

BIOGRAPHY
WILLIAM G. SHEFFER, CAE
Director
Michigan Manufactured Housing, RV and Campground Association

Bill Sheffer is the Director of the Michigan Manufactured Housing, RV & Campground Association. Founded in September of 1941, this organization has over 1,200 members. The association office is located in Okemos, a suburb of Lansing.

A 1973 graduate of Michigan State University, Bill spent four years in restaurant management working for several companies, including the Machus Corporation in Birmingham and the Silverdome in Pontiac. In 1977, he took the position of Vice President of Operations for Richfield Trailer Supply in Flint. He was involved in the expansion of the business by opening branches in Traverse City and Grand Rapids. In 1995, he accepted his current position with the association.

In 2002, Bill earned the Certified Association Executive (CAE) designation by passing the CAE examination and meeting the education and job experience criteria established by the American Society of Association Executives.

Bill has served as President of the Tourism Industry Coalition of Michigan and treasurer of the International Association of Exhibitions & Events-Michigan Chapter.

Bill and his wife, Patty, reside in East Lansing.