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Mike Steger, CAE, is the Director of Integrated Marketing and Advancement Relations for the College of Natural Science at Michigan State University where he is responsible for the marketing, public relations, communications and alumni relations for biological and physical sciences. Before joining MSU 8 years ago, he spent 7 years with the Michigan Association of Broadcasters as Vice President responsible for communications, membership and meeting planning. He earned his Certified Association Executive (CAE) designation in 2001 and a masters degree in journalism in 2009.