

Cristi Johnson

Crist works at Family Enterprise, Inc. and has been Ambassador since March of 2019.

What is your favorite thing about Alpena? When you make the effort to do something positive for the community, you can often see the immediate effects of those efforts. It's very rewarding.

What do you like best about your job? I love the ability to partner with other small businesses and non-profits to help them with their branding. Family Enterprise is so much more than just a t-shirt shop. We can provide fun merchandise, sure, but our aim is to help organizations with tangible marketing solutions.



What is your favorite season? Summers in Michigan CANNOT be beat!

Why did you become an ambassador? Integrity. I believe in the idea of being the change you want to see in the world. Anyone can armchair quarterback, but the only way to see real progress in a community is to get your hands dirty.

Why do you choose to live and work in Alpena? When living in Sacramento, the housing market was an absolute nightmare. So, when my family approached my husband and I about taking over our business (Family Enterprise), we were delighted when we saw affordable housing available in close proximity to the lakeshore. The bulk of my family lives in Hillman, but my husband and I chose to buy a house in downtown Alpena due to the proximity to work, the lakeshore, entertainment and the affordable, well maintained homes in my neighborhood.

Tell us about a funny thing you did recently? I play and coach Alpena's roller derby team the Shipwreck Alley Rollers, so recently I taught a bunch of grown women how to jump in roller skates (and land) without hurting themselves!

What is your favorite restaurant? In Alpena I'd have to break it down by meal. Breakfast – Coney Island, Lunch – the Fresh Palate, Dinner - Mangos

What is your favorite outdoor activity? Rowing! There is no better way to spend a Summer morning than rowing on Lake Huron when the city is still quiet and the water looks like glass.

Describe yourself in one word: Passionate.

What is your favorite book and/or movie? My roller derby number is 237, which is a tip of the hat to Stanley Kubrick's version of the Shining. 237 was the haunted hotel room number, which- fun fact- is different from the number used in the Stephen King novel.

My friends would say I am CANDID. What you see is what you get with yours truly.

If I had a super power it would be to help women find value in themselves.