The Michigan Lighthouse Alliance Conference
May 17-19, 2020
Holland, Michigan

We hope those of you who have attended MLA conferences in the past have enjoyed the programs and found the conference a great way to share ideas and network with fellow lighthouse group members. If you manage a lighthouse and have not attended in the past, we invite you to participate this year – to connect with engineering and implementation firms and others who can be valuable resources for you as you return home to start what will likely be an active work season.

We hope you will join us in May, when tulips will likely still be in bloom, to network, learn and enjoy all the Holland area has to offer. The timely program addressing rising water levels and intense weather patterns that impact lighthouses and associated coastal communities is complemented by much to do in Holland. In addition to enjoying conference-based entertainment and informational programs, explore the Holland area, where a variety of opportunities and attractions invite your discovery.

If you are flying to the conference, the nearest airport is the Gerald R. Ford International Airport in Grand Rapids, Michigan. However you get there, we look forward to seeing you!

Below are program highlights, which will be expanded over the next few weeks:

**Sunday, May 17, 2020**
Arrive in Holland
- Registration 3:00-6:30 pm, Haworth Hotel & Conference Center
- Bus ride to Lake Macatawa for tour of the iconic Big Red lighthouse
- Opening dinner and entertainment at the Macatawa Bay Yacht Club
  
  *Ric Mixter and Dan Hall, returning by popular demand, will present their musical show "Storm," focusing on maritime history along the shores of Lake Michigan.*

**Monday, May 18, 2020**
Conference opening, 9:00 am, Haworth Hotel & Conference Center
- Presentations on high water issues at selected Michigan and Canadian lighthouses, both on and offshore
- Panel discussion on forecasting the future of water levels, and updated permit application process
  
  *Staff from US Army Corps of Engineers, MI State Historic Preservation Office (SHPO), and MI Environment, Great Lakes, and Energy (EGLE)*
- Current lighthouse projects presentation
  
  *MI engineering and implementation firms*
Lunch, Haworth Hotel & Conference Center
• Maritime history of the Holland area
• Lightship history on the Great Lakes and beyond
• What's new for Canadian lighthouses

Dinner at the rooftop City Vu dining room at CityFlats Hotel (overlooking the Holland area)
Keynote address: "Four Decades Visiting Lighthouses: Places I'll Remember": a narrated multimedia presentation about favorite lighthouses by Jeremy D'Entremont, president of the American Lighthouse Foundation, lighthouse historian, and author of more than 20 books.

Tuesday, May 19, 2020
Program begins, 8:30 am, Haworth Hotel & Conference Center
• History of the Dutch-heritage Holland area
• “Saving Florida Lighthouses”; how rising water levels impact Florida Keys Lighthouses by Eric S. Martin
• Making of the movie, “The Lighthouse;” including building a replica Fresnel lens, photos and videos by Kurt Fosburg, professional lampist and Dan Spinella, President of Artworks Florida
• MI State Historic Preservation Office (SHPO) and Michigan Lighthouse Assistance Program (MLAP) information updates.
• Branding and Marketing your Lighthouse (capitalizing on your lighthouse image through logo trademarking, web design, and social media use) by David Beattie, local Holland and Big Red marketing professional.
• Brief MLA annual meeting

Send inquiries to:

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