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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.

September 2019

- 4 - Ambassador meeting
- 5 - Government Relations Committee meeting
- 6 - Good Morning Alpena event, 7:00 a.m. breakfast, 7:30 a.m. program, United Way kick-off, sponsored by The United Way, \$10 per person, advanced registration required*
- 10 - Economic Development Board meeting
- 12 - Alpenopoly Grub Crawl, 5:30 - 10:00 p.m., tickets available at the Chamber, \$20 early bird, \$25 after September 5th
- 24 - Speed Networking event, free to attend, members only, advanced registration is required*, 5:30 - 7:30 p.m., space is limited
- 24 - Labor Law seminar, advanced registration required*
- 25 - Supervisor Training seminar, advanced registration required*
- 27 - New Member Welcome event, invite only event

October 2019

- 2 - Ambassador meeting
- 3 - Government Relations Committee meeting
- 3 - Good Mid Day Alpena event, Connecting Education and Business, 11:30 a.m. lunch, noon program, \$10 per person, advanced registration required*, sponsored by Lappan Agency and Auto-Owners Insurance

Continued...

- 8 - CRTC Community Council, 5:30 - 7:00 p.m., Alpena County Library, free to attend, advanced registration required*
- 16 - Shredder Day
- 18 - Leadercast Women - Take Courage, advanced registration required*, tickets start at \$70
- 22 - 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; Nick Brege - Alpena Community College; 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

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 2019

From Economic Development Director, Jim Klarich

After the long period of healing that was needed from my last newsletter article, Jackie recovered enough and asked me to write another one. Apparently lightning can strike the same place twice. It is my sincere hope that the following story provides you with some encouragement and motivation (and a little smile).

A long time ago in a faraway place...the year was 1519, Spanish Conquistador Hernan Cortes set sail from Spain with 11 ships and 500 crewmen for Veracruz, Mexico with their mission being to seize the treasures of the Aztecs. Over the previous 600 years, many attempts were made to conquer the Aztecs, but they were always unsuccessful. Cortes and his men were vastly outnumbered, heading into a strange country, up against one of the most powerful empires in the world. When they arrived in the Yucatan, the men were tired, weary, and scared, and many wanted to return to home. When Cortes gave his final talk to the crew before going into battle, he told them to burn the ships. The men opposed him, and he repeated, "Burn the ships. If we are going home, we're going in their ships." The men then burned their own ships, removing any chance of escape and returning home. Their situation now became succeed or perish.

Against all odds, the men defeated the Aztecs and triumphed with six centuries worth of history working against them.

When you put your back against the wall, take away your crutch, excuses, and option to retreat or you return to old ways, your motivation changes. Cortes never told his men to forget where they came from, but he motivated them to look forward, totally commit to their goal, and to not follow a path of least resistance.

Are you absolutely and completely committed to your goals? If not, what's holding you back? It's human nature to want things to stay the same and it's easy to come up with reasons to justify that but it's a response that's primarily based on fear. Have you ever heard someone give a halfhearted, "I'm going to try?", or how often do you hear a person say, "I'm going to succeed no matter what!" I'm betting the first statement is more popular. The most successful people often have given it all and failed not just once but several times before finally succeeding. They have a few other things in common - their capacity to let go, they don't define themselves by their failures, and they are unwavering in a crisis.

Trust me when I tell you that our organization isn't insulated from the idea of leaving the back door open just in case something goes sideways but I can assure you that our culture is to remove as much of that option that we can. Our philosophy is that no matter what history says or what obstacle lays before us we're going to figure out a way to reach our objective. Eight years ago, people said we'll never have a new hotel, Meijer will never come, no one here wants to work, and IT can't be done (whatever IT is). They said don't bother trying and that won't work here. Baloney. It's very simple, bail outs and excuses are easy, achieving a successful outcome isn't. Want to improve? Want to succeed? Start by burning your ships.

Blue Cross; Blue Shield, Blue Care Network of Michigan

Have you been on www.bcbsm.com lately? Here are a few examples of the kind of information you can learn at that site. BCBS of Michigan is the largest health insurer in the State, serving 4.5 million people in the State of Michigan. Since 2009, their Building Healthy Communities program has reached more than 390 schools, helping more than 180,000 students eat healthier and be more active. Last year, BCBS of Michigan and its subsidiaries paid \$21.2 billion in claims to doctors, hospitals, and other health care providers. BCBS of Michigan designs, sells, and manages plans of all types: traditional, PPO, HMO, Medicare, Medicaid, wellness-based, health spending accounts, dental and vision, and international. We are proud to partner with BCBS of Michigan. Learn more about them at www.bcbsm.com. Contact the Chamber to find an agent in the area.



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

Thank you, Ambassadors! The Chamber Ambassadors put in hundreds of hours every year to help the Chamber and business community succeed. Thank you, Ambassadors, for your continued support and positive attitudes!

Current Active Ambassadors: Liz Bushey, Chris Coultres, Mari Crow, Carolyn Daoust, JoAnn Dehring, Kathy Himes, Loren Jackson, Arielle Jasmin, Bruce Johnson, Cristi Johnson, Kerrie Kamyszek, Pam Kirchoff, Kim LaBrecque, Michelle McEwen, Natalie Nadeau, Terri Northrup, Mary Paquette, Jerry Plohocky, Pam Richardson, Lorri Rondeau, LeAnn Schultz, Audra Smith, Kris Spigelmyre, Sue Stender, Annie Wilk

WELCOME NEW MEMBERS

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

Carquest of Alpena
115 Lockwood Street
Alpena, MI 49707
989.354.2166

The Juice+ Plus Company
989.358.1590
www.norm.juiceplus.com

Regalo Luxury Gifts
107 West Chisholm Street
Alpena, MI 49707
989.340.0978

**Freier's Pizzeria & Italian
Bistro, LLC**
760 North Second Avenue, Unit B
Alpena, MI 49707
989.354.6722

Headlines Family Salon
311 West Chisholm Street
Alpena, MI 49707
989.657.5091

Advance Auto Parts
1480 M32 West
Alpena, MI 49707
989.356.2943

Eastwood Auto Works, LLC
3392 US 23 South
Alpena, MI 49707
989.340.0882

J&S Auto Repair, Inc.
610 River Street
Alpena, MI 49707
989.354.8918

Emery's Carhartt
140 West Washington
Alpena, MI 49707
989.356.6674

**Allstate - Graham-Carl
Agency, LLC**
712 South Brooke Street
Alpena, MI 49707
989.354.6060

Instant Cash Advance Corp.
133 East Chisholm Street
Alpena, MI 49707
989.354.6032

Irving Entertainment, LLC
104 Water Street, Suite 202
Alpena, MI 49707
989.464.2168

Strategic Plan - Where Are We?

Following is an update on Strategic Plan 2019 activities, achievements, and goals for the remainder of the year.

Advocacy: The Board requested more meetings with elected officials. The committee has met with several this year, with the goal of creating stronger relationships and learning more about how we can support each other in our efforts, creating an increasingly business-friendly community. We are currently deep-diving into the water/sewer issue between the City and Township so we can determine how it impacts our members and if there is a role for us to play moving forward. We are in a research phase. The Northern Michigan Chamber Alliance continues to focus on their four pillars of work: Rural Business Development, Attracting Talent to Rural Areas, Rural and Small City Housing Development, and Access to Quality Child Care.

Education: 2019 has been a busy year for educational opportunities for our members, but the fourth quarter is going to provide even more opportunities. Many of the opportunities are listed on the back of this publication, all opportunities are on www.alpenachamber.com, including details of how to register, speakers, times, dates, locations, and more. The value of hosting these opportunities locally include lower cost to attend, less time out of the office, and an opportunity to grow your team and enhance their skills.

Economic Development: The work continues! We cannot share anything specific at this time, but property continues to be shown, calls continue to be made, relationships continue to be built. Additionally, leadership development opportunities continue to be offered, and work on workforce development/educational attainment continues. We are assisting in connecting businesses with a project based learning classroom at the High School, which will expose more students to opportunities that exist in our community.

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Savings: Dividend checks have been distributed for Accident Fund participants. This year there was a 9% dividend payment - the largest since we joined the program! Other savings programs continue to be offered, with information available on alpenachamber.com.

Exposure: Opportunities for members to gain exposure for their businesses have been increasing. We have also seen usage of the opportunities increase. We will continue to promote the opportunities and work with our members to make sure they are receiving the most exposure with every opportunity.

IN THE SPOTLIGHT

Alpena Glass Co. Inc. is family owned and operated and has been in business since 1950. They offer glass for every purpose, residential-commercial-automotive.

For your home they carry energy efficient, made in Michigan, Polar Seal windows and patio doors. Glass is available in various thicknesses and colors, custom cut to your specifications. Mirrors are also custom cut to enhance your home décor or bathroom vanity. Also, for your bathroom they offer customized hinged shower doors, installed in your tiled walk-in shower. Replacement of insulated glass units, torn screens, broken glass in storm windows and heat-resistant glass for your wood stove door are all available at Alpena Glass. All work is performed by skilled technicians.

Kawneer commercial doors and storefront windows are a specialty of Alpena Glass and will enhance your office or business exterior design. They also offer sliding and locking reception windows, wire and safety glass, plexi and lexan, all cut to your specifications.

Automotive glass is extremely important for your driving safety, replacement of cracked or broken windshields and repairs of chips, by trained installers, will help ensure your safety. They participate with all insurance companies and provide direct billing. Safety glass for your heavy equipment is also available for installation at Alpena Glass.

Call 989.356.9091 or visit Alpena Glass Company at 105 Grant Street in Alpena. Find them online at www.alpenaglass.com.

Thunder Bay Therapy & Sports Medicine is a privately owned provider of outpatient physical and occupational therapy services in Northeast, MI. Their patient population is diverse and crosses the spectrum of ages; from infant to elderly, high-performing athlete to those who just want to move better. The clinical staff work with a wide range of diagnoses related to physical function and movement. Staff specialties include rehabilitating work-related injuries, pelvic health, vestibular/dizziness problems, balance dysfunction, Parkinson's and related movement disorders, TMJ dysfunction, pediatric conditions, aquatic exercise and post-surgical rehab.

Being equipped with evidence-based interventions is a priority. Staff participate in formal continuing education courses, a clinical journal club, staff in-services and they freely exchange ideas with colleagues. The rehabilitation team includes physical therapists, occupational therapists, physical therapy assistants and a certified athletic trainer. Customers benefit from the diverse specialties and perspectives of the team.

In its 22nd year of operation, the clinic is owned and operated by Teresa Duncan, PT who worked to develop a warm, welcoming environment that incorporates individualized hands-on care. Staff are encouraged to take ownership of their professional life and to shape their clinical practice according to their interests and skills. TBT&SM believes in training the next generation of clinicians and frequently hosts student interns from U of M, CMU, GVSU, SVSU and Finlandia University to name

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a few. The commitment to excellence and the stimulation of ideas serves to help the student and sharpens the therapists as well. The staff works to create a pleasant, encouraging environment making it a place they want to work and a place patients want to come. There is barrier free, convenient parking at the door and a warm greeting from their reception staff which start the patient on the way to better movement and pain relief.

Thunder Bay Therapy and Sports Medicine has two locations - 348 Long Rapids Plaza, Alpena, 989.358.8086 and 140 South Bradley Hwy., Rogers City, 989.734.7607. Find them online at thunderbaytherapy.com.