

2R  
25



Michigan  
Retailers  
ASSOCIATION

2025  
Annual  
Report





# We are for the *good* of retail.

**For more than 85 years, the Michigan Retailers Association (MRA) has existed for the good of retail—serving as the unified voice of Michigan’s retail industry and a fierce advocate for small businesses across the state. As the nation’s largest state retail trade association, MRA proudly supports more than 5,000 members and 15,000 stores and websites, representing both traditional retail and the retail aspects of all small businesses.**

Retail is a cornerstone of Michigan’s economy. Over 90,000 retail establishments employ more than half a million workers in our state—fueling local communities, creating opportunities, and driving economic growth. MRA is proud to represent businesses of every size and stage: first-time entrepreneurs to multi-generation legacies, e-Commerce artisans to multi-state retailers, and everything in between.

Our members are the faces of retail across Michigan, and we’re committed to helping them succeed through every challenge and opportunity. MRA’s mission is to empower businesses by fostering growth, advocating for smart public policy, and delivering valuable resources that make a real impact.

Membership with MRA provides access to a wide range of services designed to help businesses thrive, including legislative advocacy, industry-leading merchant processing solutions, workers’ compensation and health insurance options, cost-saving discount programs, scholarship opportunities, and more. Our reach extends beyond Michigan through a nationwide network of credit card processing referral partners serving businesses in all 50 states and Washington, D.C.

MRA’s family of affiliated organizations—including Michigan Retailers Services, Inc.; Retailers Insurance Company; Michigan Retailers Foundation; Michigan Retailers Association Political Action Committee; and the endorsed Michigan Grocers Fund—further strengthen our ability to support the retail community.



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# Leadership Message

**2025 was a milestone year for the Association—marking 85 years of service to retailers across Michigan, and the beginning of a bold new chapter for our organization and members.**

For more than eight decades, MRA has been the unified voice of Michigan’s retail industry and a fierce advocate for small businesses across the state. In 2025, we celebrated that legacy while looking ahead, honoring 85 years of impact and unveiling a major brand transformation in late July that reflects the modern, evolving world of retail. This rebrand signaled more than a new look, it reaffirmed our commitment to innovation, inclusivity, and supporting retailers in how they sell and operate today.

As we move into this new era of retail, one thing remains unchanged: our commitment to serving Michigan’s retailers. Through advocacy, resources, member services, and personal support, MRA is dedicated to helping business owners thrive. We are for the good of retail.



**Bryan Neiman**

Chair, MRA Board of Directors  
President and CEO, Neiman’s  
Family Market, St. Clair



**Andrew Gemmen**

Chair, RIC Board of Directors  
President and Co-Owner, Gemmen’s  
Ace Hardware, Hudsonville



**William J. Hallan**

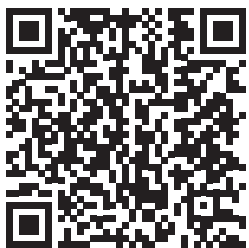
President and CEO  
Michigan Retailers Association and  
Retailers Insurance Company

# Rebrand Update

**In July** 2025, MRA debuted a new logo and branding. The MRA team worked diligently over several months to develop a brand that we are deeply proud to unveil. This brand empowers the Association to continue its mission of advocating for the retail industry and serving future generations of retailers for another 85 years and beyond.

The new MRA logo features an “R” landmark with a subtle shopping bag in the negative space, paying homage to the membership that MRA represents: Retailers.

The new brand also highlights a new core message, “For the good of retail.” Founded in advocacy, every engagement is rooted in supporting the success of Michigan’s retailers. From our advocacy efforts to cost-saving member services, to resources and member programs, we are for the good of retail.



For more on our rebrand, visit: [Retailers.com/news/michigan-retailers-association-unveils-new-brand](https://Retailers.com/news/michigan-retailers-association-unveils-new-brand)





# Membership Update

**Between email newsletters and customer support calls, member features in the *Michigan Retailer* magazine and visits to store locations, member outreach calls, and all the other ways we connect with our members, MRA's employees supported thousands of member engagements in 2025.**

Our Michigan-based team is proud to support our state's retailers, whether we're sending free rolls of receipt paper to merchants, interviewing members for media requests and *Michigan Retailer* articles, or helping find the right insurance solution for your employees.

This year, our customer service team fielded 2,560 phone calls supporting our members. The MRA territory representatives drove more than 115,000 miles traveling to visit members and provide one-on-one support. We featured more than 132 members in MRA publications.

Gross sales totaled \$1,229,753,748 for fiscal year 2024-2025, representing a 8.54% decrease from the previous year, including sales volume processed and premiums billed. Merchant processing volume came in at \$1,206,714,763, which was down 8.74% from last year.

## Milestones



**132 featured members**  
in 2025



**\$1,229,753,748**  
**gross sales**  
for 2024-2025



**\$1,206,714,763**  
**merchant processing**  
**volume**  
for 2024-2025



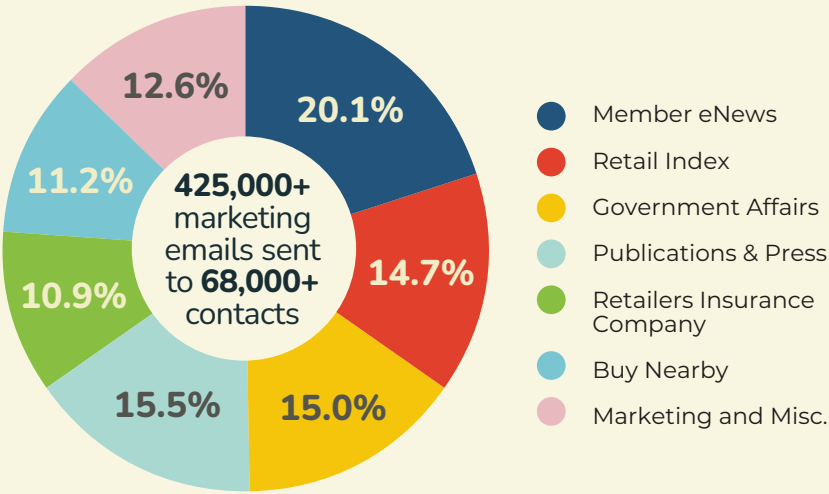
**2,560 phone calls**  
answered by customer service



**115,000 miles**  
traveled by sales reps

# MRA *Communications* in 2025 *By the Numbers*

## Digital Marketing



 **1,500+** social media posts  
**175,000+** social media impressions

 **38,000+** website visitors  
**1.2 Million+** Google search impressions

## Outreach & Community Engagement

**100+**  
press/media interviews

**20+**  
co-branded campaigns with referral partners

**10+**  
public speaking engagements

## Print Collateral

 **275,000+**  
pieces of collateral printed in-house

 **26,000+**  
*Michigan Retailer* magazine issues printed and shipped, in addition to **14,000 online reads**



# Advocacy Update

**2025 set a state record for the fewest Public Acts passed by the legislature and signed by the Governor since 1837. Only 74 bills were signed into law, ending a year characterized by political division and obstructionism.**

The policies that did go the distance were either those that had to pass due to an external deadline, or those with overwhelming bipartisan support. That first category includes the expansion of Michigan's Earned Sick Time Act, which avoided the worst outcomes put on the table by the state supreme court's decision in *Mothering Justice v. Attorney General*, but still created new complexities for businesses' HR departments. Likewise, the negotiations over the state's 2026 budget were protracted and opaque, but ultimately yielded wins for Michigan retailers, including full funding for the FORCE Team in the Attorney General's budget and the last-minute removal of SNAP restrictions that have caused headaches for retailers in other states.

MRA's Vice President of Government Affairs Drew Beardslee had the opportunity to testify on the Association's behalf before several House and Senate committees, including: supporting efforts at gift card fraud prevention (HBs 4598 and 4599), opposing data privacy legislation with problematic effects on customer loyalty programs (SB 359), and offering retail's perspective on a proposed retail license to sell tobacco (SBs 462-466). He also joined Feeding

America West Michigan to speak on a panel about the potential impact of federal cuts to food assistance programs.

MRA achieved several wins this year through coalition-building. This summer, the Association joined the Small Business for a Better Michigan coalition to push back against a proposed graduated income tax that would overwhelmingly be paid by small businesses. In the fall, MRA joined the Executive Committee of the Michigan Alliance for Legal Reform, steering the conversation around opportunities to make Michigan's legal climate fairer to businesses and retail, with bills already introduced to address the state's premise liability laws and curb lawsuit abuse. At the end of 2025, MRA convened a group of associations to send joint letters to Michigan's Congressional delegation urging support for the Common Cents Act to clarify the rules retailers should follow in the wake of the phaseout of the U.S. penny.

By the end of the year, MRA made significant progress on legislation to include "gift card fraud" and related definitions in Michigan's Organized Retail Crime Act. House Bills 4598 and 4599 were introduced with overwhelming bipartisan co-sponsorship, passed the House nearly unanimously in September and had a productive first hearing in the Senate in December.

In a year defined by divided government, MRA was able to achieve key bipartisan wins where possible and hold the line on harmful policies from both sides. Looking ahead, 2026 offers Michigan an opportunity to break out of the stalemate of the past year and pursue a focused, bipartisan agenda that strengthens the state's business climate. Michigan's retail community has a clear stake in that progress.



## 2025 Capitol Day and Legislative Reception

Retailers from across the state gathered in Lansing on April 23 for MRA's annual Capitol Day and Legislative Reception. The day began with MRA members, Retail Ambassadors, and board members meeting with lawmakers to discuss key retail issues like organized retail crime. With more than 40 meetings scheduled with legislative offices, our members had meaningful, productive conversations around the Capitol all day long.

Ending the day, attendees convened at the Dykema offices for networking, appetizers, and refreshments at the Legislative Reception. Special thanks to our event sponsors and Busch's Fresh Food Market for providing a fantastic menu. We also sincerely appreciate the lawmakers, staff, and department heads who engaged in meaningful conversations with our members.



# Milestones

## Legislative Focus

- ✓ Advanced bipartisan gift card fraud prevention bills
- ✓ Secured retail priorities in the state budget
- ✓ Held off bottle bill expansion
- ✓ Pushed back on data privacy overreach

## Advocacy Focus

- ✓ Testified five times on key retail issues in Lansing
- ✓ Held 62 individual legislative meetings
- ✓ Attended 44 committee meetings on retail legislation

## Thank you to our 2025 Capitol Day and Legislative Reception Sponsors:

- Busch's Fresh Food Market
- Consumer Healthcare Products Association
- CVS
- Home Depot
- Kroger
- Meijer
- National Association of Chain Drug Stores
- National Retail Federation
- Retail Industry Leaders Association
- Sushi Maru



# Buy Nearby Update

MRA team members hit the road and took to the streets with the Buy Nearby Guy on Saturday, October 4, to celebrate Buy Nearby Weekend in Grand Rapids, Elk Rapids, and Cadillac—visiting members and sharing information and merch with shoppers.



“Michigan Monday” returned for a second year to feature an updated list of members with Michigan-based e-Commerce websites with links for shoppers to explore. The list was promoted through the Thanksgiving holiday weekend and on Cyber Monday to encourage shoppers to keep their money in Michigan—even when they shop online!



**39**  
e-Commerce members featured



**700+**  
Michigan Monday webpage visits



**Nearly 20%**  
of all retail sales in Michigan were online in 2024

## BUY NEARBY Weekend Roadtrip 2025



**Over 500**  
Buy Nearby Party Packs were delivered to **221 unique cities** across MI



**450+ miles**  
driven on the Buy Nearby Weekend Road Trip



**200+ posts**  
on social media, reaching over **78,000** Michiganders



**176 participating members**  
featured on the BuyNearbyMI.com map



**150+ entries**  
to the “Shop 3 Challenge” Punch Card Contest



## Buy Nearby Weekend Sponsors

### Road Trip Ultimate Destination Sponsor

Downtown Elk Rapids Association

### Participating Member Map Sponsor

Foresight Group

### Road Trip Pit Stop Sponsor

Mieras Family Shoes

### Superior Downtown Sponsor

CommuniKey Agents

### Standard Downtown Sponsors

City of Hancock

M's Kitchen & Bath/Midwest Supply

St. Johns Area Chamber of Commerce

Waterford Area Chamber of Commerce

## Shop 3 Challenge: Holiday Edition Sponsors

### Superior Retail Sponsorship

Michigan Barn Wood & Salvage LLC

### Stronger Retail Sponsorship

#223Living

Cottage Creek Orchard

### Supporting Retail Sponsorship

Crimson Oak

Downtown Elk Rapids Association

Mieras Family Shoes

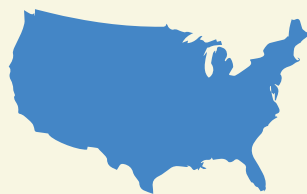
Simply Vintage

# Buy Nearby Economic Study

Why Should *you* Keep Your Money In Michigan?

 **MICHIGAN IS HOME TO 90,346 RETAIL ESTABLISHMENTS**

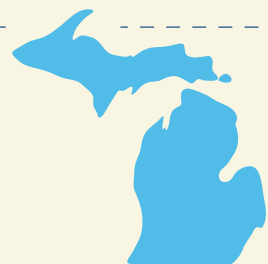
*Every* **\$100** SPENT AT A MICHIGAN **RETAILER** PRODUCES OVER \$5, SUPPORTING PUBLIC SERVICES



Over 16% of all retail sales were online in the U.S. *in 2024*



**RETAILER EMPLOYMENT**  
**510,000 WORKERS**



Nearly 20% of all retail sales in Michigan were online *in 2024*



MAIL  
BOYS  
000  
S IN MI

0% of  
sales in  
were online  
2024

# IF YOU MOVED 10% OF YOUR ONLINE SHOPPING TO MICHIGAN BUSINESSES, YOU WOULD HELP:



INCREASE EMPLOYMENT  
**11,911 NEW JOBS**

DECREASE UNEMPLOYMENT  
IN MICHIGAN BY 5%



BOOST LABOR INCOME  
**\$557 MILLION**



INCREASE MICHIGAN'S  
ECONOMIC ACTIVITY  
**\$1.1 BILLION**

# Retailers

INSURANCE COMPANY

**Total new premium for the year reached \$3.2 million and written premium decreased 5% to \$13.8 million. Workers' compensation premium, at \$13.3 million, continued to make up the majority of RIC's portfolio.**

The Company finished the year with a combined ratio of 131.9%. Surplus decreased 18.3% to \$10.6 million as the company paid claims for injured workers. Net admitted assets rose 1.1% to \$33.4 million, supported by positive operating cash flows and growth in invested assets. Policy count increased 12.2% over 2024..

## Rating

Retailers Insurance Company once again maintained its A Prime, Unsurpassed Financial Stability Rating® from Demotech, Inc. for the ninth straight year. Demotech is a nationally recognized statistical rating organization that specializes in evaluating the financial strength of property and casualty insurers.

RIC has earned an "A" or better rating every year since its founding in 2006. The A Prime,

Unsurpassed rating reflects the Company's strong surplus position, high-quality invested assets, careful reserve management, and disciplined underwriting and pricing.

## Growth

In 2025, RIC continued its growth and expansion in the state of Indiana by more than doubling its policy count in the state. Written premium in Indiana also increased by almost 96%.

## Software/technology

Over the past year, RIC continued to make important improvements to AgentQB, the online policy management system used by our independent agents. Many small system enhancements were completed aimed at improving usability. In addition to the smaller, completed enhancements, work on multiple larger projects continued throughout 2025.

These upgrades have strengthened the system's performance and prepared RIC for future growth. The Company remains committed to investing in technology that enhances the experience for both agents and policyholders.

The Company's group dental insurance program, which is administered by Delta Dental, offers two plans, each of which saw a modest 4.07% rate increase for 2026.

## Monthly eNewsletters

Retailers Insurance Company registered independent agents are continually kept in contact through monthly and special email bulletins. A total of 17 Agent eNews emails and updates were shared amongst agents in 2025, highlighting incentive trip opportunities, affiliate discount information, sales contests, etc. These regularly-circulated communications help us stay connected in a fast-paced insurance environment.

Twelve Safety Net emails were sent throughout 2025 to help spread awareness to our policyholders and agents about risk management. The emails contain helpful documents and resources that business owners can use to encourage safer workplaces and quickly return injured workers back to their duties.

## Milestones

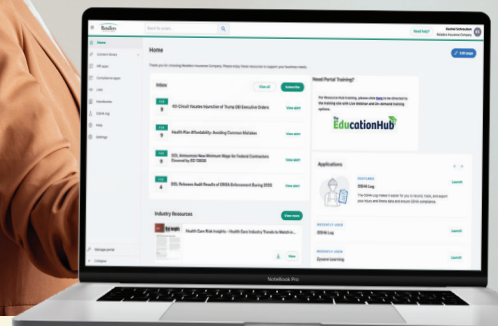
- ✓ Saw growth for net premiums earned, policy count, and investments
- ✓ Maintained the "A-Unsurpassed Rating" from Demotech
- ✓ 2025 was the first full year of operations in the state of Indiana, where RIC saw continued growth
- ✓ Received approval to write workers' compensation in Kentucky and Georgia

Introducing the new

# Retailers Resource HUB

Your *FREE* Policyholder  
Resource for HR,  
Compliance, and  
Workforce Support

Retailers  
INSURANCE COMPANY



## Training & Learning Management Systems

The Retailers ResourceHUB also includes access to a Learning Management System (LMS) with a broad catalog of professional training courses covering:

-  HR and workplace compliance
-  Safety and risk management
-  Employee benefits fundamentals
-  Cybersecurity awareness
-  And more!



## Compliance Support to Help Reduce Risk





Staying compliant doesn't have to be complicated. The ResourceHUB centralizes compliance tools and guidance related to key federal and state regulations, including:

- ACA, FMLA, COBRA resources
- Compliance notice and poster builders
- Multi-state law comparison tools
- OSHA log documentation tools
- Incident tracking and reporting support
- Calendars and reminders for important compliance deadlines



## HR Support & Workforce Tools

The ResourceHUB includes a comprehensive suite of HR-focused tools to support hiring, performance management, retention, compensation planning, and employee communication, including:

-  Job description and interview question builders
-  Performance review tools with customizable action plans
-  Salary benchmarking and total compensation statements
-  HR self-assessments to identify strengths and improvement areas



Look for an email from [resourcehub@retailers.com](mailto:resourcehub@retailers.com) with further instructions to create your account and gain access, or visit [retailers.com/resourcehub-access](https://retailers.com/resourcehub-access) to request your link.



# Member Giving

**Fourteen scholarships totaling \$49,000 were awarded to hardworking and well-deserving students in 2025.**

The Michigan Retailers Association scholarship program, funded by the Michigan Retailers Foundation, has awarded 652 single-year college and professional training scholarships totaling \$793,750 since its inception in 1999.

A total of 205 applications were submitted for consideration by Kaleidoscope, a third-party organization that reviews applications and selects scholarship winners. Winners were notified in mid-May. Each year, the scholarship application period runs from January 1 to April 1.

## **Additional Legacy Scholarship Awarded**

In addition to the seven Platinum Legacy Scholarships awarded in 2025, seven Legacy Scholarships, made possible by contributions from our Legacy Club, were awarded. Donors reach the Legacy Club after contributing \$10,000-29,999 to the Foundation. Platinum Legacy donors have contributed \$30,000+ to the scholarship foundation.

## **Establish an Award**

The Michigan Retailers Foundation scholarship program wouldn't be possible without the generous support of our members and sponsors. MRA members can establish a living legacy through contributions to the Foundation, a 501(c)3 nonprofit organization. Each contribution helps to support the next generation of Michigan retailers!

## *Milestones*

- ✓ The Michigan Retailers Foundation has awarded more than \$790K to deserving students since 1999
- ✓ A total of 652 scholarships have been awarded in the Michigan Retailers Foundation's lifetime
- ✓ Added an additional Legacy Club-funded scholarship, making the total seven Legacy scholarships and seven Platinum Legacy scholarships

For a complete list of individual contributors, visit our website at [Retailers.com/services/scholarship-program](https://Retailers.com/services/scholarship-program).



# Foundation Contributors

Alma Heritage Dentistry	Kean's Store Co. LLC	Kendra Patterson
Anthony G Michael Inc.	Antoinette Kramar	Rod Phillips
Becky Thatcher Designs	Becky Beauchine Kulka	Roll Models Inc.
Borr's Bootery Inc.	John Leppink	Raeann Rouse
Bo Brines	Linde Furniture Inc.	Rycenga Building Center
Dykema Gossett PLLC	Little Forks Outfitters Inc.	Jean Sarasin
Kim Edsenga	Maloney Carpet Company	Schafer Agency Inc.
Farmington Shoe Repair	Dan Marshall	Schneider Marine Service Inc.
David Ford	Marshall Music Company Inc.	Silber Jewelers
FOUND	Orin Mazzoni	Size Reduction Specialist/FBE Corp
Andrew Gemmen	Joe McCurry	Peter Sobelton
Gemmen's Inc.	Meldrum Ret/AM Bulk Foods	Steven Bernard Jewelers
Bill Golden	Larry Meyer	Joe Swanson
Golden Shoes Inc.	Michigan Barnwood & Salvage LLC	Total Runner
Gratiot Towing	Mieras Family Shoes Inc.	Truck & Van Specialties
James Hallan	Bryan Neiman	Trudeau's Jewelers Inc.
Honor Hardware & Building Supply Inc.	Nichols Ski & Sports Inc.	Tom Ungrodt
Jack's Fresh Market	Northwest Lock Inc.	Warshawsky Insurance
Jan's Bar	Nystrom Harris PLLC	Weidman Eagles #4540
Jeff Joyce	Packaging Corp of America	Winglemire Furniture Inc.
JTV	Parts Warehouse Inc.	

# PAC Contributors

Bo Brines	Becky Beauchine Kulka	Gary Nystrom
Tom Clement	John Leppink	Rod Phillips
Kurt Dettmer	Connie King	Joseph Rahilly
Amy Drumm	Antoinette Kramar	Raeann Rouse
Kim Edsenga	Dan Marshall	Burke Sage
David Ford	Orin Mazzoni	Jean Sarasin
Andrew Gemmen	Joe McCurry	Chris Smith
Bill Golden	Cheryl Medler	Peter Sobelton
Bill Hallan	Larry Meyer	William Spreder
Jim Hallan	Bryan Neiman	Joe Swanson
Amy Jolley	Ally Nemetz	Tom Tuggle
Jeffrey Joyce		Tom Ungrodt

# Advocacy Fund Contributors

Honor Hardware & Building Supply, Inc.  
Gary Kotlarz  
Murray Lumber & Supply Inc.  
Gary Nystrom  
RJ Reynolds

# MRA Financial Summary

Michigan Retailers Association Subsidiary and Related Entities  
Consolidated and Combined Statements of Financial Information

**June 30**

**2025**

## Assets

Current assets	\$11,172,366
Property & equipment (less depreciation)	\$1,834,608
Other assets	\$43,413,113

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<b>Total Assets</b>	<b>\$56,420,087</b>
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## Liabilities & Net Assets

Total Liabilities	\$23,529,328
RSC and Subsidiary - Retained Earnings & Accumulated Other Comprehensive Loss	\$13,191,104
RSC and Subsidiary Common Stock	\$972,382
Net assets – unrestricted	\$18,727,273

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<b>Total Liabilities &amp; Net Assets</b>	<b>\$56,420,087</b>
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# RIC Financial Summary

## Retailers Insurance Company Statutory Statement of Admitted Assets, Liabilities, and Capital and Policyholders' Surplus

**December 31**

**2025**

**2024**

### Admitted Assets

Cash and investments:

Bonds, at amortized cost	\$21,534,853	\$22,310,166
Common stocks, at fair value	\$4,974,836	\$4,467,419
Cash, cash equivalents, and short-term investments	\$1,385,497	\$900,933

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### Total Cash and Investments

**\$27,895,186**

**\$27,678,518**

Uncollected premiums	\$157,307	\$169,362
Deferred premiums	\$3,609,866	\$4,320,945
Accrued investment income	\$134,493	\$121,941
Amounts recoverable from reinsurers	\$513,288	\$214,854
Federal income taxes recoverable	\$334,594	\$0
Net deferred tax asset	\$611,227	\$445,700
Other assets	\$100,360	\$50,120

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### Total Admitted Assets

**\$33,356,321**

**\$33,001,440**

### Liabilities

Losses and loss adjustment expenses	\$15,637,515	\$12,476,298
Commissions payable	\$443,776	\$491,755
Unearned premiums	\$5,780,000	\$6,239,740
Advance premium	\$319,837	\$193,454
Federal income tax payable	\$0	\$589
Ceded reinsurance premiums payable	\$70,962	\$106,523
Taxes, licenses and fees, excluding federal income taxes	\$259,112	\$228,343
Payable to affiliates	\$153,801	\$203,606
Other liabilities	\$115,822	\$114,166

---

### Total Liabilities

**\$22,780,825**

**\$20,054,474**

### Capital and Policyholders' Surplus

Common stock	\$100	\$100
Surplus note	\$360,000	\$360,000
Unassigned surplus	\$10,215,396	\$12,586,866

---

### Total Capital and Policyholders' Surplus

**\$10,575,496**

**\$12,946,966**

---

### Total Liabilities & Capital and Policyholders' Surplus

**\$33,356,321**

**\$33,001,440**

These financial highlights are derived from the audited financial statements. The audit was performed by Andrews Hooper Pavlik PLC. To obtain a copy of the audited financial statements, please contact: William J. Hallan, Michigan Retailers Association, 603 South Washington Avenue, Lansing, MI 48933.

# Boards of Directors

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## Michigan Retailers Association



**Bryan Neiman**  
Chair  
*Neiman's Family  
Market, St. Clair*



**William J. Hallan**  
President & CEO  
*Michigan Retailers  
Association*



**Dan Marshall**  
Vice Chair  
*Marshall Music  
Company, Lansing*



**Peter R. Sobelton**  
Treasurer  
*Mondial Properties,  
Birmingham*



**Bill Golden**  
Past Chair  
*Golden Shoes,  
Traverse City*



**Bo Brines**  
*Little Forks  
Outfitters, Midland*



**Kim Edsenga**  
*Meijer, Inc., Grand  
Rapids*



**John Leppink**  
*Leppink's Food Centers,  
Belding*



**Joseph McCurry**  
*Credit Card Group*



**Antoinette Kramar**  
*Orin Jewelers,  
Northville*



**Thomas Ungrodt**  
*TDU Consulting, LLC,  
Ann Arbor*



**Larry Meyer**  
*Board Member  
Emeritus*



**D. Larry Sherman**  
*Board Member  
Emeritus*

## Retailers Insurance Company



**Andrew Gemmen**  
Chair  
*Gemmen's Home and Hardware, Hudsonville*



**Jean Sarasin**  
Past Chair  
Retired  
*Michigan Retailers Association*



**Jeff Joyce**  
*Mieras Family Shoes, Grand Rapids*



**David Ford**  
*Ford Insurance Agency, Traverse City*



**James P. Hallan**  
Retired  
*Michigan Retailers Association*



**Rod Phillips**  
*Country Casuals, Petoskey*

**William J. Hallan**  
President & CEO  
*(See MRA Board of Directors)*

**Dan Marshall**  
*(See MRA Board of Directors)*

**Peter R. Sobelton**  
Treasurer  
*(See MRA Board of Directors)*

**Thomas Ungrodt**  
*(See MRA Board of Directors)*

## Michigan Retailers Services, Inc.



**Thomas P. Clement**  
Chief Operating Officer and General Counsel



**Orin Mazzoni, Jr.**  
*O & T Investments LLC*



**Kendra Patterson**  
*Michigan Barn Wood & Salvage, Mason*



**Joe Swanson**  
*Target, Retired*

**William J. Hallan**  
President & CEO  
Chair  
*(See MRA Board of Directors)*

# MRA's Team Players



## Executive Team

**William J. Hallan**  
President & Chief Executive Officer

**Thomas P. Clement**  
Chief Operating Officer  
and General Counsel

**Kurt M. Dettmer**  
Senior Vice President, Insurance Sales  
and Business Development

**Cheryl Medler**  
Senior Vice President, Finance

**Laura Schilling, CAWC**  
Senior Vice President, Underwriting

**Tom Tuggle**  
Senior Vice President, Insurance  
Sales and Partner Relations

**Andrew Beardslee**  
Vice President,  
Government Affairs

**Amy Jolley**  
Vice President, Administrations

**Vic Veda**  
Vice President, Communications



## Sales

**Darcy Gates, CPP**  
Director, Sales

**Burke Sage, CPP**  
Manager, Business Development

**Chris Smith, CPP**  
Manager, Business Development,  
National Sales

**Emily Gerstner**  
Business Development  
Representative

**Miranda Piersol, CPP**  
Business Development  
Representative

**Lindsey Tuggle, CPP**  
Business Development  
Representative

**Harmony Clouse-Babcock**  
Administrative Assistant, Sales  
Department



## Administration & Operations

**Ally Nemetz**  
Director, Customer Service and  
Data Administration

**Dave Papp**  
Director, Information Technology

**Jodi Barber**  
Employee Benefits Administrator

**Francine Bushrey**  
Membership Coordinator

**Kate Fabi**  
Accounting Assistant and  
Bookkeeper

**Dora Serna**  
Receptionist and Office Assistant

**Ge Xiong**  
Customer Data Representative



## Retailers Insurance Company

**Nick Barnes**  
Director, Insurance Sales

**Abraham Hartline**  
RIC Controller

**Jamie Gulley**  
Manager, Underwriting

**Justine Rodabaugh**  
Manager, Operations

**Olivia Rocha**  
Insurance Operations Assistant



## Customer Service

**Penny Sierakowski, CPP**  
Manager, Merchant Portfolio

**Tamara Baker**  
Senior Customer Service  
Representative

**Marian Chelize Aguilar**  
Senior Customer Service  
Representative and Product  
Specialist



## Communications & Marketing

**Rachel Schrauben**  
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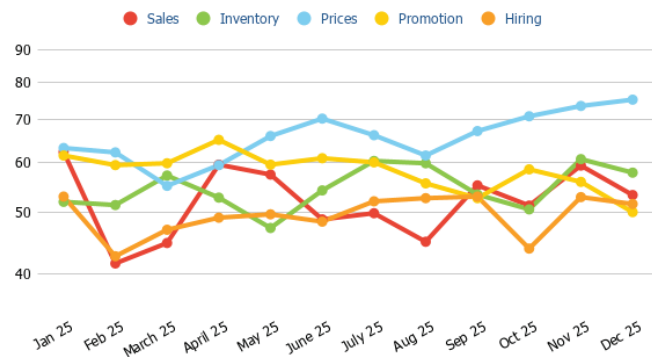


# Retail Index Recap

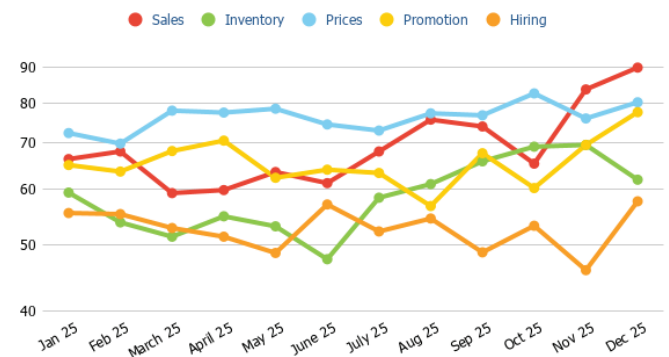
For over 30 years, the Michigan Retail Index has served as a trusted gauge of the state’s retail industry, tracking year-over-year trends in sales, inventory, pricing, promotions, and hiring. Michigan Retailers Association continued its partnership in 2025 with the Federal Reserve Bank of Chicago to deliver timely insights and three-month forecasts, helping retailers and policymakers better understand the health of Michigan’s retail sector and the trajectory of the broader economy.

**The 100-point index provides a snapshot of the state’s overall retail industry. With higher numbers indicating stronger activity, index values above 50 generally indicate positive sales activity.**

Retail Index 2025 | Current Month



Retail Index 2025 | 3 Month Outlook



## 2025 Recap

Each of the Sales, Inventory, Prices, Promotions, and Hiring Plans indexes felt a roller coaster of results through the year. Retailers faced the addition of tariffs in the spring of 2025, and the Sales Index number showed below-positive results in five out of 12 months. The Pricing Index peaked at the end of 2025 with the highest number of retailers indicating pricing increases.

The 3-month predictions remained more stable month-to-month. Highest sales predictions peaked over the winter holiday months, while pricing only varied by roughly four Index points each month.



### Complete the Michigan Retail Index survey each month.

Survey responses give the MRA and Federal Reserve Bank of Chicago key insights into the health and performance of small and mid-sized retailers, which play an important role in the formulation of the Chicago Fed’s economic forecast. Without your data, a clear picture of the status of the retail industry is not possible.

Scan the QR code or visit [Retailers.com/michigan-retail-index](https://Retailers.com/michigan-retail-index)



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# There's *strength* in numbers!

Do you know a business that could benefit from a Michigan Retailers Association membership or MRA's merchant processing solutions?

## Friends help friends save thousands.

Refer a business, and **you'll receive \$50** when they become a member or sign up for merchant processing services.

**Interested in becoming a referral partner?**

*Email [sales@retailers.com](mailto:sales@retailers.com) for more information on referral opportunities.*



**Refer a friend online today!**

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