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CHAMBER NOTES

Alpena Area Chamber of Commerce

By serving its members, the Alpena Area Chamber of Commerce actively champions economic development and the advancement of the community's quality of life.

March/April 2016

How Can YOU Benefit MORE From What WE Do?

We like to see our members get the most value out of their membership. Based on survey results, we know that the majority of our members choose to invest in the Chamber because they appreciate and support the bigger picture of what we do. But we want to make sure you get the most bang for your buck when it comes to your membership investment. Following is a list of simple things you can do to better utilize our services.

- * Assign someone in your organization to submit 50 words or less once a month to info@alpenachamber.com so we can include your business in our monthly member edition Enotes. Have them add it as a task to their calendar so they don't forget. Material is due by the Friday before the last Tuesday of each month.
- * Contact your insurance agent to ask them if you are receiving all discounts available to members. There are some members saving a considerable amount of money on some of their policies. Specifically ask about Accident Fund and Auto Owners.
- * Sign up all of your employees to receive our weekly ENotes. Or make it a habit to forward it to all of your employees when you receive it. Our benefits apply to all member employees.
- * If you have trouble staying on top of Chamber events and educational opportunities, assign one employee to be the Chamber lookout. That employee can organize and present the information in a way that might better fit

your organization and can coordinate attendance to events.

- * Check with Card Connect to see if you qualify for lower credit card processing rates through our program with them.
- * Start building your nomination for an annual award. Contact us to access the forms.
- * Commit to attending a minimum of one Good Morning Alpena event in 2016. Add it to your calendar now so you don't miss it.
- * Follow us on our social media networks. Stay informed on opportunities we offer.

2016 CHAMBER BOARD OF DIRECTORS

Chairperson: Luciana King - Lappan Agency; Past Chairperson: Chad Esch - Bannan Funeral Home; Vice Chairperson: Ryan Fairchild - Omega Electric; Secretary-Treasurer: Ken Gembel - DPI; Directors: Eileen Budnick - First Federal of N. Michigan; Pat Gerow - R.S. Scott and Associates; Cindy Limback - RE/MAX New Horizons; Elaine Orr - Alpena Power Company; Adam Poll - City of Alpena; Shawn Shankie - Days Inn; Brian VanWormer - Employment Services Inc.; Dylan Wallace - The Wallace Firm, P.C.

CHAMBER CALENDAR OF EVENTS

For ribbon cuttings and event details, contact the Chamber at 989.354.4181 or visit www.alpenachamber.com.

March 2016

- 2 - Ambassador meeting
- 3 - Government Relations meeting
- 4 - Good Morning Alpena event, 7 a.m., \$9 per person, RSVP required*, theme: The Cool Things We Make, sponsor: R.S. Scott Associates, Inc.
- 8 - Economic Development board meeting
- 8 - Northern Michigan Chamber Alliance meeting
- 17 - Digital marketing series: 60 Ways to Grow Your List, free for members, \$25 for others, registration required*, 8-9:00 a.m., ACC Room 106
- 24 - new member breakfast, sponsored by Lappan Agency

* register by contacting the Chamber: info@alpenachamber.com or 989.354.4181

April 2016

- 6 - Ambassador meeting
- 7 - Government Relations meeting
- 12 - Economic Development Board meeting
- 12 - Northern Michigan Chamber Alliance meeting
- 26 - Chamber Board meeting
- 28 - Digital marketing series: The Power of the Inbox, free for members, \$25 for others, registration required*, 8-9:00 a.m., ACC Room 106

* register by contacting the Chamber: info@alpenachamber.com or 989.354.4181



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association

WELCOME NEW MEMBERS

We are pleased to welcome the following new members to the Chamber. We continue to grow in membership which also means we are able to accomplish more. We appreciate all of our members - both new and returning ones.

Bader Bros. Inc. 16400 M-32 Hillman, MI 49746 989.379.3000	Corey's Auto 100 Woods Circle, Suite 200 Alpena, MI 49707 989.356.4507	Rapid Results 234 S. Second Avenue Alpena, MI 49707 989.356.4170	Sears - Hometown - Alpena 2340 US23 South Alpena, MI 49707
As You Wish 104 N. Second Avenue Alpena, MI 49707 989.340.1744	JR's Golf Carts and Aluminum Trailers 6991 M-65 South Lachine, MI 49753 989.464.2459	Graiter Services LLC 13018 US 23 South Alpena, MI 49707 989.464.4758	Hemlock Hills on Mill Pond, LLC 14018/13796 Leer Road Posen, MI 49776 989.341.4777
Freedom Recovery Center 234 S. Second Avenue Alpena, MI 49707 517.881.6199	Northeast Michigan Human Resources Association nemhra@gmail.com	Kandon Motors LLC 2648 US 23 S. Alpena, MI 49707 989.255.1708	Triple H Ranch 5868 Dietz Road Alpena, MI 49707 989.356.4069

2016 fireworks fundraising has officially started. We are now accepting donations for the fireworks. The goal: \$22,016.74. Weird, we know. Can you figure out what it means?

answer: we kicked off fundraising in February (2) for the 2016 fireworks display, that will happen on July 4th (.74)

Proud to Announce our 2016 Strategic Goals

The Chamber Board of Directors drafted a set of strategic goals in December of 2015. The plan was approved at their February 2016 Board meeting. The plan is simple, yet, if successful, highly impactful. In addition to continuing many of the programs and services the Chamber currently offers, we will seek to achieve the following in 2016.

In their discussion at the December planning session, the Board agreed that most of what the Chamber does is economic development. This is another great reason for the economic development board and Chamber to be so closely linked. The complementary relationship is extremely efficient and has proven quite effective.

- Workforce Development/Educational Attainment
 - ◇ Increase involvement with the Alpena Career and College Access Network
 - ◇ Dialogue with career day planners to discuss expanding career day events
 - ◇ Expand leadership training to a younger demographic
 - ◇ Increase awareness of skilled trades possibilities
 - ◇ Explore ways to better connect education and businesses
 - Activity thus far: Pulled together an educational attainment committee, started the research process for educational attainment resources (there are many through the American Chamber of Commerce Executives), and started the conversation about ways to connect businesses with education.
- Mentoring/Connections
 - ◇ Further explore SCORE
 - ◇ Better communicate the Chamber's ability to make connections including fostering mentoring relationships
 - ◇ Better and more frequently communicate resources available to businesses
 - Activity thus far: We are continuously making connections between our members. We have emailed industry specific members on opportunities for them around the State (an efficiency conference for our contractors, and a Target Market Analysis event for our housing-related members to name a few). We have also held conversations about starting a SCORE Chapter here in the area.
- Continue to improve programs/services
 - ◇ All events that we still host
 - ◇ Leadership training/development opportunities
 - ◇ Savings
 - Activity thus far: Promoting all of our savings opportunities to remind members of what is available, had another excellent annual dinner, and are planning for an expanded Leadercast with many more students and other attendees.

Do you have a passion for any of these topics? We are always looking for others to join our various committees. Give Jackie at the Chamber a call if you want more information about getting involved in any of these efforts.

Congratulations to Ashley Simpson! She won the last contest we held using the push notifications on our Experience Alpena, MI App for smart devices.

IN THE SPOTLIGHT

Habitat for Humanity Northeast Michigan (HFHNEMI) is a non-profit organization focused on providing home ownership opportunities for low income families in Alcona, Alpena, and Presque Isle Counties. Habitat for Humanity Northeast Michigan began building in 1990 and to date they have built or rehabbed more than 80 homes in three counties. The Alpena ReStore is a major source of income for HFHNEMI's mission. It is located at 400 West Chisholm Street in Alpena and open Tuesday through Friday from 10:00 a.m. to 5:00 p.m. and Saturdays from 10:00 a.m. to 3:00 p.m. The ReStore accepts donations of building materials, furniture, appliances and more. The ReThink Boutique Consignment Shop, their newest endeavor, is looking for new consignors. All items sold through these venues provide funds to keep the mission moving forward. They rely on volunteers to help them complete the homes. If your business, church group, or other organization would like an opportunity to get involved, enhance your team building skills and help a local family by volunteering on a construction site, or if you would like to donate or consign, please call HFHNEMI at 989.354.5555. You can also visit their website, www.habitatnemi.org for more information. Habitat for Humanity Northeast Michigan believes in, "Mission First, People Always."

Don and Diane Cattle moved to Northern Michigan almost 20 years ago. Diane was working in the field of drafting and Don was a supervisor for Ameritech when they made the decision to get into something new.

Family Enterprise started as a t-shirt transfer business out of a garage, when Diane partnered with her sister-in-law, Sarah Kasky. They soon moved to a storefront in Hillman and added embroidery service. As their business grew, so was Diane's brother's business, Cliff's Painting. It was obvious that they had to decide to grow their businesses or treat them as a hobby. Sarah left to work with Cliff, and Don "retired" from his job to join Diane full time. They expanded their service to screen printing, and moved the store to Alpena, on M-32, then to US 23 South, and then to their current location at 211 S. 2nd Avenue, where they intend to stay. In addition to the activities already listed, they also create trophies, promotional products, banners, signs and more. Don, Diane and their staff are all very excited to announce that their daughter and son-in-law, Cristi and Scotty Johnson, will be moving to the area from California to partner with them. They bring significant talent and experience, and will arrive in April. There is a lot on the horizon, so check out familyenterpriseinc.com, find them on Facebook, stop by and see them or call them at 989.354.5198.

