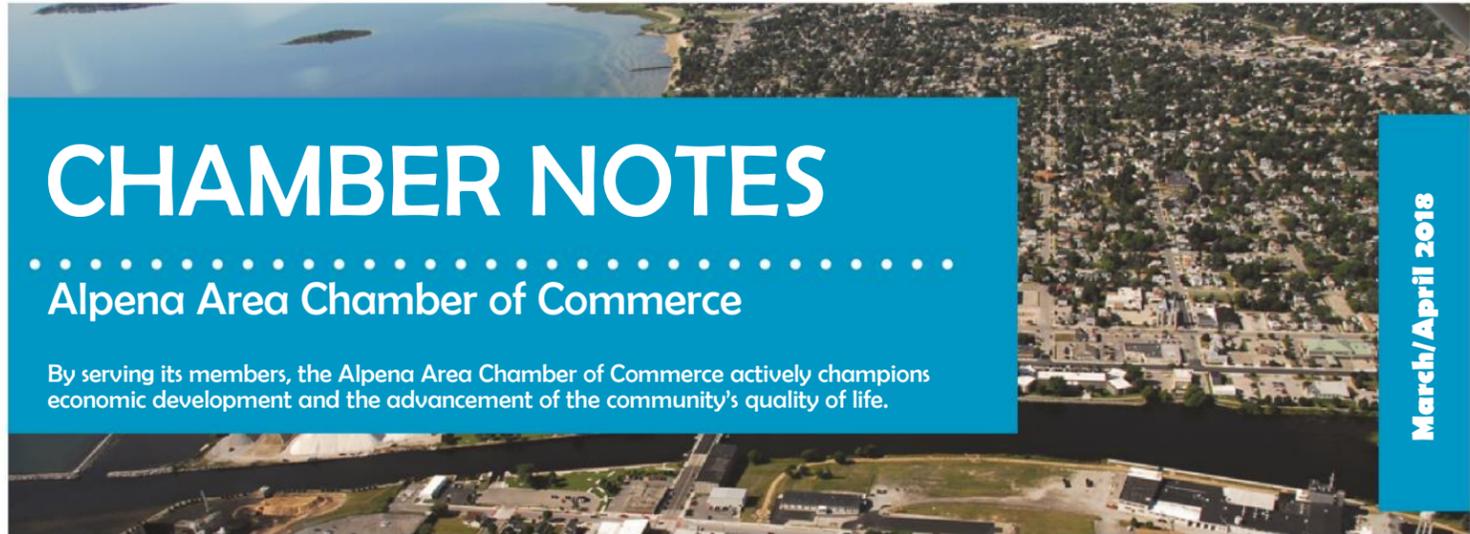




235 West Chisholm Street
Alpena, MI 49707
989.354.4181
www.alpenachamber.com

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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.

A Message From Krawczak

If you take a look at our strategic plan (available on our website) you might initially think it appears short. One page might be short, but it is also impactful. What we have learned over time is that having a short strategic plan with few key goals that we dig deep into is much more effective than a large plan that we are only ever able to scratch the surface of each item because our time is spread across too many tasks. Let's look at this year so far as an example. The year is two months in. We have spent the majority of our time doing two things. First, preparing for and hosting the Annual Dinner. Second, developing and implementing career readiness training at Alpena High School. We have had a few other items scattered in - our work on some proposed legislation that would negatively impact our region, efforts put into planning and hosting a Good Morning Alpena event, work on a travel experience for 2019 (it's Italy!), and some advanced planning for future events like fireworks fundraising and Leadercast. In just two months we haven't even gotten to the following items on our strategic plan: showcase young professionals in our area as part of our workforce development efforts; develop/introduce a new leadership Alpena program; share information on employment programs available in the area. We will get to these things and we could have already, had we given less than 100% effort to the things we have been working on, making more time to only give partial effort to other things too. But what good is that?

We really do take a lot of pride in the actions we choose to involve ourselves with in order to achieve our mission. We focus on doing things that will make a real difference and we put everything we have into what we choose to do. You may be wondering what spurred me to write on this topic. It stems from a conversation I had with a business recently about strategic planning and the difficulty of getting anything done when there are dozens of things you want to do. The only way to address that is to narrow your focus, choose a few manageable but effective projects, and give it all you've got. It is that way of operating that has allowed us to grow our value proposition and impact.

Keep your eye on our future communications to learn more about our strategic plan efforts as we continue to work our way through our 2018 plan.
- Jackie Krawczak, Chamber President/CEO

CHAMBER CALENDAR OF EVENTS

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

March 2018

- 1 - Government Relations meeting, 7:30 a.m.
- 7 - Ambassador meeting, 8:00 a.m.
- 9 - Good Morning Alpena event, 7:00 a.m., Mardi Party! Word on the Street in Alpena, location: Alpena Senior Center, sponsored by Wolgast Corporation, \$9 per person, advance registration required*
- 13 - Economic Development Board meeting, 7:30 a.m.
- 13 - NMCA meeting

April 2018

- 4 - Ambassador meeting, 8:00 a.m.
- 5 - Government Relations meeting, 7:30 a.m.
- 10 - NMCA meeting
- 13 - Good Mid Day Alpena event, 11:30 a.m., Get In Gear, Summer is Coming! The Fletcher Street Depot, sponsored by Blue Cross Blue Shield of Michigan, \$9 per person, advanced registration required*

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

2018 CHAMBER BOARD OF DIRECTORS

Chairperson: Cindy Limback, RE/MAX New Horizons
Past Chairperson: Ryan Fairchild, Omega Electric
Vice Chairperson: Brian VanWormer, Employment Services Inc.
Secretary/Treasurer: Eileen Budnick - First Federal of Northern Michigan

Directors: Tom Berriman - Alpena Public Schools/AHS; Kevin Burr - Burr Auctions; Bruce Duncan - Thunder Bay Therapy; Pat Gerow - R.S. Scott and Associates; Rose Nowak - Better Living Massage Center and Spa; Adam Poll - City of Alpena; Shawn Shankie - Days Inn; Diane Shields - MidMichigan Medical Center - Alpena



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

WELCOME NEW MEMBERS

East Bay Construction
2231 Partridge Point
Alpena, MI 49707
989.356.4284

The Parker House Restaurant, Motel and Cottages
24732 US 23 South
Presque Isle, MI 49777
989.595.6484

Qualis Corporation
689 Discovery Drive, Suite 400
Huntsville, AL 35806
256.327.3453

Oak City Contracting, LLC
181 N. Industrial Hwy.
Alpena, MI 49707
989.356.3297

Costco Wholesale Marketing
125 E. South Airport Road
Traverse City, MI 49686
231.929.3972

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.



NEW (to our current programs) in 2018

In addition to our efforts of continuous improvement in all we do, there are notable changes to existing events in 2018 that we want to draw your attention to. It's exciting for us and we hope you embrace the new!

Good Mid Day Alpena events: We host six Good Morning Alpena events each year. Some people tell us that 7 a.m. is much too early for them to be at an event so we decided to try two Good Mid Day Alpena events this year in addition to our GMA events. The format will be much like a Good Morning Alpena event - start with the meal, then conclude with the program. The program will consist of short snippets of information about one main topic. The first Good Mid Day Alpena event is scheduled for April 13th at Fletcher Street Depot, beginning at 11:30 a.m. The cost, just like a GMA breakfast, is just \$9 per person and advance registration is required to the Chamber of Commerce. The theme of this inaugural event is, "Get In Gear, Summer is Coming! Are You Ready to Experience Alpena?"

Leadercast 2018: We are committed to hosting Leadercast this year, but there will be a few changes that are designed to create more value for our members. First, the cost per person has decreased. We were able to knock a few bucks off the price through some creativity. Even though the cost will decrease the same great value exists - and arguably even greater value with some of the other changes we will be implementing. Second, we changed the sponsorship structure. The event requires sponsors in order to financially make it feasible. We changed the sponsorship structure to give sponsors even more value.

Good Morning Alpena events: There will be six (five more as one has already occurred) Good Morning Alpena events in 2018. We are approaching them each a little differently than in the past. They each have a specific theme and will include more audience interaction, fun and surprises. For example, the GMA that was held in January was designed after America's Got Talent and included a panel of judges who offered commentary on each presentation. There was also an interactive audience participation update that included candy and straws (you had to be there). The March GMA has a Mardi Gras theme and will include interaction with the audience as we seek to learn about the word on the street.

No More Flog Fest: A big change for 2018 is the lack of a golf outing as we eliminated our FLOG Fest starting after the 2017 event. We are working on replacing this event with something of greater value for our members.

Leadership Expanded: In addition to Leadercast in May and Leadercast Women in the fall, you can expect to see added leadership training through a brand new, locally-focused, leadership development program (similar to the previous Leadership Alpena program that existed several years ago). We are in the process of putting the structure of this event together and will have more information to share in the future.

For questions or more information about any of these changes, contact us or view our website.

Annual Dinner Success

Many of you attended annual dinner on February 8th. This was our largest annual dinner to date, with over 600 tickets sold. The event went well and we already have organizations requesting table reservations for next year (although we aren't accepting reservations quite yet). Photos are on the Chamber's Facebook page. Please feel free to tag yourself or others, and if you choose to share a photo, be sure to include #noplacelikeAlpena with your post. Staff is still catching up on things left behind while work on the dinner took place. We will start working on the 2019 event later this year. Congratulations to all of the award recipients and thank you to all volunteers and event sponsors. Good things don't happen without help!

IN THE SPOTLIGHT

Wolgast Corporation has been in the construction business for 70 years and continues to be a growth company. In 2017, the Commercial Contractor expanded to its fifth office in Michigan by adding an Alpena location to service Northern Michigan with their expert construction services. Wolgast credits its longevity and growth to many company attributes like loyal customers, employee-ownership, systemized processes, a wide range of services, speed, and quality of service. The company specializes in Construction Management, Design/Build, General Construction and Restoration primarily for business, governmental, healthcare, restaurants, and schools.

Managed by local resident, Luke Gerhart, the office is located at 1691 M-32, Suite 100, Alpena. Contact the office at 989.365.8520.

Alcona Health Centers is a network of healthcare clinics serving the citizens in Alcona, Alpena, Iosco, Cheboygan, Emmet, Chippewa and Mackinac counties and surrounding communities.

Alcona Health Center provides a wide array of services to ensure that their patients are taken care of and provided the highest quality of care. Below is a list of many of their different services. Please note that not every service is available at each clinic, so call ahead to ensure that the service you are interested in can be provided at your location. They provide medical, dental, lab work, full service pharmacies, tele psychiatry, behavioral health counseling, care management, outreach and enrollment, wellness classes, pain management, education, referrals and more. They have a sliding fee scale so no one is turned away due to inability to pay.

They are a designated Patient Centered Medical Home (PCMH). A Patient Centered Medical Home is an approach to providing comprehensive primary care for children, youth, and adults. The PCMH is a healthcare setting that facilitates partnerships between individual patients, their personal healthcare providers, and when appropriate, the patient's family. The provisions of medical home allow better access to health care, increased satisfaction with care and improved health.

The Alpena Clinic is at 1185 U.S. 23 North and can be reached at 989.356.4049.

Educational Attainment/Workforce Development Update

On March 2nd we are finishing our career readiness training with Alpena High School Seniors. Although our time with them was cut short by two weeks due to snow days, we were still able to speak with them for five weeks about finding jobs, resume writing, interviewing (including hosting mock interviews), soft skills, negotiations, and general career readiness tips/strategies. We will begin a seven week series with the Alpena High School Juniors on March 9th. We are receiving inquiries about this program from across the State and hope to help Presque Isle (Rogers City) implement a similar program. The value of having businesses in the classrooms is priceless.

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AccidentFund.com/Groups



We do want to thank our many (over 20) volunteers who have helped with the series that is wrapping up. A special thank you to Chamber Board Chairperson Cindy Limback (ReMax New Horizons) and Chamber Board Chairperson Elect Brian VanWormer (Employment Services Incorporated) for their dedication to these efforts and willingness to assist both in the planning stages and in the classroom. If you are interested in assisting in future programs, contact Jackie from the Chamber.