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## CHAMBER CALENDAR OF EVENTS

For ribbon cuttings and event details, contact the Chamber at 989.354.4181 or visit [www.alpenachamber.com](http://www.alpenachamber.com).

### September 2016

- 1 - Government Relations committee meeting
- 7 - Ambassador meeting
- 9 - Good Morning Alpena breakfast
- 13 - Economic development board meeting
- 13 - Northern Michigan Chamber Alliance meeting
- 15 - Alpenopoly Grub Crawl
- 29 - Digital marketing event

### October 2016

October is Chamber of Commerce Month - That's why we are offering the October 20th Customer Service Training event FREE for members!

- 5 - Ambassador meeting
- 6 - Government Relations committee meeting
- 11 - Economic development board meeting
- 11 - Northern Michigan Chamber Alliance meeting
- 15 - Red, White, Blue Review
- 18 - Ireland presentation
- 19 - Digital marketing event
- 19 - Shredder Day
- 20 - Customer Service Event
- 25 - Chamber board meeting

\* register by contacting the Chamber:  
[info@alpenachamber.com](mailto:info@alpenachamber.com) or 989.354.4181

## 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

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.



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

# 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.

September/October 2016

## Welcome to Autumn

We have one third of 2016 left. That's approximately 116 days until Christmas. That's 18 more Saturdays until New Year's Eve Saturday. What do you have planned for the last third of 2016? We hope that whatever you have planned, the Chamber of Commerce is in your plans. Keep reading for a brief run down of what we have happening over the next four months.

One thing we do a lot of in the last three or four months of every year is **planning**. We will be planning our 2017 Good Morning Alpena series, our 2017+ plan of action and legislative agenda. We will be planning our annual dinner, and our end of the year staff and volunteers appreciation event. In addition, we hope this year to create an **annual report** that is a bit more in depth than in years past. We will be developing our **2017 budget**, and will spend some time evaluating how we did this year.

As for events in the final third of the year, we have two more **Good Morning Alpena breakfasts** - our September and November events. We have our **Grub Crawl** (September 15th), **Red White Blue Review** (October 15th), **digital marketing trainings** (September 29th and October 19th) so our businesses can better utilize social media and digital marketing tools to interact with and gain customers, and a **customer service training** with Tony Rubleski on October 20th.

## WELCOME NEW MEMBERS

We are pleased to welcome these organizations to the Chamber. As we continue to grow in membership we are able to accomplish more. We appreciate all of our members - both new and returning ones.

**Reed's Auto Sales**  
1120 US Highway 23 North  
Alpena, MI 49707  
989.340.1010

**Alpena Farmers Market**  
Behind City Hall  
Alpena, MI 49707  
989.255.9372

**Lewis & Lewis Professional Surveying, Inc.**  
900 S. Third Avenue  
Alpena, MI 49707  
989.354.9156

**Naylor's Bar & Grill**  
900 West Chisholm  
Alpena, MI 49707  
989.340.1300

**Leavesley Construction, LLC**  
359 S. Franklin Street  
Alpena, MI 49707  
989.884.3158

This is also the time of year we start encouraging members to take a look at the tier (level) of membership they would like to be at for 2017. The **tier system allows you to choose** what level you want to invest at, with anything above the basic membership level of \$225 annually helping to support economic development efforts.

Speaking of economic development, we will be doing **much of the same activities for economic development** in the last third of 2016. Setting our budget, evaluating ourselves, and developing a plan for 2017.

We will also start seeking interested parties for **board of director positions** on both the Chamber and Economic Development Boards that will become vacant at the end of 2016.

## Shades of Ireland: A 2017 Trip

In 2015, we went to China. In 2017 we are going to Ireland. Join us for an informational meeting on October 18th at 6:00 p.m. at the Alpena County Library to learn more about this trip.



## October is Chamber of Commerce Month

In Michigan, October is Chamber of Commerce month. We have celebrated this month every year for the past several years, but each year in a different way. One year we held a progressive dinner at the Alpena Golf Course. Another year we mailed every member a puzzle piece and encouraged them to add their piece to the giant puzzle. A membership drive was the focus of another year. So what's up our sleeve this year? We are pleased to offer you a top notch customer service training opportunity.

### Capturing Minds...One Audience At a Time with Tony Rubleski (mindcapturegroup.com)

FREE for members (our gift to you for Chamber of Commerce Month), this customer service training seminar will help you, "capture" more minds and more profits. Tony is an in-demand speaker, a strategic business coach, global event promoter, and author. His work has been featured in various media outlets ranging from Toastmasters International Magazine, The Detroit Free Press, The FOX TV network, ABC, CNN Radio and NPR.

#### Event details:

**Date:** Thursday, October 20, 2016

**Time:** 8:00 - 9:30 a.m.

**Location:** Sanctuary Inn

**Cost:** FREE for members (our Chamber of Commerce Month gift to you) and \$45 for potential members

**Registration:** REQUIRED to the Alpena Chamber at 989.354.4181 or info@alpenachamber.com

#### Now something just for fun...

Because it is Chamber of Commerce month, we also thought we would share some interesting chamber facts with you.

- The first chamber of commerce in the United States was started in New York City in 1768.
- The Jaycees are the Junior Chamber group and were started in the 1920s. The closest chapter is the Cheboygan Chapter.
- There are 317 chambers of commerce in Michigan.
- Of the 317 registered chambers in Michigan, only 64 have budgets over \$150,000 annually and 2/3 are run by volunteers or with a part time staff.
- By number of members, the Detroit Chamber is considered the largest in the Country.
- Every county in Michigan has at least one Chamber of Commerce. Oakland County has the most with 30.
- There are 23 diversity chambers of commerce in Michigan.

### The Other Things We Are Working On

We are more than just events! Here are some other projects we have been working on.

- ⇒ **Cormorants:** the depredation program for cormorants has been halted and is stuck in the court system - too many cormorants will hurt our region as they destroy land and devour fish
- ⇒ **Software:** We spent a bit of time working with businesses to address a software issue at the County level - many of our members utilize the assessing information regularly and need to be able to access it without issue
- ⇒ **Community Promotion:** We aren't the tourism bureau but we do work on community promotion in other ways. We are helping to bring the Lt. Governor and Justice Bernstein to our community in September, have been quoted in a handful of State-wide publications of late, and are assisting in bringing the BCBS Foundation representatives to the community to help creative partnerships and investment into our community. All of this is in addition to the economic development showcasing we have done to various property development firms
- ⇒ **Customs Agent Retirement:** With the retirement of our customs agent, and a plan not to replace him, we are working on a solution as this will impact more businesses than many people may think.

## IN THE SPOTLIGHT

The **Thunder Bay Area Fire Fighter's Association** exists to build a better acquaintance among fellow fire fighters of Alpena, Alcona, Montmorency, and Presque Isle Counties. The Association works to add to the knowledge of fire service personnel, equipping them with the latest in firefighting training, fire prevention information, and emergency medical services. The Association also works to bring about a closer coordination of the fire departments in the area to better serve the people.

Thunder Bay Fire Fighters Association was established on March 2 1967 by Michigan State Trooper William C. Allen from the Alpena State Police Post. Trooper Bill saw a need to bring the area fire departments together in order to help facilitate a better working relationship between all the departments.

The association currently includes 19 departments and offers a fire fighter academy every other year for state licensing of firefighters. They also offer continuing education opportunities for active firefighters like the "Flashover" training earlier this summer. There is also equipment available and personnel who can respond as needed for search and rescue needs. The association has active participants in the Honor Guard to honor active and retired emergency and law enforcement at a funeral or memorial along with a Chaplain to assist whenever needed.

### Just what is the SPOTLIGHT anyway?

For each newsletter publication, two members are randomly selected to be highlighted in the Spotlight section. We ask the randomly selected members to submit a 200 word article about their business. They can also complete a short survey and we can draft the article if they prefer. This is a great way for you to tell the other members (and additional newsletter readers) about your organization in a unique format. You get to tell your whole story. And best of all, it is FREE to you and takes VERY LITTLE TIME on your part. If you have not been chosen yet, don't worry! We are working our way randomly through our membership. If you are contacted for this opportunity (the contact will come from Alisha), all you have to do is respond. It is super simple. It is part of your membership investment. And it is a great way to promote your organization to a captive audience.

### Military Support Committee and the Red, White, and Blue Review

What is the relationship between our military support committee and the Red, White, and Blue Review (RWB Review)? The RWB Review is the funding mechanism for the military support efforts. The military support committee hosts receptions for units that train at the Alpena CRTC. We do this for three reasons. **First**, we want to thank the men and women for their service. **Second**, we want to thank them for choosing Alpena as their training destination. **Third**, we want to encourage them to come back to Alpena for future training or with their families for vacation. We want them to leave the receptions loving Alpena as much as we do. These receptions are very important and go a long way in showing community support for the CRTC. The receptions wouldn't be possible without the funding support from the RWB Review event. The event is October 15th. Tickets are \$25 and available at the Chamber and from Chamber Ambassadors. Sponsorship opportunities are also still available. Contact Chamber staff with questions.

