

*You Can Lead a Horse to Water...But Can You Make Him Thirsty?  
How to Make Them Come Back for More.*

2005 MichALL Annual Meeting

- Date:** Tuesday, April 26, 2005
- Place:** Thomas M. Cooley Law School Grand Rapids/Western Michigan Univ. Campus.  
WMU Graduate Center, 200 Ionia Ave. 4th Floor.
- Time:** 9:00-9:30 Registration
- Program:** *Michael Buschmohle, President of Applause! Associates of Seattle.*  
9:00-11:30 Work Talk: Communicating effectively at work.  
11:30-1:00 Lunch and MichALL Business Meeting  
1:00-3:30 Presentation Skills  
3:30 Library Tour

**Directions:** **From the East:** I-96 West toward Grand Rapids. After you pass the Lowell exit (Exit 52), take the new M-6 South Beltline exit towards Holland. Follow M-6, and just after the Kalamazoo St. exit, get in the right lane -- this becomes the exit for US 131 (Exit 8). Take US 131 North toward Grand Rapids, and exit at the Downtown exit (Exit 84 B). When you get off the exit, do not go straight to the light -- keep to the right and that will put you on Cherry Street East (yield sign). After yielding, merge right onto Cherry and go 1/2 block to Ionia (4-way stop sign). Turn left onto Ionia and go 1/2 block and turn left into Area 5 parking. The WMU/Cooley building is on the SE corner of Ionia and Cherry.

**Parking:** Parking is available in the Area 5 Lot, which is on Ionia Street across from the WMU Graduate Center. Parking is included in your registration fee. Tell the attendant that you are attending a Cooley event.

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**REGISTRATION FORM (Due April 8, 2005)**

***Please Note: Seating is limited to 60 people. Registration forms must be accompanied by your payment in order to reserve your place. Thank you!***

Name:

Organization:

Address:

Phone: E-mail: Do you want a vegetarian lunch? Yes No

Member: \$20 Non-member: \$30

Please mail registration form and check (payable to MichALL) **by Friday, April 8, 2005** to:

*Kori Kasara  
Thomas M. Cooley Law School Library  
111 Commerce SW  
Grand Rapids, MI 49503*

[kasarak@cooley.edu](mailto:kasarak@cooley.edu)  
616-301-6850 ext. 6940  
[www.cooley.edu](http://www.cooley.edu)