

KALAMAZOO IS CALLING DISCOVER A CHARMING, HISTORIC TOWN WITH URBAN APPEAL

michigan

meetings + events

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CVBs share their
cutting-edge keys
to success (39)

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Tov!*

TIPS & TRENDS FROM
BAR AND BAT MITZVAHS (44)

ASSOCIATION NEWS »

MSAE Inks Deal with the Motion Picture Licensing Corporation

The Michigan Society of Association Executives (MSAE) has negotiated an agreement with the Motion Picture Licensing Corporation to better educate its members on licenses to exhibit movies and other audio-visual programs at association functions. The agreement also secures a discount on the Umbrella License for MSAE members.

The arrangement allows MSAE members to legally provide visual content to meetings and special events. (Showing movies during meetings, conference sessions or other special events requires a public performance license.)

The license, known as an Umbrella License, provides associations the rights to show a wide array of movies and other audio-visual programs for entertainment or educational purposes. Movies can be shown from more than 1,000 Hollywood studios and independent, special interest, television and foreign producers. Once a license is secured, associations can rent or purchase movies and play them without the need for any further reporting.



UPGRADE »

Weber's Completes Renovation

Weber's, in Ann Arbor, has completed a \$2 million renovation of its 158 guest rooms and suites.

Each room now features blue, white and neutral touches in its furniture and paint; contemporary case goods; and updated carpet. In addition, the rooms offer Amari lounge chairs and ottomans by Janus et Cie and high-end Simmons hospitality bedding.

Many of the bathrooms now have floor-to-ceiling Italian porcelain, custom-built showers with tiled benches, sliding glass barn doors, rainfall showers with GROHE showerheads and Vive mirrors. The mirrors, made by the Electric Mirror Co., use a Bluetooth device attached to the back of the mirror to pipe music from the guest's musical library on his or her phone to Bose speakers installed in the ceiling. Users control the power and volume simply by touching the mirror in certain areas.

Prior to the current project, Weber's had made a \$4 million update to its ballrooms, lobby, pool and exterior façade. webersinn.com