Golf, Education, and Networking.

2015 TMA Great Lakes Regional Conference
MAY 28 - 29, 2015
QUAIL HOLLOW RESORT
PAINESVILLE, OHIO

Hosted by the Michigan, Ohio, Pittsburgh, and Upstate New York TMA Chapters
For more information, visit turnaround.org/events.
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# Great Lakes Regional Conference

**Quail Hollow Resort**  
11080 Concord Hambden Road, Painesville, OH 44077  
**May 28 - 29, 2015**

*Hosted by the Michigan, Ohio, Pittsburgh, and Upstate New York TMA Chapters*

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<table>
<thead>
<tr>
<th>Thursday, May 28, 2015</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10:00 am – 6:00 pm</td>
<td>Conference Registration</td>
<td>Quail Hollow Resort</td>
</tr>
<tr>
<td>10:00 am – 12:30 pm</td>
<td>Golf Check-In (Box Lunch)</td>
<td>Quail Hollow Resort</td>
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<tr>
<td>12:00 pm – 5:00 pm</td>
<td>Golf Outing (shotgun start)</td>
<td>Quail Hollow Country Club</td>
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<tr>
<td>6:00 pm – 7:30 pm</td>
<td>Opening Reception</td>
<td>Ballroom – Quail Hollow Resort</td>
</tr>
<tr>
<td>7:30 pm – 9:30 pm</td>
<td>Dinner, Golf Prizes, Networking</td>
<td>Ballroom – Quail Hollow Resort</td>
</tr>
<tr>
<td>9:30 pm – to Closing</td>
<td>Cigar Bar &amp; Networking Lounge</td>
<td>Bronze Bear Patio – Resort</td>
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<table>
<thead>
<tr>
<th>Friday, May 29, 2015</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 am – 9:00 am</td>
<td>Buffet Breakfast</td>
<td>Ballroom – Quail Hollow Resort</td>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>Keynote Speaker</td>
<td>Ballroom – Quail Hollow Resort</td>
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<tr>
<td></td>
<td>Ivan E. Schwarz, President and CEO, Greater Cleveland Film Commission</td>
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<tr>
<td></td>
<td><strong>The Cleveland Film Commission Contributing to Northeast Ohio’s Economy</strong></td>
<td></td>
</tr>
<tr>
<td>9:00 am – 9:30 am</td>
<td>Coffee Break</td>
<td></td>
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<tr>
<td>9:30 am – 10:30 am</td>
<td>Panel</td>
<td>Ballroom – Quail Hollow Resort</td>
</tr>
<tr>
<td>10:45 - 11:45 am</td>
<td>Panel</td>
<td>Ballroom – Quail Hollow Resort</td>
</tr>
<tr>
<td>11:45 am</td>
<td>Adjourn</td>
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Biography

Ivan Schwarz: President, Greater Cleveland Film Commission

Ivan Schwarz has been President of the Greater Cleveland Film Commission (GCFC) since 2007. He is committed to building a year-round, sustainable media industry through job creation, workforce development, and attraction of media productions to Ohio.

Ivan has over 20 years of experience in the film and television industry. Prior to joining the GCFC he was a Co-Producer on the HBO mini-series Band of Brothers and a Location Manager on Entourage, My Name Is Earl, The Comeback, From the Earth to the Moon, as well as on many other films and television programs. He has worked all over the world alongside top industry professionals, such as Steven Spielberg and Tom Hanks.

Upon joining GCFC, Ivan began a statewide effort to create and pass the Ohio Motion Picture Tax Credit to promote filming in Ohio. The biennial tax credit was first signed into law in July 2009. The first four years of the tax credit proved to be overwhelmingly successful, with 40 projects receiving tax credit dollars from the State. Together these projects have generated a nearly $300 million in economic impact in Ohio and have resulted in over 1,300 full-time equivalent jobs for Ohio residents. Ivan has worked closely with Cleveland State University to conduct a second comprehensive economic impact study to examine the impact of Ohio’s tax incentive on the local economy. During the fiscal years of 2013 and 2014 the State’s tax incentive has offered a total of $40 million. The study indicates that, as a result of Ohio’s Motion Picture Tax Incentive, for every $1.00 spent in Ohio, $1.78 is reinvested into the local economy. Ivan continues to lead the effort of ensuring the renewal of Ohio’s tax incentive. With the support of Ivan, GCFC aims to increase the incentive to $50 million per year, to insure the continued growth of Ohio’s stable media industry.

While at GCFC Ivan has been involved in bringing to Cleveland many box office favorites such as Marvel Studio’s Captain America: The Winter Soldier, Avengers, Draft Day, Alex Cross, Funsize, Bad Grandpa, Take Shelter and Kings of Summer just to name a few.

Under Ivan’s leadership, over 300 productions have been filmed in Ohio since 2007, including commercials, documentaries, independent and studio feature films, music videos, public service announcements, photo shoots, television shows, and web-series. As a result, local businesses have enjoyed significant increases in their revenues from the film industry. Not just retail shops, restaurants, hotels, but also contractors, real estate agents, and restaurant food suppliers have all benefited from the increased business during filming.

Ivan is inspired and dedicated to building a strong, competitive and experienced local workforce through the GCFC’s Workforce Development Programs. These programs are carefully designed to provide local workers with the education, network and tools they need to succeed in the media industry. Each program is created in consultation with industry experts and in partnership with local colleges and universities to yield relevant, employer-driven curricula and training. To date, over 600 hundred people have actively participated in these professional development workshops, seminars and networking opportunities. About the Greater Cleveland Film Commission: The Greater Cleveland Film Commission (GCFC) is a private, nonprofit economic and workforce development organization committed to bringing media production to Northeast Ohio to strengthen the workforce, support the media industry and attract media production to the region. To learn more about GCFC and for the latest updates on media production in Northeast Ohio, visit www.clevelandfilm.com.
**Sponsorship**

Due to a tremendous response to the sponsorship campaign in the past, anyone interested in supporting this year's conference should immediately contact Andy Allaire at 716-662-0301 or aallaire@amerisourcefunding.com or Rick Szekelyi at rszekelyi@phoenixmanagement.com or 216-832-6977.

**Registration**

Registration Fees include educational sessions, meals, and social functions. Room charges are additional (see below). All registered attendees will receive a TMA name badge at the Conference that must be worn for admittance to all sessions, meals, and social functions. The member registration is for current, active TMA members. If you are not a TMA member, you may join online at www.turnaround.org.

*Conference registration will close Friday, May 22 at midnight.*

<table>
<thead>
<tr>
<th></th>
<th>Conference Only</th>
<th>On or before 5/1/15</th>
<th>After 5/1/15</th>
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<tbody>
<tr>
<td>Member</td>
<td>$150</td>
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<tr>
<td>Non-member</td>
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<tr>
<td>Spouse</td>
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<td>$100</td>
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<tr>
<td>NextGen</td>
<td>$100</td>
<td>$150</td>
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**Conference and Golf** *

<table>
<thead>
<tr>
<th></th>
<th>On or before 5/1/15</th>
<th>After 5/1/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member with Golf</td>
<td>$275</td>
<td>$325</td>
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<tr>
<td>Non-member with Golf</td>
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<td>$375</td>
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<tr>
<td>NextGen</td>
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<td>$275</td>
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For those wishing to register by mail, please complete the attached registration form. Registrations cannot be confirmed until payment is received. Please contact Sharon Graber, conference administrator, at upstateNY@turnaround.org or 716-440-6615 with questions.

*Conference registration is required in order to play golf.*

**Cancellation Policy**

The deadline to cancel for a refund will be 4:00PM on Friday, May 22, 2015 (the “Cancellation Date”).

No refunds will be granted after the Cancellation Date but substitutions are welcomed. Please consider sending a colleague in your place should you need to cancel after the Cancellation Date. The difference between member/non-member rates may be applicable. There will be no exceptions to the Cancellation Policy.

**Room Reservations and Driving Directions**

*Reservations*: Please call Quail Hollow Resort directly at 1-440-497-1100 and ask for the Turnaround Management Association regional conference rate of $99 plus tax for a single room. Reservations must be guaranteed by a major credit card by **May 22, 2015 to guarantee the discounted room rates**.

*Room Cancellations*: Room cancellations must be made through Quail Hollow Resort **5 days before your arrival** to receive a refund. Cancellations after that date will be charged for one night.

*Directions*: Visit http://www.quailhollowresort.com/directions-map-en.html for detailed driving directions. The resort is just east of Cleveland at exit 200 off I-90. Drivers using a GPS should enter the address: 11080 Concord-Hambden Road, Painesville, OH. The closest major airport is Cleveland, OH.

**Attire**


*Educational Sessions and Networking Events*: Business Casual
Great Lakes Regional Conference  
Quail Hollow Resort  
11080 Concord Hambden Road, Painesville, OH 44077  
May 28-29, 2015  
Hosted by the Michigan, Ohio, Pittsburgh, and Upstate New York TMA Chapters

Registration Form  
(If registering by mail and paying by check)

Name:  
_____________________________________________________

Name for Badge:  
_____________________________________________________

Title:  
___________________________________________________

Company:  
_____________________________________________________

Address:  
_____________________________________________________

City / State / Zip:  
_____________________________________________________

Telephone:  
__________________________________________

Email:  
_____________________________________________________

TMA Chapter:  
_____________________________________________________

TMA Member # (required) ___________

Golf:  
Yes _____  No _____

Golf Handicap (required): ___________

Entrée Selection:  
___ Black Pepper Fettuccine with a Vegetable Primavera Alfredo  
___ Herb Roasted Chicken Breast with Dijon Demi-Glace  
___ Miso-Sake Glazed Salmon with Mango-Apple Salsa  
___ 7oz. Sirloin Filet with Wild Mushroom Sauce

“Conference Only” or “Conference and Golf” Registration Fee:  $__________

Spouse Registration Fee:  $__________

Total:  $__________

Please mail this registration form along with your check payable to  
TMA Upstate NY Chapter– Great Lakes Regional Conference to:  
Sharon Graber, 57 Middlebury Road, Orchard Park, NY 14127.

We look forward to another exciting conference, and hope to see you there!
Great Lakes Regional Conference
Quail Hollow Resort
11080 Concord Hambden Road, Painesville, OH 44077
May 28-29, 2015
Hosted by the Michigan, Ohio, Pittsburgh, and Upstate New York TMA Chapters

Spouse – Registration Form
(If registering by mail and paying by check)

Guest Name: _____________________________________________________________

Registered Attendee: ______________________________________________________

Name for Badge: ___________________________________________________________

City/State: ________________________________________________________________

Telephone: __________________________________________________________________

Email: _____________________________________________________________________

Entrée Selection: ___ Black Pepper Fettuccine with a Vegetable Primavera Alfredo
___ Herb Roasted Chicken Breast with Dijon Demi-Glace
___ Miso-Sake Glazed Salmon with Mango-Apple Salsa
___ 7oz. Sirloin Filet with Wild Mushroom Sauce
Chapter Presidents

2015 TMA Great Lakes Regional Conference
Hosted by the Michigan, Ohio, Pittsburgh, and Upstate New York TMA Chapters

**Detroit Chapter**
Meagan Hardcastle, CTP  
Managing Partner  
Harmon Partners  
300 Park Street, Suite 100  
Birmingham, MI 48009-3429  
(248) 723-7933  
mhardcastle@harmonpartners.com

**Ohio Chapter**
Sally C. Barton  
Vice President  
KeyBank  
4910 Tiedeman Rd  
Mail Code OH-01-51-0463  
Brooklyn, OH 44144-2338  
(216) 813-5736  
faxsally_c_barton@keybank.com

**Pittsburgh Chapter**
Kirk B. Burkley  
Partner  
Bernstein-Burkley, P.C.  
707 Grant Street, Suite 2200  
Pittsburgh, PA 15219  
412-456-8108  
kburkley@bernsteinlaw.com

**Upstate New York Chapter**
Andrew Allaire  
Regional Marketing Manager  
Amerisource Funding, Inc.  
57 Tanglewood Drive West  
Orchard Park, NY 14127-3504  
(716) 662-0301  
aallaire@amerisourcefunding.com

The conference committee would like to acknowledge and extend a special thank you to the chapter executives for their assistance in organizing the 2014 TMA Great Lakes Regional Conference.

Sharon M. Kimble – Michigan Chapter  
Louise Walsh – Ohio Chapter  
Kelly Szejko – Pittsburgh Chapter, Executive Director  
Sharon Graber - Upstate New York Chapter
## 2015 TMA Great Lakes Regional Conference Committee

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Chair</td>
<td>Rick Szekelyi, Phoenix Management Services, Inc.</td>
<td></td>
</tr>
<tr>
<td>Event Administrator</td>
<td>Sharon Graber</td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td>Andy Allaire, Amerisource Funding, Inc.</td>
<td></td>
</tr>
<tr>
<td>Golf</td>
<td>George Horvat, Allegiant Business Finance, LLC</td>
<td>Barry Sullivan, First National Bank</td>
</tr>
<tr>
<td>Committee-at-Large</td>
<td>Matt Dekutoski, Crestmark Bank</td>
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<td></td>
<td>Dov Frankel, Taft Stettinius &amp; Hollister</td>
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<td></td>
<td>Garry Graber, Hodgson Russ LLP</td>
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<td>Mark Schroeder, First Capital</td>
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<td></td>
<td>Kelly Szejko, Pittsburgh Chapter</td>
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<td></td>
<td>Tom Wearsch, Baker Hostetler</td>
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