



235 West Chisholm Street
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989.354.4181
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.

November 2019

- 1 - Good Morning Alpena breakfast, 7:00 a.m., Fletcher Street Depot, \$10 per person, advanced registration required*, topic: State of the Community and Economic Forecast, sponsored by Northland Area Federal Credit Union
- 5 - Government Relations committee meeting
- 6 - Ambassador meeting
- 7 - Workplace Safety Seminar, 11:30 a.m. - 1:00 p.m., \$20 per person (\$35 for prospective members), advanced registration required*, Alpena Library, sponsored by Alpena Power Company
- 12 - Economic Development Board meeting
- 29 - Bolenz Jewelry Holiday Parade, 5:30 p.m.

December 2019

- 2 - NMCA policy conference
- 4 - Ambassador meeting
- TBD - Government Relations committee meeting
- 13 - Chamber of Commerce Board meeting and strategic planning

* 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 Szydowski - 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.

November/December 2019

Chamber of Commerce Month, 2019

October was Chamber of Commerce month in the State of Michigan. Every Chamber of Commerce across the State is different, so we don't all celebrate or participate in that month the same way. Since we started celebrating Chamber of Commerce month at the Alpena Chamber, about ten years ago, we have done something different every year. One year we hosted a member appreciation progressive dinner at a golf course. It got chilly but sure was a fun time. Another year we hosted a membership drive. Another year we held open chats around town with members of the staff. This year we went with live Facebook videos throughout the month of October, offering information in each video about an aspect of the Chamber of Commerce and then offering an opportunity to win a prize. Prizes were tickets to various 2020 events and Alpenopoly Game Boards.

Some of the information that viewers learned include:

- Our work falls into five main categories: Advocacy, Economic Development, Education, Exposure, and Savings.
- Economic development includes many things: creating and managing relationships, managing loans, tours, creating attraction packages, making plenty of cold calls, and much more.
- Membership is incredibly important to the success of the Chamber of Commerce.
- The Chamber is a private, non-profit business association.
- On-going communication is key to our success.
- There is a lot of room for creativity in what we do - it is necessary for us to continually deliver value.
- Chambers are stand alone entities and are not governed by a state or national chamber, or other entities.
- Our members always come first, we view everything we do through the lens of our mission.
- Although not the visitor's center, we do assist many visitors every year and are happy to help them learn about the community.
- Relationships are very important to the work we do. Developing, growing, and maintaining them take time but is time well spent.
- There are six staff members in Alpena (President/CEO, Administrative Assistant, Director of Economic Development, Director of Events, Director of Membership, and Bookkeeper), and one staff member based out of Traverse City who we share with the Northern Michigan Chamber Alliance partners (Director of Government Relations).



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

We communicate with our members in many ways – this newsletter is just one of them. Be sure to look us up on social media (Facebook, Twitter, and Instagram), and sign your team up for our weekly emails (ENotes).

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.

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|---|--|---|--|---|
| TJ Hoes State Farm 1013 South State Street Suite A Alpena, MI 49707 989.356.4862 | Huron Pines 4241 Old US 27 South Gaylord, MI 49735 989.448.2293 | Auto Enhancements 2106 Werth Road Alpena, MI 49707 989.356.2033 | Samuel Rumbles State Farm 119 North Second Avenue Suite A Alpena, MI 49707 989.356.2524 | Compassus Hospice 12480 State Street Atlanta, MI 49709 989.785.3000 |
| The Style Warehouse 2324 US 23 South Alpena, MI 49707 989.354.7460 | Sunrise Centre 630 Walnut Street Alpena, MI 49707 989.356.6649 | Dave's Auto Repair of Alpena, LLC 3206 US 23 South Alpena, MI 49707 989.340.2160 | Don's Tractor & Equipment Sales & D's Honda 2516 M 32 West Alpena, MI 49707 989.356.6317 | Grand Lake Resort 15103 US 23 Presque Isle, MI 49777 989.595.6090 |
| Player's Pub and Grub 113 S. Ninth Avenue Alpena, MI 49707 315.529.5213 | Orchard Manor AFC 5555 E. Metz Hwy. Posen, MI 49776 989.766.2661 | Charis Counseling Services of Northeast Michigan, PLLC 311 N. Second Avenue Alpena, MI 49707 989.340.1466 | Top of Michigan Trails Council 1687 M119 Harbor-Petoskey Road Petoskey, MI 49770 231.348.8280 | Sunrise Behavioral Health Clinic 2685 US 23 South Alpena, MI 49707 888.544.5553 |
| Whitecaps 3046 M-32 West Alpena, MI 49707 989.340.1706 | Vivero Industries Alpena, MI 49707 989.590.7603 | | | |

Strategic Plan - Where Are We?

Following is an update on Strategic Plan 2019 activities and goals for the remainder of the year and into 2020.

Advocacy: The Government Relations committee has spent much of their time the last two meetings learning about the water/sewer issue between the City of Alpena and Alpena Township. They will meet in early November to discuss what happens next, after their research/education is complete. With a big election year in 2020, they will also be diving into what they might offer to assist with education on election ballot proposals and candidates.

Education: We offered more educational opportunities in 2019 than we have offered each year the last ten years. Remaining this year (depending when you are reading this anyway) is a workplace safety seminar on November 7th. Details are in the event section on the back of this publication. An insert in this publication lists the 2020 events that are currently on the schedule for 2020, with more to come as we continue planning and responding to needs of our members.

Economic Development: Economic development efforts remain strong. With some big upcoming changes to our economic development work/team, we will be spending some time on internal affairs the remainder of this year and into next. We have seen several members commit to moving up in tiers of membership so they can directly support economic development. That list will be announced in early 2020.

Savings: Because of courts and legal battles at a national level, the Transcend healthcare offering had to be discontinued at this time. However, all other savings programs are still up and running and can be found on the Chamber's website.

Exposure: The number of members utilizing exposure opportunities (sponsorships, attending events, Member Edition ENotes, etc.) has increased. We added opportunities this year through additional sponsorship opportunities and additional events like Speed Networking. We increased the number of Good Mid Day Alpena events we offered in 2019, and saw consistent attendance at our GMA and GMDA events. There are many exposure opportunities coming up in 2020.

We will be publishing an annual report again this year that will offer greater detail of the entire year's accomplishments and areas of focus for 2020.

IN THE SPOTLIGHT

Marine Market has been serving the great people of the Great Lakes since 1888! At Marine Market you will find quality meats, groceries, beer and friendly service. They have a great selection of fresh and smoked meats as well as seafood. They are open Monday through Saturday from 8:00 a.m. until 6:00 p.m. and are located at 515 South Ripley Blvd. in Alpena. Contact them at 989.354.5505 to place orders or visit their Facebook page, www.facebook.com/marinemarketinc/ for weekly specials.

Century 21 Crow Realty has maintained an outstanding reputation in the real estate business for over 50 years and can assure you that you and your needs become their priority. They have earned the reputation for providing superior service and getting the results their clients and customers want. Most importantly, people have come to know them for their honesty and integrity. They are proud that they have agents who will go the extra mile to give you the utmost in personal service. They are locally owned and staffed by individuals who have spent years living and working in this area. They know the neighborhoods and they know the market. Whether you are buying or selling or staying - moving across the street or across the country, they hope you will come to know the team at Century 21 Crow Realty as your friends in real estate. Century 21 Crow Realty is part the Century 21 Northland umbrella offering real estate services from 12 offices throughout northern lower Michigan. You can find them at 605 South Ripley Blvd. in Alpena or online at www.century21.com. Connect with them on the telephone at 989.356.2181.

Michigan Association of Chamber Professionals 2019 Conference

Annually, the Michigan Association of Chamber Professionals (MACP) hosts a Chamber staff/volunteer conference. Alpena traditionally sends one to three members of staff, and a handful of Ambassadors. This year, Jackie, Ashley, and Val from the staff attended with Ambassadors Pam Kirchoff and Cristi Johnson. At the conference, the Alpena Chamber was named as a finalist in the mid-size category for the 2019 Outstanding Chamber of the Year Award. We learned new strategies for membership retention, brought home new event ideas as well as ideas to add value to existing events, learned about cybersecurity, and some employee law.



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smarter, together.**

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Contact us at 989.354.4181