- 1999 - Paul Rowley, Bay City
- 1998 - Dr. Roger Kahn, Saginaw
- 1997 - Penny Phelps, Key West, Florida
- 1996 - Charles Braddock (passed away 2013)
- 1995 - David Gamez, Saginaw
- 1994 - William Hargreaves, Midland



HERE TODAY,  
NHL TOMORROW!

Dear Legacy Committee Members:

It is with great pleasure that I am writing to support the nomination from Ann Doyle for Annette Rummel, Ph.D, for the Saginaw county Chamber of Commerce Community Impact Award.

Annie and the Great Lakes Bay Region CVB have been partners with the Saginaw Spirit for the past 17 years. Annie and her team were instrumental in creating hotel and ticketing packages for visiting OHL teams, player's parents, fan buses and NHL scouts. These packages have made this area a must see "Pure Michigan" destination.

When anyone mentions the Great Lakes Bay Region, you can't help but think of Annie Rummel. She exemplifies leadership, legislative ability and tourism promotion in every aspect of her business life. Along with the quality team that she has assembled, they have promoted this region in collaborating special events such as the US Youth Soccer Midwest Regional Championships and Destination Marketing Organizations.

Annie's charismatic people skills, attention to detail and love of the Great Lakes Bay Region has brought about numerous recognitions and awards for this region. It is for these reasons I would highly recommend Annie Rummel receive the Saginaw County Chamber of Commerce Community Impact Award.

Sincerely,

Craig Goslin  
President & Managing Partner  
Saginaw Spirit Hockey Club



# Annette Rummel

## President/CEO

### *Great Lakes Bay Regional Convention & Visitors Bureaus of Bay County, Midland County and Saginaw County*



Annette Rummel became President/CEO of the Great Lakes Bay Regional Convention & Visitors Bureaus of Bay County, Midland County and Saginaw County on September 1, 2009. She was named President/CEO of the Saginaw County Convention & Visitors Bureau on October 7, 2003. Prior to this, Annette served as the President/CEO of the Frankenmuth Chamber of Commerce and Convention & Visitors Bureau since August of 1986 and has served the Michigan travel and tourism industry for more than 30 years.

Annette is a graduate of Delta College, Saginaw, Michigan; Northwood University, Midland, Michigan; received her Master of Science from Rochester Institute of Technology, Rochester, New York and her Ph.D. from Michigan State University from the School of Agriculture and Natural Resource in the area of Park, Recreation and Tourism Resource Studies.

William G. and Annette M. Rummel reside in Frankenmuth. They are the parents of two daughters. William and Annette Rummel and their daughters are members of St. Lorenz Lutheran Church.

# Northwood recognizes top women in business

For the Daily News

Published 1:48 am EDT, Saturday, July 7, 2018

Northwood University has announced the 2018 honorees for the institution's annual Distinguished Women Awards.

The awards honor women from across the country who have made a difference in their business and community in education, non-profit foundations, the corporate inclusion of diversity, travel, hospitality and the arts that inspire all generations.

The 2018 class of honorees includes:

- Roberta "Bobbie" Arnold, president and CEO of the Charles J. Strosacker Foundation
- Mary Callaghan Lynch, professional opera singer, founder of Motor City Lyric Opera, and vocalist with Lynch and Sons Funeral Directors
- Karen S. Carter, chief inclusion officer at The Dow Chemical Co.
- Dolly Clement, executive director of the Robert W. Plaster Foundation
- Lisa Phillips, principal of Cass Technical High School
- Annette Rummel, president/CEO of the Great Lakes Bay Regional Convention and Visitors Bureaus of Bay County, Midland County and Saginaw County
- Linda Schinkel Rodney, Shinkle Fine Arts LLC

The Distinguished Women Award was created 49 years ago to recognize women who represent the ideals Northwood instills in its own students: commitment to free enterprise, the partnership of arts and business, and the management of global commerce. All honorees past and present serve as role models for Northwood University students.

"This class of Distinguished Women exemplifies the very reason Northwood University honors them," said Keith Pretty, Northwood University president and chief executive officer. "When organizations and institutions connect to contribute for the common good, we transform the marketplace, providing value to all we do."

Northwood University bestows Distinguished Women Award honors over a multi-day celebration ending with a formal gala event where the members will receive a bronze medallion. The 2018 gala will be held at the Midland Country Club on Sept. 29.

For more information about the Distinguished Women event, or for a full listing of past awardees, contact Ashleigh Summers at 989-837-4465 or [summersa@northwood.edu](mailto:summersa@northwood.edu).





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When you think of the Saginaw Community and the Business and Event development, Annette (Annie) Rummel stands out. I personally started working with her when she was the head of the Frankenmuth Chamber of Commerce here in Frankenmuth. Annie is always full of enthusiasm, and when the idea makes sense, she goes the distance to make it happen. Annie is able to work with such a range of people, from sitting in meetings with the Governor to collaborating with all the volunteers to help organize these events.

My experience with Annie in dealing with the Michigan's Heroes Museum, the Frankenmuth Auto Fest, World Expo of Beer, and Oktoberfest has been an ease. These events along with many others have created such a large, financial impact to the City of Frankenmuth, Saginaw County and the surrounding counties.

In the past year, Annie has worked hard to raise funds for the Michigan's Heroes Museum. She has worked with us from giving us promotional advice throughout the State of Michigan to connecting us with other leaders to help raise funds. With her help we have raised over \$300,000 in this past year for this museum.

Annie has teamed up with us since the formation of the Frankenmuth Auto Fest. She has personally opened up her house during this weekend to host marketing events. In this past year, we have given \$162,000 back to the community. Some of the donations include scholarships, NICU unit at Covenant Health Care, Military Museum, multiple schools and Fire and Police Departments just to name a few.

When I am trying to decide what to do regarding tourism, the image of our events and community and dealing with volunteers the first person I reach out to is Annie Rummel. She makes a big difference in the Tri County area and will make a positive impact to any program. If you bring an idea to her and she believes in it, she will get the project done. She is a community leader, an important voice in the Tri County Area. She is the spirit of the Saginaw Community.

Thank you,

A handwritten signature in black ink that reads "Tony".

Tony D'Anna  
McDonald's Owner/ Operator  
Frankenmuth Auto Fest Chairman

[SVSU / Newsroom / All News/Archive / 2016 / March / SVSU names 'Best in Business' awards recipients](https://www.svsu.edu/newsroom/news/2016/march/svsunamesbestinbusinessawardsrecipients/)

<https://www.svsu.edu/newsroom/news/2016/march/svsunamesbestinbusinessawardsrecipients/>

March 9, 2016

## SVSU names 'Best in Business' awards recipients

Saginaw Valley State University's College of Business & Management recently honored outstanding regional business leaders as well as SVSU students, alumni and faculty as part of the university's third annual Academia Awards: Best in Business.

Several committees featuring SVSU faculty, staff and students — along with members of the business community — chose the awards recipients. They will be recognized during a dinner ceremony on campus Friday, March 18.

The recipients include the following:

David Dittenber received the Outstanding Entrepreneur award. Dittenber has more than 20 years of entrepreneurial experience, working extensively in sales and marketing, including national sales management and leadership roles. He is the owner and CEO of Downtown Restaurant Investments, which operates three restaurants in downtown Bay City. He also is the president and owner of both Facilities Management Consultants International as well as DLR Development, a design-to-build solutions firm that works with the healthcare industry.

Annette Rummel, CEO of Great Lakes Bay Regional Convention and Visitors Bureau, received the Outstanding Business Leader award. Rummel also has served as the president and CEO of the Frankenmuth Chamber of Commerce. She has worked in the Michigan travel and tourism industry for more than 30 years.

Scheurer Healthcare Network received the Outstanding Business award. The Pigeon-based organization aims to provide a variety of healthcare services to mid-Michigan communities and has established a continuum of care with Elder Care Services, which include an independent living facility, an assisted living facility and a long-term care unit.

Zehnder's of Frankenmuth received the Outstanding Family Business award. Zehnder's of Frankenmuth is a popular destination in Frankenmuth, offering a restaurant, golf course, waterpark and café. The business has served customers for more than 150 years.



Thomas Braley, who graduated from SVSU in 1982 with a bachelor's degree in management, received the Outstanding Alumnus award. The Saginaw resident is a financial advisor and a managing director of investments for Wells Fargo Advisors, LLC in Saginaw Township. He also has served on a number of boards including the SVSU Board of Fellows, Saginaw Promise Zone and the Child Abuse and Neglect Council of the Great Lakes Bay Region.

Kayla Bischer received the Outstanding Undergraduate Student award. The Harbor Beach native will graduate from SVSU in May with a bachelor's degree in accounting. With a 4.0 GPA, she has been a member of SVSU's President's List for eight semesters. She works as a payroll generalist for Bad Axe-based Gemini Group, a plastic and metal products supplier where she hopes to advance her career after graduation.

Michael Stackhouse received the Outstanding Graduate Student award. He has more than 25 years of experience working in information technology, including areas ranging from software development to hardware. Stackhouse also serves as an adjunct faculty member in SVSU's Department of Computer Science and Information Systems.

Robert Chadwick, an adjunct faculty member in SVSU's Department of Management & Marketing, received the Excellence in Teaching: Adjunct award. Chadwick was chosen for his passion for giving back to students.

Stacie Krupp, SVSU assistant professor of accounting, received the Excellence in Teaching: Faculty award. The Chesaning native spent 21 years as a public accountant before trading her calculators for syllabi when she joined SVSU and the higher education world in 2012. Part of her academic approach involves challenging students with projects that mimic tasks faced by employees in the public and private accounting sector.

Betsy Pierce, SVSU assistant professor of accounting, received the Excellence in Service award. She has served on SVSU's Vitito Global Leadership Institute selection committee since joining SVSU in 2013. The institute is a leadership development program for students studying within SVSU's College of Business & Management. Pierce is a member of a number of other committees such as the Faculty Association Banquet Committee, Workplace Culture Committee and the Indian Student Association Holi Festival Committee.

# Great Lakes Bay Regional CVB Receives Travel Honors

Share 1



Published: 03/03/2016

**WASHINGTON (March 3, 2016)** - The U.S. Travel Association Monday bestowed Julie Heizer of the U.S. Department of Commerce's National Travel and Tourism Office and the team at the Great Lakes Bay Regional Convention & Visitors Bureau, led by Annette Rummel, Ph.D., with Distinguished Partner awards for their efforts to bolster travel to and across America.

U.S. Travel recognized the Great Lakes Bay Regional CVB, led by President and CEO Annette Rummel, Ph.D., as this year's Grassroots Travel Champion for their prioritization of advocacy efforts in 2015. Annette began the year by constructing an advocacy toolkit for Michigan travel leaders to help them engage with political leaders on important travel and tourism issues. The CVB also spearheaded three separate Travel Talks events with Michigan Congressional leaders in 2015, helping introduce them to the travel workers whose jobs depend on tourism while discussing our industry's top legislative proposals.

U.S. Travel will present the awards on March 16 at the association's Destination Capitol Hill-the travel and tourism industry's premier fly-in event dedicated to educating policymakers about the power of travel, providing a forum for travel leaders to meet with members of Congress in Washington and showcasing the industry as one of America's strongest economic sectors.

"In 2015, the team at the Great Lakes Bay Regional CVB stood out for their passionate leadership at the local level," said Dow. "Annette Rummel has shrewdly and strategically strengthened her organization's relationships with lawmakers, and shone in her efforts to show political leaders how vital travel and tourism is at every level of Michigan's economy. I can think of no group more deserving of this year's Grassroots Travel Champion award."

Learn more about U.S. Travel's Distinguished Partner awards [here](https://www.ustravel.org/programs/awards/travel-champion-awards?utm_source=MagnetMail&utm_medium=email&utm_term=mjacobson@ustravel.org&utm_content=)

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Learn more about Destination Capitol Hill [here \(https://www.ustravel.org/events/DCH?utm\\_source=MagnetMail&utm\\_medium=email&utm\\_term=mjacobson@ustravel.org&utm\\_content=](https://www.ustravel.org/events/DCH?utm_source=MagnetMail&utm_medium=email&utm_term=mjacobson@ustravel.org&utm_content=)

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