

# THE MRG BULLETIN

OFFICIAL NEWSLETTER OF MARKETING RESOURCE GROUP, LLC.



## A Word from Jenell



Labor Day marks a turning point in the year. It's a moment to honor the hard work and dedication that keeps our communities strong, while also signaling the transition from the slower pace of summer into the busy fall season. For MRG, fall is always one of our most exciting times of year, with projects ramping up, polling in the field, and new opportunities to serve our clients.

This season, we're especially focused on helping clients prepare for what's next—whether that's shaping conversations in Lansing and beyond, launching campaigns that highlight their impact, or providing the strategic insights needed to make informed decisions. From national policy discussions to local community outreach, our work this fall will reflect the breadth of MRG's expertise and the commitment we bring to every project. We know that the issues our clients face are complex and fast-moving, and we take pride in being the trusted partner they can count on to navigate them with clarity and confidence.

I'm grateful for the partnerships that allow us to do this important work, and I look forward to the months ahead as we continue building momentum together.

Jenell Leonard

jleonard@mrgmi.com - 765.210.7971



### What's New

#### A WORD FROM JENELL

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MRG MICHIGAN POLL®  
FALL 2025

.....  
ON THE GROUND AT THE  
WOMEN'S HEALTH IN  
THE WORKPLACE  
CONFERENCE

.....  
BEYOND THE DESK: MRG  
TEAM FEATURE

.....  
KICKING OFF  
COMMUNITY SAFETY  
WITH WOLVERINE PIPE  
LINE AND THEIR ERO  
PROGRAM

.....  
FROM PR TO B2B:  
MARKETING  
SOLUTIONS THAT  
WORK

# MRG MICHIGAN POLL®

## Need data? It's time for the MRG Michigan Poll® Fall 2025.

Use polling to guide strategy, distribute to your members, share with the legislature as part of legislative advocacy, or generate earned media. Some of our clients track public opinion on important issues by polling the same questions over time. MRG will work with you to ensure you receive accurate results using proven polling methods to advocate for your issues.

MRG is recognized nationally as one of the most accurate polling firms for political and public policy issues. In addition, having conducted surveys for over 30 years, MRG has the most comprehensive and inclusive historical data set of Michigan voters' intentions and opinions of any polling firm in Michigan. The MRG Michigan Poll® offers accuracy and context.

- MRG Michigan Poll® Fall 2025 of 600 likely Michigan voters
- The poll goes live the week of September 15th
- Results expected the week of September 22nd
- Live interviews - 75 percent cell phone
- \$1,250 - \$2,500 per question depending on the length and complexity
- \$2,750 for open-ended questions
- Multiple question discount available

Each client will receive assistance crafting questions (as needed), top-line survey results, and cross-tabulations of questions by key demographics. All clients will also receive trend data on questions like most important problem, right track/wrong track, and perceptions of leading public leaders as part of their results package.

Please reserve your questions by September 8th, all questions must be finalized by September 11th.

For questions, please contact Jenell Leonard, [jleonard@mrgmi.com](mailto:jleonard@mrgmi.com), 765-210-7971, or Chelsea Yi, [chelseav@mrgmi.com](mailto:chelseav@mrgmi.com), 734-652-3329 by email or phone.





# *On the Ground at the Women's Health in the Workplace Conference*

by Aidan Nelson

In August, MRG's Emily VanCamp and Aidan Nelson supported our client at the Women's Health in the Workplace Conference, which brought together employers, healthcare experts, and advocates to spotlight the importance of prioritizing women's health in professional settings. The event covered a wide range of topics – from reproductive health to menopause programs – all with the goal of creating healthier, more inclusive workplaces.

Our team was on the ground to provide communications and media support, ensuring that the client's participation was highlighted across digital channels and captured through professional photography. This work not only amplified their role in the conference but also helped extend the reach of the conversations happening in real time.



In addition to managing media coverage, Emily and Aidan had the opportunity to sit in on panel sessions, gaining exposure to national perspectives on workplace wellness and corporate benefit structures. These insights will help inform the way we continue to craft messaging and strategies that resonate with both employers and employees.

Events like this showcase how MRG partners with clients beyond traditional communications strategy – providing hands-on, event-based support that strengthens visibility, elevates thought leadership, and reinforces an organization's commitment to timely and impactful issues.



**Women's Health  
in the Workplace**  
*A National Symposium*





# Beyond the Desk: MRG Team Feature

## Get to Know Aidan Nelson

### COMMUNICATIONS COORDINATOR

As Communications Coordinator at MRG, Aidan specializes in survey analysis, copywriting, and digital marketing strategy, while also managing client relationships and creating public-facing materials. He supports projects ranging from press releases and social campaigns to polling initiatives, ensuring that every message is clear, engaging, and aligned with client goals. Aidan's versatility allows him to contribute across multiple areas of MRG's work, providing clients with strategic communications that drive measurable impact.



### *Trending Now: Snap Shots with Aidan*

#### If you could pick a theme song for your life, what would it be?

That is a hard question, but Ride by Twenty One Pilots or Don't Look Back in Anger by Oasis

#### What are your all time favorite TV shows?

The Good Place, Parks and Rec, Severance, The Expanse, and Veep are a few of my favorite shows.

#### What's your dream travel destination?

Norway or Australia and New Zealand, polar opposites.

#### What is your favorite Marketing/Public Relations trend?

I love the trend of companies turning their social media platforms into mini influencers based on the trends, like Duolingo.

#### What is your favorite thing about Michigan?

Having the Great Lakes and being able to experience all four seasons, even though its a pain at times.

#### What's your dream road trip destination?

Inside the US, the classic Route 66. Internationally, the Amalfi Coast in Italy.

#### Most rewarding part of being on the MRG team?

For me, the most rewarding part of being on the MRG team is the opportunity to work on such a wide range of projects that truly shape conversations across Michigan.

#### What's the most important lesson you've learned throughout your career?

Being adaptable to tackle complicated challenges, you miss every shot you do not take.



# PROMOTIONAL PRODUCTS

The holidays will be here before you know it! Looking for meaningful gifts for your team or a creative way to promote your business on a budget? MRG can help you get ahead this season.

MRG offers thousands of products from Patagonia to YETI, to backpacks and coffee mugs. You name it, we can customize it to display your company logo.



Interested? Contact us today: <https://www.mrgmi.com/contact>

# ***Kicking Off Community Safety with Wolverine Pipe Line and their ERO Program***

by Aidan Nelson

Safety and preparedness remain at the heart of Wolverine Pipe Line Company's operations, and MRG is proud to support the kickoff of the 2025 Emergency Responder Outreach (ERO) program. Each year, this initiative connects Wolverine with local emergency responders, government officials, and community stakeholders to ensure they have the resources and information needed in the rare event of a pipeline emergency.

With the 2025 program now underway, MRG has begun outreach to update responder contact information and prepare customized materials – including county-specific pipeline maps and Wolverine's safety brochures. These first steps set the foundation for strong communication, ensuring every responder has access to accurate, timely information to protect the communities they serve.

Launching this year's ERO effort also gives MRG the opportunity to continue highlighting Wolverine's Partners in Pipeline Education (PIPE) program, which offers tailored presentations and resources to enhance responder training and awareness. By introducing these tools early in the outreach process, Wolverine reinforces its commitment to proactive education and collaboration.

As we begin the 2025 program, MRG is proud to help Wolverine strengthen relationships with first responders and community partners. Starting this work ensures the months ahead will be focused on building trust, enhancing preparedness, and advancing a shared commitment to safety.

Programs like the ERO initiative are vital because they connect industry and community at the point where it matters most – protecting people. By investing in these relationships and resources, Wolverine demonstrates leadership in safety and responsibility, while MRG ensures those efforts are communicated clearly and effectively. Together, we are building a network of preparedness that enhances public confidence and ultimately saves lives.





# PLAN AHEAD TO SPREAD HOLIDAY CHEER WITH MRG'S CHRISTMAS CARD DELIVERY SYSTEM

The holidays may feel far away, but they'll be here before you know it. With MRG's Christmas Card Delivery System, you can get a jump start on showing appreciation to your clients, colleagues, and business partners. Personalized cards are a thoughtful way to share gratitude and keep your business top-of-mind during the busiest season of the year.

By planning early, you'll avoid the last-minute rush and ensure your holiday wishes arrive right on time. From celebrating strong partnerships to simply brightening someone's season, MRG makes it easy to send meaningful cards that spread joy and strengthen relationships.



## ***From PR to B2B: Marketing Solutions that Work***

**by Aidan Nelson**

In today's competitive environment, corporations and manufacturers need more than one-size-fits-all marketing. At MRG, we provide a full range of communications and marketing services – from executive thought leadership and corporate PR campaigns to digital advertising, internal communications, and website design. Each strategy is designed with the client's goals in mind, ensuring messaging is clear, credible, and effective across every channel.

Our experience spans a wide variety of industries, and we recognize that corporate leaders often face different audiences at once – from employees to customers to policymakers. For manufacturers in particular, reaching suppliers, distributors, and industry partners is critical. That's where business-to-business (B2B) marketing becomes a key piece of our work. By weaving B2B strategies into broader campaigns, we help organizations strengthen industry partnerships, highlight innovation, and build trust across their networks.



We also know that no two organizations are the same. That's why we tailor every engagement to meet each client's specific needs – from shaping the right messaging to selecting the best platforms. Just as importantly, we work with corporations and manufacturers to fit services within their budget parameters, ensuring they maximize the impact of their marketing without breaking the bank.

At MRG, we believe corporate communications should be both strategic and personal – grounded in research but crafted to resonate with the people who matter most to your business. By serving as a trusted extension of your team, we help organizations not only achieve their marketing objectives, but also build lasting relationships with stakeholders that sustain long-term success. Most importantly, we are committed to helping our clients grow and blossom into their full potential, ensuring their brand and message thrive well into the future.

Is your company ready to sprout a new website? Or still need to plant the seeds of strategic strategy to bloom later on? Let MRG know how we can help you cultivate and grow your strategic communications

**Contact Us Today!**



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