



235 West Chisholm Street
Alpena, MI 49707
989.354.4181
www.alpenachamber.com

RETURN SERVICE REQUESTED

CHAMBER CALENDAR OF EVENTS

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

January 2020

- 2 - Government Relations Committee meeting
- 8 - Ambassador meeting
- 9 - Speed Networking, free, 5:30 - 7:30 p.m., registration required*
- 14 - Economic Development Board meeting
- 16 - Good Mid Day Alpena lunch/program, 11:30 a.m., Solutions to Common Struggles of Business Professionals, \$10 per person, Sponsored by Alpena Public Schools CTE, registration required*

February 2020

- 5 - Ambassador meeting
- 6 - Government Relations Committee meeting
- 6 - Annual Dinner, "Alpena: Rockin' and Rollin' into the Future", \$35/per person, 5:00 p.m., sponsorships and table reservations being accepted*
- 25 - Board of Directors meeting
- 25 - CRTC Community Council, free, 5:30 - 7:00 p.m. ACC CTR 106, registration required*

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

2020 CHAMBER BOARD OF DIRECTORS

Past Chairperson: Brian VanWormer - Employment Services Inc.; Chairperson: Eileen Budnick - mBank; Vice Chairperson: Diane Shields - MidMichigan Health; Secretary/Treasurer - Tom Berriman, Alpena Public Schools/Alpena High School

Directors: Julie Allen - Holiday Inn Express; Nick Brege - Alpena Community College; Gretchen Kirschner - Builder's First Source; Brad Nicoll - Bradley J. Nicoll, PLC; Janis Sahr - Thunder Bay Winery/Regalo Luxury Gifts; Anna Soik - City of Alpena; Adam Szydlowski - Besser Company; Travis Weide - Lafarge

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 2020

Your Chamber Board of Directors

You are likely aware that the Chamber of Commerce is governed by a Board of Directors, but what exactly does that mean, how do they operate, and what all happens with the Board behind the scenes?

The full 2020 Board is listed on the back of this newsletter. Before digging into the Board, we do want to recognize and thank the outgoing Board members whose terms expired December 31, 2019. Thank you Bruce Duncan (Thunder Bay Therapy and Sports Medicine), Pat Gerow (R.S. Scott Associates), Cindy Limback (RE/MAX New Horizons), and Rose Nowak (Better Living Massage Center and Spa). All four provided value to the organization through their input and leadership.

The Board is made up of volunteers who represent our membership. They guide the organization and make high-level decisions about the work we do. They make decisions about strategic goals, what contracts to enter into, direction on major decisions, and financial decisions. They are responsible for hiring the President/CEO position, setting the salary and conducting the evaluation for that person. Over time, in an effort to make best use of the Board's time and respond to the efficiency of the staff, we have changed the Board's meeting schedule to six times a year and eliminated regular meetings of the Executive Board. This has created a much more efficient meeting and structure, and has given staff more time to work on programming and services for members instead of spending time preparing monthly board meeting materials.

Board terms are three year terms and a Board member may not serve consecutive terms. If a Board member moves up through the ranks of the executive positions (Chairperson, Chairperson Elect, Past Chair, Secretary/Treasurer) they can extend their three year term enough to cover those additional years of service. Elections are held annually for the positions. A slate of candidates is developed by the nominating committee and staff, the Board then approves the slate of candidates to be shared for a vote with the whole membership. Each member has one vote. This is typically an email vote, with the instructions that a non-response will be counted as a yes vote. This is because it is a struggle to get close to a quorum of responses from the members. Although, this year was the highest response rate we have seen in at least a dozen years, with nearly 100 members responding to the email, the majority of them affirmative for the entire slate that was presented.

Once a Board member is voted on to the Board, they receive an orientation packet and have a quick meeting with the Chamber President/CEO and sometimes an existing Board member. This way they can start their new role with a solid understanding of what the Chamber is working on and what direction they are heading.



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

The Board is an important part of the Chamber of Commerce but the work they do is often behind the scenes. They are selfless volunteers who give time to assure the health of the organization continues into the future, and that the value for the members continues to grow.

Time management. Maintaining physical and mental health. Public speaking. Running a more effective meeting. Join us for the first GMDA of 2020 to learn solutions to these and other common struggles of busy professionals. Details on the back of this publication.

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.

Cobbygoose

2336 US 23 South
Alpena, MI 49707
989.354.4222

Spruce Ridge Vineyards LLC

Alpena, MI 49707
989.727.1103

Northern Hearing Services

111 South 13th Avenue
Alpena, MI 49707
989.354.4289

Partners In Prevention

1600 W. Chisholm St., Ste. C
Alpena, MI 49707
989.356.2880

Northern Lights Arena

751 Woodward Avenue
Alpena, MI 49707
989.358.0652

Ferrellgas

3223 US 23 South
Alpena, MI 49707
800.477.0170

DGI Roofing & Building Inc.

518 Mac Avenue
Alpena, MI 49707
989.657.6544

Law Office of Lora E. Greene

116 South First Avenue
Alpena, MI 49707
989.356.3525

Presque Isle Township

12653 East Grand Lake Road
Presque Isle, MI 49777
989.595.2752

2020 Strategic Goals

Although the 2020 strategic plan has not yet been approved by the Board, we can share the general goals. The Board decided to focus energy once again on the areas of educational opportunities for members, economic development, and advocacy. These are the same areas they wished to focus on in 2019. They did discuss specific accomplishments they'd like to pursue in each of those areas, as well as a few suggestions for the areas of savings and exposure for members. In addition to focusing on these three areas, the Board also did a deep dive into the structure of the economic development relationship that the Chamber has with Target Alpena. They discussed many ways to improve that already-strong relationship. Finally, the Board also did a deep dive into the tiers of membership. They proposed several changes to the tiers that will likely take place throughout 2020 and then be fully rolled out for 2021. The changes come from collecting input from members since they were initially rolled out in 2012, a desire to add more value for members, and input that the Director of Membership has been able to provide as she is out talking with prospective members. As always, we welcome your input on these topics.

Better Utilize Your Chamber Resources in 2020!

Sometimes businesses ask us how they can better utilize the services and resources we offer. That's a great question and the answer is simple - you and/or your staff can get more involved. We don't host events, create programming, or develop services for our benefit. We do it to meet our mission of creating a better business environment and giving our members resources to improve their businesses. Here are just a few things to think about to increase the value you are receiving from the Alpena Area Chamber of Commerce.

- Attend one of our three 2020 Speed Networking events. These are designed to provide structured networking in which attendees leave the event with a solid understanding of the work everyone else in the room does, as well as having shared with every single attendee what their business is. This event will only provide your organization value if you, or someone from your business, attends.
- Read your ENotes and newsletter, and subscribe to our social media avenues. These are the most common ways we communicate with our members and all the value we have available to our members can be found in these publications and sources. We can only put the information out there, it is up to you to pay attention to it and take action on it.
- Attend one of our Good Morning Alpena or Good Mid Day Alpena events. In addition to a networking opportunity (choose to sit with people you don't know), this is an opportunity to gain knowledge to help your business. Designed to leave attendees with information they can implement immediately to improve their business, these events are packed with value.

This space is available for YOUR AD.

Newsletter only - full year commitment, \$500
Newsletter only - issue by issue, \$100/issue

Newsletter/Website Combo - full year commitment, \$900

Newsletter/Website Combo - by the month/issue, \$85/month

Contact us at 989.354.4181

IN THE SPOTLIGHT

McCardel Culligan of Alpena is your water technology experts proudly serving Northeast, Northwest and Central Michigan since 1947. Their dealership specializes in solving water problems for business, home & industry, which includes water softeners, iron filters, sulfur machines, reverse osmosis systems, water coolers, bottled water, bottleless coolers water filtering, whole house reverse osmosis systems, custom built units, and softener salt delivery to area homes and businesses. No matter your water treatment needs, McCardel Culligan will provide you with better water - pure and simple.

Their group of dealerships has been addressing the water needs of northwest and central Michigan since first opening the doors in Traverse City in 1973. From that time, they have grown considerably, adding locations in Big Rapids, Alpena, Ludington and Petoskey. Over the years, they have also been continually recognized for their dedication and success as part of the Culligan system. In 1987 and 1988, they won the Culligan Dealers Winners Circle award, and in 1991, 1997, 1998, and 1999 they were presented with the VIP award. McCardel Culligan also received the Presidents Circle Award in 1996, the Emmett J. Culligan Award in 1999, and the Culligan Cultivator Award in 2000. From 2014-2019 they were voted "Sunrise Side's Best Water Treatment Specialists" by the Alpena News. They are extremely proud of this successful history and the many awards, as they represent their exceptional customer service and loyalty to the communities we serve.

They are thankful to you, their customers, for their growth. They will continue to show their gratitude to you by holding firm in their strong commitment—by always providing you with the best value, exceptional quality and unparalleled customer service that you expect from them.

Located at 718 West Campbell Street, Alpena and open Monday through Friday from 8:00 a.m. until 5:00 p.m. and Saturday from 9:00 a.m. until 1:00 p.m. Reach them at 989.354.8724.

At **Sunrise Mission**, they understand that people don't roll out of bed one morning and decide to move onto the street. It's a devastating process. For many, homelessness is just one illness, accident or layoff away.

Sunrise Mission is first and foremost a shelter. They are not anyone's permanent address. With separate areas for men, women and families, they provide a warm, safe, loving place to regroup, rethink and re-chart a divinely guided course toward independence.

On any day there are 92,341 homeless in Michigan and 726 homeless in just Alpena, Alcona, Montmorency, Iosco and Presque Isle counties. There are many reasons for homelessness, including loss of job, divorce, being deserted by a family member, a family member being incarcerated, domestic violence, substance abuse, untreated mental illness, lack of job and/or social skills, lack of education, fire, and more. In many of these situations the person has no control. The staff works to help them become settled and then begin the process of rebuilding their lives. This could involve, at initial intake, finding clothing, assistance with getting food, encouragement to seek assistance from community mental health, 12 step programs, Catholic Human Services, enrollment in schools, seeking employment and seeking a church family. As time goes on the person becomes more confident and hopeful and the process of seeking housing begins with the assistance of NEMCSA, Alpena Housing, MSHDA HCV program and a variety of private landlords. Sometime this process includes cleaning up credit issues and repairing past housing problems. With the assistance of a generous community who support the work of the Mission, guidance of a praying insightful Board of Directors and God's direction, we continue to assist the hurting and lost in their journey to resume a productive hopeful life. Sunrise Mission is located at 622 West Chisholm Street, Alpena and can be contacted by calling 989.356.1277.



Up-front savings on your workers compensation premium*

Accident Fund offers group discount rates to members of your chamber of commerce.

FIND AN AGENT
AccidentFund.com/Groups

AccidentFund
Insurance Company of America
Part of the AF Group

* IA, KS, MO, NC, TN, TX and WI do not allow for the 5% up-front discount due to state filings.