



235 West Chisholm Street
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www.alpenachamber.com

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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.

January 2019

- 2 - Ambassador meeting
- 3 - Government Relations Committee meeting
- 8 - Economic Development Board meeting
- 18 - Good Morning Alpena breakfast, "Resolutions for You and Your Business, 7:00 a.m., ACC Student Commons, \$10 per person, advanced registration required*, sponsored by H&R Block
- 31 - Sign Permit Sale bid opening, 2:00 p.m.

February 2019

- 6 - Ambassador meeting
- 7 - Government Relations Committee meeting
- 7 - Annual Dinner
- 26 - Chamber of Commerce Board meeting

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

2019 CHAMBER BOARD OF DIRECTORS

Chairperson: Brian VanWormer - Employment Services Inc
Past Chairperson: Cindy Limback - RE/MAX New Horizons
Vice Chairperson: Eileen Budnick - mBank
Secretary/Treasurer: Diane Shields - MidMichigan Health

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; Shawn Shankie - Days Inn; Anna Soik - City of Alpena; Adam Szydlowski - Besser Company



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.

January/February 2019

A Message From President/CEO Jackie Krawczak

Happy New Year, Members! This year (May) will mark the end of my 12th year here in my role at the Chamber. Twelve years serving the business community of the Alpena Area. The journey has been mostly good, sometimes frustrating, never bad, a wonderful challenge, and an incredible experience filled with so much happiness and value.

Mostly good - to me, the best part about the work we do is that we are free to try new things, make changes, and create more and different value every day. We are not in a highly regulated environment and can move fairly quickly if needed. It's a very fluid environment where no two days are alike. I feel like it's a blank canvas on which we get to create the artwork based on what's best for our membership.

Sometimes frustrating - even though this work is mostly good, frustrations do exist. People who don't pay attention to communication we put out and then complain they don't hear about events or services, businesses who tell us what a good job we do, but then won't help support us by investing with a membership, people who always want someone else to make something happen, meetings that go on much too long. The good news though, is that the good of this work outweighs the frustrations by leaps and bounds.

Never bad - frustrations aren't necessarily a bad thing. Every experience, even if it seems bad at the time, is actually an opportunity to learn. Looking back I can think of lots of unpleasant situations, but I really wouldn't call any of them bad. They were times for me and our staff to grow, change, learn, and create more value.

A wonderful challenge - because of the items I talked about in the, "mostly good" section above, this is a wonderful challenge. It is a challenge to find ways to add value for our members and to make real, lasting, positive impacts on the business community. It is a challenge to continually raise the bar and find creative ways to solve problems that exist for our members. We very carefully choose staff who like the challenges involved with this type of work.

An incredible experience - I don't know where I will be in one year, three years, five years. None of us know what the future holds. I do know, however, that the time I have spent in this job with the Alpena Area Chamber of Commerce will always be something I hold with high value in my life. The lessons learned, the experiences I've had, the impacts we have made, are all things I am proud of and happy to have experienced in this chapter of my career. I know that the things I've learned will be of use to me well into the future, whether while still in this role or in whatever comes my way next.

2019 will be a great year. Adding a new employee will allow us to get so much more accomplished for our members. As we keep growing, so does our effectiveness and value to our members. With the Board we have, the staff we have nurtured and

WELCOME NEW MEMBERS

Thank you to ALL of our members. We appreciate the continued support and look forward to a very productive 2019.

As we continue to grow in membership we are able to accomplish more. We appreciate all of our members - both new and returning.

developed, the foundation we are building upon, and the team of support that keeps growing, there are so many possibilities. Expect more opportunities for education, more advocacy support, more economic development efforts and successes. Keep your eye on our communication resources so you stay up to date on what is happening, and what new, or expanded value, we are delivering to you and your staff.

Happy New Year and thank you for letting us continue to serve you.

A Few Notes... *Membership Investment Invoices have been sent – please attend to these by the deadline

- * We will be making an offer to a new employee very soon – stay tuned for the announcement
- * Investment invoices include several other documents – please review each document and act where applicable
- * We have an interim sign permit from the State of Michigan’s Highway Advertising Program for sale – interested parties may contact the Chamber

2019 Strategic Plan - Growing Value

The Chamber Board of Directors met in late 2018 to develop a plan of work for 2019. The entire plan is available on the Chamber’s website (www.alpenachamber.com) but here are the highlights.

For 2019, the Chamber will focus on strengthening its pillars of work:

- ⇒ Advocacy
- ⇒ Economic Development
- ⇒ Education
- ⇒ Savings
- ⇒ Exposure

Most of the efforts will be spent strengthening the areas of Advocacy, Economic Development, and Education. The other areas, Savings and Exposure, will be marketed and maintained, and advanced if opportunities exist.

Advocacy:

- Increase roundtable/panel discussions, adding efforts to host local panels or discussions with local elected officials.
- Incorporate more information related to advocacy into GMA/GMDA events.

Economic Development

- Create a vision statement about the value of economic development to the business community.
- Explore a partnership with the Alpena High School parent informational meetings.
- Expand the Young and Successful Video series; expand the reach of the series.

Education

- Offer additional educational opportunities on topics that may include: customer service, conflict resolution, sales, timely legislative topics, team building, and other topics as identified throughout the year.
- Add supplemental opportunities to the Leadercast events.
- Explore partnerships as appropriate.
- Include networking time at all events we host.

The work we are currently doing in these pillars will continue with efforts made to strengthen and improve current work. These activities listed will add to our scope of work, therefore adding value to our members. Should you have any questions about the 2019 Strategic Plan, please reach out to us.

Welcome Incoming Board of Directors (and a few goodbyes too)

You voted, we tallied, and we are pleased to announce incoming Board Members Anna Soik with the City of Alpena and Adam Szydlowski of Besser Company. They will be joining the Board starting January 1, 2019 (although both were present for our strategic planning in December). Diane Shields will also be renewing her term for a full three-year term. She originally filled a seat mid-term and is therefore eligible for an immediate full-term renewal.



The approved Executive Board is: Past Chairperson Cindy Limback of RE/MAX New Horizons, Chairperson Brian VanWormer of Employment Services Incorporated, Chairperson Elect Eileen Budnick of mBank, and Secretary Treasurer Diane Shields of MidMichigan Health.

We also want to say goodbye to two outgoing Board Members who have served us well for their terms. Adam Poll from the City of Alpena and Ryan Fairchild from Omega Electric and Sign Company have been outstanding contributors to the Chamber. We thank them for their service.

IN THE SPOTLIGHT

As a full service Real Estate Company in Northeast Michigan, **Up North Property Services** provides a diverse offering of professional Real Estate services in Alpena, Alcona, Presque Isle and Montmorency counties. In Real Estate, they have extensive experience in business and commercial transactions, as well as multi-family, residential, relocation services, vacation and vacant land sales. They have pride in being one of only approximately 200 agents in the State of Michigan to hold an Accredited Sellers Representative Specialist designation and also provide Accredited Buyers representation. The broker also holds accreditation as a Graduate Realtors Institute, GRI and Certified Residential Specialist, CRS.

In property management, they offer the property owner peace of mind. For long term rentals they advertise, screen and complete full background checks to qualify prospective tenants. They are the tenant’s 24/7 point of contact. They collect security deposits, monthly rent and provide electronic payment and invoices as well as emergency maintenance and repairs. They can also assist business owners with relocating employees through use of short-term rental units.

Thinking of renting your home or cottage for a few weeks in the summer to maximize your investment? They have a vacation rental service. They advertise on national sites, coordinate reservations, and do complete check in, check out, linen service and cleaning, again operating as the 24/7 point of contact.

Looking for help with spring yard clean up, grass mowing, garden help, or opening the cottage for the summer, or the clean out of an estate, they can assist. Their home watch services offer peace of mind during your extended absence with weekly, bi-weekly or monthly inspections that provide you with reports upon inspection.

Buying a home should be an exciting time in your life, and investment properties should not be a headache. Put your trust and confidence in their education and experience and let them help you navigate the real estate market. Stop by to see us at 135 W. Chisholm St., Alpena, or call them at 989.354.2535 or 989.657.2173.

Lappan Agency was founded in 1931 by C.C. “Sam” Lappan; the Grandfather of the current leaders, brothers Tom, Steve and John Lappan. Lappan has been RETHINKING insurance and employee benefits services ever since. Over four generations, they have fostered a community of leadership, support and exceptional customer service.

Through their Lappan Cares committee, they have been able to support local organizations such as Friends Together, Vietnam Veterans Feed a Family, Lincoln Elementary, the Alpena Area Chamber of Commerce, Boys & Girls Club, Alpena High School and more – and that’s just in the last six months. Giving is deeply ingrained in the culture at Lappan Agency.

Lappan Agency thrives on one simple idea: affordable insurance and professional service can be marketed for any risk through a hometown agency. Quality service has become synonymous with the Lappan name. The mission of Lappan Agency is to market insurance and related services in a fair, professional and competitive manner. Lappan will continue to support community functions and encourage others to do the same. Lappan will remain alert to the latest advances in insurance agency management and be prepared for changing times.

Above all, Lappan Agency will continue to stress that its clients are their highest priority. Thanks to Lappan’s excellent network of carriers and a professional, dedicated staff, the agency has grown to more than 10,000 clients throughout



Michigan. Their client base includes personal insurance, business insurance, group/personal health and life insurance as well as a municipal/public entity insurance program.

Lappan Agency’s commitment to exceptional customer service is unwavering. Clients of Lappan remain for life, often making unprompted referrals. Through their referral program, one customer a month has the chance to spin a wheel and win prizes like sizeable amounts of cash or gift cards to local businesses.

Not everyone wants to think about insurance. Lappan makes insurance simple, easy and even fun; all while educating clients along the way. RETHINK your insurance strategy today with Lappan Agency: 989.354.3185, Lappanagency.com, 180 S. Ripley Blvd., Alpena.