



Larry Meyer *Chairman and CEO*

Larry Meyer is Chairman and CEO of the Michigan Retailers Association and a leading voice of Michigan business. His views on retailing activity and retail industry trends, business climate issues and economic development public policy are widely sought by government officials and the news media.

As President and CEO from 1972-89, Mr. Meyer built MRA into the nation's largest and strongest state trade association of general merchandise retailers. He left the Association in 1989 to serve as Director of the Michigan Department of Commerce under Governor James J. Blanchard, then returned to the organization as CEO in 1991. His broad responsibilities include strategic planning, public and governmental relations and long-term Association growth. MRA currently represents nearly 6,000 retail businesses, which operate more than 13,000 stores across Michigan. MRA is the unified voice of general merchandise retailing in Michigan.

Mr. Meyer previously served as Manager of State Relations for the American Retail Federation in Washington, D.C., and as an aide to U.S. Senator Everett Dirksen of Illinois.

Mr. Meyer is extremely active in professional and civic affairs and is a member of numerous business and community organizations. He has received appointments from three Michigan governors and was elected to the Lansing City Council in 1997 and re-elected in 2001. He was President of the Council in 2001.

An Illinois native, Mr. Meyer is a former U.S. Navy officer and decorated Vietnam veteran. He earned a master's degree in business administration from Northwood University and a bachelor's degree from North Central College in Illinois. He received his Certified Association Executive designation from the American Society of Association Executives.

Honors and awards include: Jewish National Fund Tree of Life Award, Honorary Lifetime Member of Michigan Distributive Education Clubs of America, Honorary State FFA degree from Michigan Future Farmers of America and Honorary American FFA Degree from National Future Farmers of America.

Mr. Meyer and his wife, Gail, have four children and three grandchildren and reside in Lansing.



603 South Washington Avenue
Lansing, MI 48933
Phone: 517.372.5656
Toll-free: 800.366.3699
Fax: 517.372.1303
E-mail: mra@retailers.com
www.retailers.com
www.mallofmichigan.com