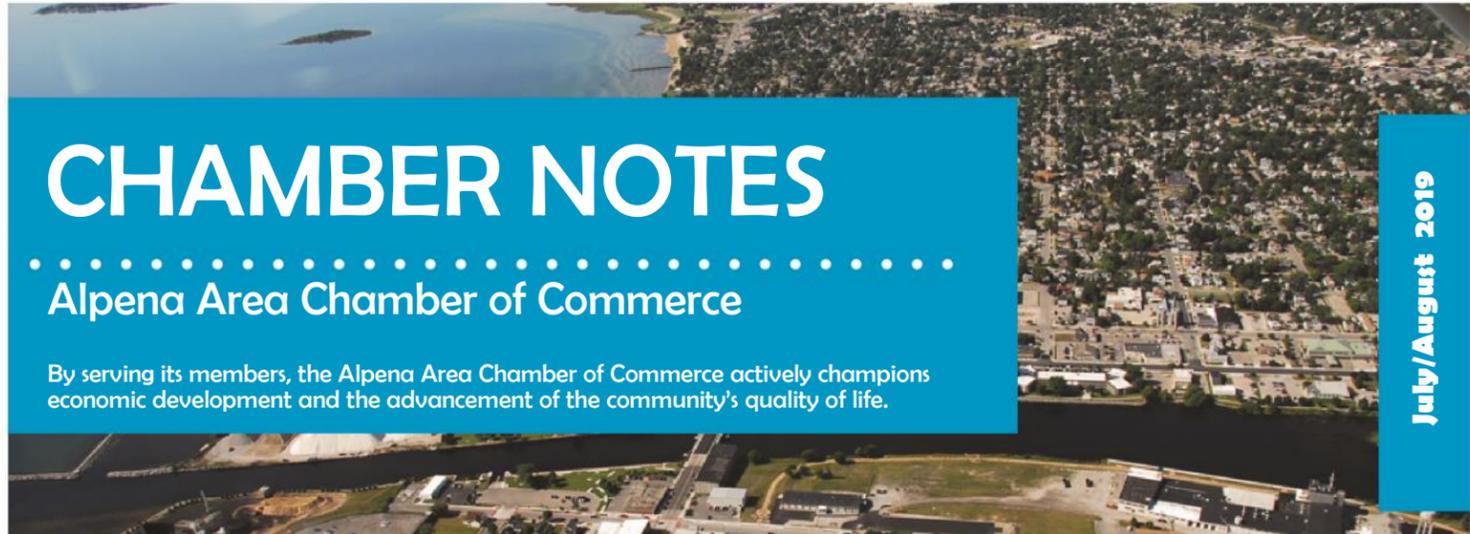




Alpena Area Chamber of Commerce
Serving all of Northeast Michigan
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CHAMBER NOTES

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 President/CEO Krawczak

I mostly love the work I get to do in my role with the Chamber. I really like the people I work with. I appreciate getting to make a real difference for the community, by working with our membership. There are very few things about my role that I don't care for. One thing that is particularly frustrating to me is when a business doesn't seem to want to invest in itself or employees yet is the first to complain to us when things aren't going well, or frequent to let us know we aren't doing a good job. I know the whole lead a horse to water thing, but I am determined to continually find ways to motivate businesses to want to invest in their employees. When we host events like Leadercast, customer service trainings, Good Morning Alpena and Good Mid Day Alpena events, and others, we don't do it for ourselves. As much as we enjoy learning right along with the participants, we are hosting these events for our members. I love watching our members grow and develop healthier organizations because of the content they learn at these events. But I also get frustrated when people come to us without the desire to put the work in to be and do better. We can only provide the tools and resources. We cannot force people to embrace the concepts, invest in their employees, and encourage professional development. I don't even wish I could force that. Instead, I wish that people would admit that there is always room for improvement, and would take opportunities seriously that are presented to them. We have so many businesses in our membership that want to get better and soak up all the information they can get their hands on. Imagine what would happen if we all kept an open mind to the possibility of always learning something new. We will continue to host and share opportunities for businesses to embrace and use to grow and become even stronger than they are now. It is our pleasure to work for our members and we strive to do what is most beneficial. We hope to see you at an event in the near future!

- Jackie Krawczak

CHAMBER CALENDAR OF EVENTS

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

July 2019

- 3 - Ambassador meeting
- 9 - Economic Development board meeting
- 11 - Government Relations Committee meeting
- 19 - Good Morning Alpena breakfast, 7:00 a.m. breakfast, 7:30 a.m. program, \$10 per person, advanced registration required*, theme: Local Source: Harvesting Alpena, sponsored by GreenStone - Farm Credit Services

August 2019

- 1 - Government Relations Committee meeting
- 7 - Ambassador meeting
- 27 - 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; Bruce Duncan - Thunder Bay Therapy; Pat Gerow - R.S. Scott Associates; Rose Nowak - Better Living Massage Center and Spa; Anna Soik - City of Alpena; Adam Szydlowski - Besser Company



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WELCOME NEW MEMBERS

Keystone Rental Equipment 4015 US 23 North Alpena, MI 49707 989.278.2900	Sixty Minutes to Freedom 909 West Washington Avenue Alpena, MI 49707 989.340.1073	Space Walk of Northeast Michigan 1009 West 3rd Street Rogers City, MI 49779 989.217.8850	Mid-Pointe Convenience 4199 Werth Road Alpena, MI 49707 989.354.4798
Light of Hope Clubhouse 228 South Third Avenue Alpena, MI 49707 989.356.8468	Environmental & Asbestos Services 3343 US 23 South Alpena, MI 49707 989.356.8764	Alpena Janitorial LLC 350 North Second Avenue #106 Alpena, MI 49707 989.340.0585	Sally's Care Home 740 St. Onge Street Alpena, MI 49707 989.354.2401
Clark Construction Company 3432 US 23 South Alpena, MI 49707 989.464.9398	South Bay Car Rental 3146 US 23 South Alpena, MI 49707 989.356.9641	Zen 24 Hour Fitness Center, LLC 2581 US 23 South, Suite B Alpena, MI 49707 989.340.0085	Thunder Bay Shores Marine 400 East Chisholm Street Alpena, MI 49707 989.356.0551
Fick & Sons, Inc. 113 Fig Street PO Box 588 Grayling, MI 49738 989.348.7647	Your Girl Friday! LLC Alpena, MI 49707 989.916.7155	Time to Shine Carwash 2042 North Bagley Street Alpena, MI 49707 989.456.6690	As we continue to grow in membership we are able to accomplish more. We appreciate all of our members, both new and returning.

2019 Fireworks Fundraising - A SUCCESS!

We met (slightly exceeded) the goal of \$22,500 for this year's Alpena Fourth of July fireworks. We are very appreciative of everyone who donated, held a fundraiser, or bought a bracelet. Thank you, Alpena, for once again making Alpena's Fourth of July fireworks a reality.

Strategic Plan - Six Months into 2019, How Are We Doing?

We are six months into 2019...so how are we doing? According to the numbers, we are performing well!

Our budget numbers are right where they should be - at 50% for revenue and expenses that are spread evenly throughout the year, ahead with revenue in some of our events, and with no major surprises in our expenses. Our membership growth is exceeding last year, which makes sense since we hired a new employee to work on this very topic. Our growth in tier investments is up as well, mostly because of our new employee, as this is also part of her job description. To give you an example, we already have 45 new members in 2019, last year we saw 32 new members for the entire year. That's a great improvement! Our event attendance for events so far in 2019 has been stable or an increase over last year's numbers, depending on the event with a slight decrease in Leadercast only.

Moving beyond just the numbers, though, we are also pleased with the activity on our strategic goals. Keep reading for some highlights in each of the categories.

Advocacy: Our Government Relations Committee and the Northern Michigan Chamber Alliance have both been very active this year so far. Locally, we have been working hard on recruiting pro-business candidates for local elections. We have also been meeting with different elected officials to learn more about their goals, where our goals align with theirs, and how we can help them achieve positive things for our business community. Our work with the NMCA continues to grow and become a force in Lansing. If you haven't seen this year's agenda, please take a look at the Alliance website: nmichiganbusiness.com.

Economic Development: Our economic development game is strong. We continue to juggle many balls as we seek to attract developers to our community to look at what is available to them, and what need they may be able to help fill in our community. Of top priority is development of the former Alpena Power Company site and much time has been spent working on that project. We also changed the structure of the economic development board meetings, which has added more value for board members and more discussion from them. Finally, one of our goals for many years has been to work toward increasing investments at our higher tiers of membership. We are finally seeing positive movement in that area, which is great because it will allow us to get to some of the items on our to-do list that we were unable to do before.

Education: We have made an effort to add more educational events this year (we most recently hosted a customer service training), increase our leadership development resources, and add more educational resources to our publications. We are on track and hope to add more educational opportunities on a variety of topics as the year progresses.

Savings: There is nothing new to report. We still have all of the same opportunities for savings for your business as we have had. Don't forget about the shredder day later this year - another opportunity for you to save money.

Exposure: We still have many opportunities for exposure for your organization and although this is not a primary focus area for us this year, we are adding an opportunity. We will be hosting a Speed Networking event. More information will be available soon. If this event goes well, we will commit to hosting more.



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Things are booming for us. Memberships are up, attendance is up, and value for our members is constantly increasing. Day to day we might not see the bigger picture but when we take a step back, we are amazed at the value we have built and the amount of meaningful work we have achieved. Remember, your input is always welcome and appreciated. Your involvement is always encouraged. But even if you aren't as involved as other members might be, we are still engaged in work that adds value to the entire membership and community. Your support is vital to the success of what we do and although cliché, it is true -

We couldn't do it without you!

IN THE SPOTLIGHT

The beautiful **Holiday Inn Express & Suites Alpena** is eager to exceed your expectations. Their hotel features over-sized guest rooms and suites luxuriously complimented by triple sheeted pillow topped mattresses, rich furnishings and all of the amenities that you have come to expect including a microwave and refrigerator.

During your stay with them, you will enjoy the conveniences of their complimentary Express Start hot breakfast bar featuring their trademark cinnamon rolls and the option to make your own pancakes, free Wi-Fi service throughout the hotel and their meeting rooms, HD televisions, heated indoor swimming pool, fitness center, 24-hour business center and guest laundry. Whether you're in town to get out of town or are simply passing through, the Holiday Inn Express & Suites Alpena is your gateway to the great outdoors.

Located along the Thunder Bay River at 225 River Street, you can reach them at 989.340.1800 or online at www.hiealpena.com.

For over one hundred years, hope has been drawn from a proven, Christ-centered source, a source dedicated to changing lives, strengthening families and transforming communities. **Wellspring Lutheran Services** mission springs from this deep source - as old as the scriptures - equipping them to bring life, giving solutions today to those who thirst for hope. You can be confident that as you work together you will see positive outcomes.

Wellspring Lutheran Services purposefully takes a whole-person approach to their organization and delivery of their services. They are convinced that they must find the strengths in people and build on these for any lasting change to occur.

They believe in a concept of community, where resources are available in an integrated fashion to people at any stage of life. They want to be a wellspring, a source of hope and refreshment, where young and old live naturally together, strengthening one another and receiving the security, services and renewal they need to live out their full potential.

For over 120 years, they've been in the business of serving people. During this time, they've engaged with thousands of people of all ages and circumstances. Their services include: Senior Residence Options, Independent Living, Assisted Living, Memory Support, Long-Term Care, Affordable Housing, Short-Term Care Rehabilitation & Wellness, Respite Care, In-Home Care, Personal Assistance, Home Health, Hospice Care, and Grief Support.

They are located in Alpena at 3315 W. Washington Ave. and can be reached at 989.340.1313. For more information visit www.wellspringlutheran.com.

Join us for our next GMA event!

Our next GMA breakfast is on July 19th. The theme is, "Local Source: Harvesting Alpena," and will be full of valuable information about how to get products and services from Alpena, out to the rest of the world. We will be highlighting programs like Buy Michigan Now - to help our members discover new avenues to promote their businesses. We know of many success stories of businesses that have used the various programs and we want to help others experience the value. Join us! The program is going to be held at Art in the Loft, starting at 7:00 a.m. (breakfast). Cost is \$10 per person, advanced registration to the Chamber of Commerce is required. This event is sponsored by GreenStone - Farm Credit Services.



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