

‘The Hall of Fame City, Where Brand Matters’ Theme Marks First Merrymeeting Convention

First annual Merrymeeting, Inc. convention brings together Computer Troubleshooters, Frontier Adjusters, Inner Circle, MTOclean, Inspect-It 1st and Sunbelt franchisees.

Sept. 12, 2008 - [PRLog](#) -- CLEVELAND, OH – Merrymeeting®, Inc. (MMI) recently welcomed approximately 400 attendees and sponsors at its 2008 Annual Meeting, “The Hall of Fame City, Where Brand Matters”. The convention, which was devoted to celebrating brand excellence, was held at the Renaissance Hotel in Downtown Cleveland from September 2nd-7th.

"The content was impressive, the social outings were a lot of fun and I am still exhausted," added Kim Weinberger, Wisconsin Regional Director for Computer Troubleshooters. "I have already shared all of the new things I learned and the exciting opportunities for our business with my husband and staff."

The convention's brand excellence-themed agenda was highlighted by Keynote Speaker Sam Tyler's speech "The Arc of Greatness". Tyler, an award-winning creator of documentary films, utilized clips from his motivational documentaries to discuss examples of personal and professional excellence and achievement. He also included a screening of his documentary, "Who Says We Can't Do It?", which details the struggles, motivation and success of cancer survivor and seven-time Tour de France winner Lance Armstrong.

The convention also included social events, reflecting the theme of brand excellence, at the Rock and Roll Hall of Fame and Museum and the Pro-Football Hall of Fame.

"This was a good conference and it was beneficial for me to attend," stated Richard Smetana, owner of Sunbelt of Coachella Valley, California. "I thought Sam Tyler was very interesting and I enjoyed the social events, especially the Rock and Roll Hall of Fame kickoff event."

Each franchised Merrymeeting brand previously held individual annual conventions and this was the first year the company combined the brands to create its largest annual meeting. Franchisees and sponsors came together from across North America and Europe to exchange ideas and experiences.

The 2008 Merrymeeting, Inc. Annual Meeting was supported by over 50 sponsors, including Platinum Sponsors Benetrends, Inc., GCFValuation, IBISWorld and Pendarvis Capital Group.

About Merrymeeting, Inc.

Merrymeeting, Inc. is a Cleveland-based investment and management firm that exclusively focuses on the acquisition and development of franchised brands. MMI currently supports more than 1,700 franchised locations on six continents through its seven franchisor subsidiaries: Frontier Adjusters, Sunbelt, MTOclean, Inspect It 1st, FranStop, Computer Troubleshooters and Inner Circle. To learn more about Merrymeeting and its brands, please visit <http://www.merrymtg.com>.

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Industry	

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