



Michigan Cichlid Association

March 15, 2016 

American Cichlid Association

To: Board of Trustees

The officers and members of the Michigan Cichlid Association would like to thank you for the opportunity to bid on the 2017 American Cichlid Association Annual Convention. The proposed dates for the convention would be Thursday, July 13, through Sunday, July 16, 2017.

With the resurgence of the Detroit community and the die-hard cichlid lovers located in Michigan (Michigan Cichlid Association), Illinois (Greater Chicago Cichlid Association), Indiana, many clubs in Ohio (Greater Cincinnati Aquarium Society and the Ohio Cichlid Association, for example), and our proximity to Canada, the Detroit area would make a great spot to host a convention. Travel to Detroit is easy by plane or by car as we are only a 4 - 5 hour ride from Chicago, Cleveland, Cincinnati, and Toronto. Delta, as well as other major carriers, provide service into Detroit Metro airport, a short 20 to 25 minute ride to the hotel.

The host club, Michigan Cichlid Association, was founded in 1980 and has hosted successful ACA annual conventions in both 1983 and 1999. Our club has grown over the years with a membership over of 100 and an average attendance at our monthly meetings of over 40.

After a review of our proposal, I am sure you will find the Detroit area a perfect location for the 2017 ACA convention.

Very truly yours,

Josh R. Cunningham 

2017 ACA Convention Chairman

Convention Proposal

Cultural and Historical Attractions

The Detroit area has many attractions outside of the convention. For those interested, here are some of the attractions this area has to offer:

- Cranbrook Academy of Art and Institute of Science - Special exhibits of contemporary visual art, observatory, planetarium, and sculpture gardens.
- Edsel & Eleanor Ford House - 80 acre estate and 60 room home of one of Detroit's great auto barons.
- Henry Ford Estate Fairlane - Home of Henry Ford I in Dearborn.
- Henry Ford Museum and Greenfield Village - Located about thirty minutes away, this is one of America's great indoor and outdoor museums depicting the country's evolution from rural to industrial society.
- Detroit Zoo
- Detroit Tigers - Schedule permitting.
- Belle Isle Aquarium - Visit North America's oldest freshwater aquarium.

Shopping and Dining

- Twelve Oaks Mall - More than 200 up-scale shops, located within 10 minutes driving of the hotel.
- Greektown - Great food and music including Trapper's Alley shops in the downtown area.
- Rivertown - Casual taverns and fine restaurants in Detroit's riverfront area.
- Detroit Casinos – Motor City, MGM, and Greektown
- Windsor, Ontario, Canada - Just minutes away from downtown Detroit by the Windsor International Tunnel or the Ambassador Bridge. One can visit the Casino Windsor and the Northern Belle Casino, as well as shop and dine on an international waterfront.
- Somerset Collection - One of metro Detroit's trendiest shopping centers with Neiman Marcus, Tiffany's, Saks, Barney's, Crate & Barrel, to name a few.
- Lunch or Dine on a Riverboat Cruise. 

- Ginopolis – World famous barbeque ribs.
- Dave and Buster’s – 65,000 square feet of food and games.

Staffing Convention Chairman

MCA President Josh Cunningham, who attended the ACA convention in Louisville and other fish related conventions in OH and NJ, is coordinating planning and organization for the 2017 ACA Convention. This is also being planned with other BOD members who were part of the ACA convention in 1999. In addition, many members of MCA are involved in the planning, organization, and administration of this show. In addition to MCA, the Detroit area is home to several pet shops that have volunteered to help make this a successful convention for the ACA. A sufficient number of MCA and other local club members are available to work in putting on this ACA convention.

Convention Staff

Adequate staffing exists in MCA to host the 2017 ACA convention. Over 20 volunteers have already signed-up to assist in the convention activities, and several key positions have already been filled as follows:

Showroom Co-Chair	Ron Brockmiller
Showroom Co-Chair	Michael Post
Vendor Chair	Marty Derenge / Blair Henze
Registration Chair	Jon Keeler

About MCA

Michigan Cichlid Association was formed in November of 1981. Many of the founders were members of the Greater Detroit Aquarium Society and Motor City Aquarium Society. These hobbyists share an intense interest in cichlids and it was this interest that spurred them to form a specialty club.

In July 1983 and July 1999, the Michigan Cichlid Association hosted the annual American Cichlid Association convention. Both conventions were held at a hotel near Detroit Metropolitan Airport and were well attended.

Over the years, Michigan Cichlid Association has continued to grow, gain new members, and evolve, with members not only from Southeast Michigan, but from all over the United States.

Site Study

Due to the size of the ACA convention, a few hotels were determined to be large enough to provide adequate space requirements to house this convention. The Marriott in Troy, Michigan, and Sheraton in Novi, Michigan, were reviewed and after thorough discussions and negotiations, the Troy Marriott decided to withdraw their bid. The Sheraton in Novi was then contacted again and an agreeable contact was reached. This hotel can provide adequate guest rooms for the event and sufficient space for the meetings, general sessions, show, and auction.

- Free parking
- Easy, walk-in access to cars
- Suburban location
- Truck access to show for loading and unloading
- Upscale shopping mall and a variety of eating establishments within a 5 to 10 minute drive
- All activities on one floor
- Simple, easy to follow layout for guests
- \$119 per night room charge for up to two occupants (\$5 for each additional guest)
- Minutes off of I-275 and I-96 for easy access
- Outdoor Pool

Speakers

It is expected to have nationally renowned experts speaking on the cichlids of Lake Malawi, Lake Tanganyika, Madagascar, and Central and South America. Speakers are always one of the major draws for a convention and MCA is currently working on lining-up an awesome group of speakers.

Convention

MCA recognizes that the final income for the convention will be directly proportional to the total attendance, so great care will be taken to assure only top quality speakers and workshop chairmen. With the quality of the program and rising costs for all services, the convention committee recommends a registration fee of \$45.00 per person. Payment of this fee will allow admittance to all presentations, hospitality suites, and will pre-register auction buyers and sellers. The auction on Sunday will be open to everyone. MCA reserves the right to waive the registration fee for Club members working a minimum number of hours for the convention.

Exhibitions

For the convention, MCA has scheduled a twenty-two class competitive exhibition of cichlids, four ornamental classes, and four photography and art classes. First, second, and third place awards will be presented for each class. We will work closely with the BOT in determining the final structure of the classes. The exhibitions will be open to anyone who registers for the convention, pays the entry fee of \$5.00 per entry, and agrees to abide by the exhibition rules.

Banquet

A private banquet will be held Saturday evening at the hotel. A preliminary schedule includes dinner, presentation of awards, and a speaker. A cash bar will be available for those guests interested. The price will be approximately \$40.00 per person.

Auction

An all-cichlid and catfish auction will be held on Sunday with seating available for over 750. Entry will be free to all, however a \$5.00 registration fee will be charged to all sellers who did not register for the convention. The convention split is proposed to be 70/30, with the first \$1.00 and the remaining 30% going to the host club to be split 50/50 with the ACA.

Outings

Several outings are being considered and will be available on a prepaid, reserved basis:

Henry Ford Museum/Greenfield Village – this is one of America's great indoor/outdoor museums depicting the country's evolution from a rural to an industrial society.

Ford Rouge Plant Tour - Walk through a real-life truck plant, view one of the world's largest "living roofs," and see a gallery of iconic Ford vehicles produced at the Rouge. Visitors also enjoy two exciting theater experiences, from a multisensory film about the making of the new Ford F-150 truck filled with jaw-dropping special effects, to a short documentary about the factory's past featuring rare archival footage.

Belle Isle Aquarium and Conservatory.

Other options are being considered as well.

Accommodations

The Sheraton is located in Novi and is only 20 to 25 minutes from the airport. This fine hotel has sufficient facilities to accommodate all convention requirements.

We have confirmed a rate of \$119.00 per night at the host hotel with occupancy up to 2 people in each room. There is a charge of \$5.00/night for each additional person after that. There is no charge for meeting and show space provided that we meet the minimum revenue expected by the hotel based on meeting a minimum of 550 room nights. Previous conventions have well exceeded this minimum requirement. Additionally, a complimentary sleeping room will be provided for every 40 rooms booked.

The Sheraton offers facilities that meet or exceed the requirements as described in the ACA Convention Guidelines.

Events

A tentative schedule of events is presented below. This includes the required items listed in the ACA Convention guidelines and some other events to take advantage of the unique attractions the area offers.

- Wednesday, July 12, 2017**
- 8:00 am Fish Room, Manufacturer and Vendor Set-up
 - 5:00 pm Registration opens
 - 6:00 pm Fish Room available for show fish
- Thursday July 13, 2017**
- 8:00 am Fish Room, Manufacturer and Vendor Rooms open
 - 8:00 am Registration opens
 - 9:00 am Tour Number 1
 - 7:00 pm Speaker # 1
 - 9:00 pm Speaker #2
 - 10:30 pm Study Group #1
 - 12:00 am Study Group #2
 - 10:00 pm -?? Hospitality Suite
 - 12:00 am Fish Room, Manufacturers and Vendor Room closes
- Friday, July 14, 2017**
- 8:00 am Check-In Fish for Display Area and Show
 - 8:00 am Check-In Photo & Artwork for Show
 - 8:00 am Registration opens
 - 8:00 am Fish Room, Manufacturer and Vendor Rooms open
 - 9:00 am Tour Number 2
 - 7:00 pm Speaker # 3
 - 9:00 pm Speaker #4
 - 9:00 pm Fish, Manufacturer and Vendor room closes for judging
 - 10:30 pm Study Group #3
 - 12:00 pm Study Group #4
 - 10:00 pm -?? Hospitality Suite

Saturday, July 15, 2017

8:00 am Fish Room, Manufacturer and Vendor Rooms open
8:00 am Registration opens
9:00 am Speaker #5
11:00 am Speaker #6
1:00 pm Lunch
2:00 pm Speaker #7
5:00 pm Fish room, Manufacturer and Vendor Rooms close
6:00 pm Cocktail Hour/Cash Bar
7:00 pm Awards Banquet and Speaker #8
10:00 pm Hospitality Suite
10:00 pm Fish Room, Manufacturer and Vendor Opens
12:00 am Fish Room Closes

Sunday, July 17, 2017

8:00 am Auction Registration / Fish Room Open
10:00 am Auction Starts
11:00 am Show Room Break Down / All show fish

Event Facilities

- 238 comfortable, bright, deluxe rooms, 3 suites all recently renovated 1 year ago
- In-room coffeemakers and hairdryers, cable TV and in-room movies.
- Almost 9,000 sq. ft. available for the fish show room, exhibitors, general sessions, vendors, rental tanks, and manufacture's show
- ACA BOT meeting room
- Dedicated registration area with storage space
- Banquet Room with seating for required number
- ACA & MCA Sales and Registration Table Areas

Other Features

- Perfect for shopping and dining, entertainment
- Expressway location perfect for tours by using I-275 or I-96
- Minutes from many local sports venues
- Local hotel shuttle for use within 5 mile radius of hotel
- 20 – 25 minutes to Detroit Metro Airport

Conclusion

Assembling an experienced committee has been a key to bringing this proposal together. With the many attractions the area has to offer, families and individual attendees will be entertained through a variety of events before, during, and after the convention. Also, being only a short 5-6 hour car ride from Chicago, Cleveland, Cincinnati, and Indianapolis, areas very strongly involved in cichlid keeping, should assure a strong turnout for this convention.

Ample meeting room space, local eating establishments, and deluxe accommodations at only \$119.00 per night all contribute to the overall attractiveness the area brings as a convention candidate.

A conservative estimate for the projected profits that convention can generate is as follows:

Total Convention Attendees	Projected Profit (split equally between MCA & ACA)
400	\$20,000.00
450	\$23,000.00
500	\$26,000.00