



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

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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.

Into the Future

As many of you know we are currently searching for a new President/CEO. The Executive Committee of the Board of Directors wants you to know that they have been actively engaged in recruiting, interviewing, and the selection process for the President/CEO position. Having received a significant number of well-qualified, interested candidates, the process is on-going. The Executive Board is committed to finding the best candidate who can lead the Chamber into the future.

2020 Strategic Plan

As in 2019, the Board of Directors would like to focus on the areas of economic development, advocacy and education for members. They believe these areas provide the most value for membership and are areas in which we can continue to make significant impacts. Activities listed below for each area are in addition to the work that is already being done. The Board also discussed desires to strengthen and streamline the relationship between economic development and the Chamber and adjust the tiers of membership investment to increase value.

Advocacy

- Increase communication about the work being done so members are better informed. Advocacy efforts are often behind the scenes so communication about the work is important.
- Continue to host elected officials at the Government Relations Committee meetings and invite others to attend when the guests are present.

Education

- Offer additional, timely educational opportunities for members. Topics to include HR topics, marijuana, customer service, leadership, and team building.
- Heavily promote the leadership series planned for the second half of 2020.
- Look to expand our partnerships for events.

Economic Development

- Finish the value statement of what economic development means to the community.
- Utilize parent meetings at AHS to spread the word about employment, skills, workforce, etc.
- Expand the Young and Successful series to incorporate more trades people, explore incorporating some videos about organizations with many younger employees.
- Develop a talent recruitment component, using the Talent Wars document as a guide.
- Publish an internship best practices piece.
- Close the gaps and inefficiencies in the relationship between the Chamber and Target Alpena.
- Determine more specifically where monies are being used. Share this information with members.
- Tiers of investment deep dive.

Savings

- Continue to promote the savings opportunities that currently exist.

Exposure

- Continue to promote the exposure opportunities that currently exist.

CHAMBER CALENDAR OF EVENTS

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

March 2020

- 4 - Ambassador meeting
- 10 - Economic Development Board Meeting
- 13 - Good Morning Alpena Breakfast, 7:00 a.m. Change is a Good Thing! \$10 per person. Sponsored by Northland Area Federal Credit Union, registration required*
- 26 - Fireworks Fundraising Kick-off, 7:00-11:00 a.m. at WATZ

April 2020

- 1 - Ambassador meeting
- 2 - Government Relations Committee meeting
- 9 - Good Mid-Day Alpena Lunch, 11:30 a.m. Corporate Social Responsibility and Your Business, \$10 per person, sponsored by Blue Cross Blue Shield of Michigan, registration required*
- 14 - Economic Development Annual Meeting
- 28 - Chamber Board meeting

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

2020 CHAMBER BOARD OF DIRECTORS

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

Directors: Julie Allen - Holiday Inn Express; Nick Brege - Alpena Community College; Gretchen Kirschner - Builders First Source; Janis Sahr - Thunder Bay Winery/Regalo Luxury Gifts; Anna Soik - City of Alpena; Adam Szydowski - Besser Company; Travis Weide - Lafarge

Past Leadercast Attendees: Keep your eyes open for the opportunity to enter for your chance to win a pair of tickets to Leadercast Live in Atlanta, GA on Thursday, May 7. Prize will also include a \$1,000 travel voucher.

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.

Kiwanis of Alpena, MI
PO Box 634
Alpena, MI 49707
989.471.5030

Capital One Spark Business
1680 Capital One Drive
McLean, VA 22102
248.938.8638

The Magic Carpet Lounge
1017 US 23 North
Alpena, MI 49707
989.464.2982

Aflac
Alpena, MI 49707
989.464.0523

Northeast Form-Fixture Inc.
3858 M-32 West
Alpena, MI 49707
989.340.1438

Tier4 Technical Support
PO Box 220
Oscoda, MI 48750
989.569.6655

Sozo Studios
105 Park Place
Alpena, MI 49707
989.492.6446

Alpena Farmers Market
Mich-e-ke-wis Park
Alpena, MI 49707
989.255.9372

Tree Huggers
148 1/5 S. Ripley St.
Alpena, MI 49707
989.340.1499

Domino's
650 N. Ripley Blvd.
Alpena, MI 49707
989.394.6700

All Risk Insurance Agency
3111 US 23 S.
Alpena, MI 49707
989.358.8400

Dairy Queen of Alpena
600 W. Chisholm St.
Alpena, MI 49707
989.354.7056

Beavers Automotive and Radiator Inc. **Alpena Express Care and Family Practice**
600 N. Ripley Blvd. 109 S.13th Ave.
Alpena, MI 49707 Alpena, MI 49707
989.354.3666 989.356.2400

Where does your money go?

We are committed to using the money of our investors (that's you) with integrity and responsibility. If you are investing at an economic development tier you know that some of your money stays with the Chamber and some is sent directly to a 501(c)(3) organization known as Target Alpena. Since 2012, the Chamber has been handling the majority of administrative responsibilities for economic development. Chamber staff engages in economic development activities in addition to the work of the Economic Development Director. Economic Development organizations and Chambers of Commerce are staff-heavy organizations. That means a large portion of their revenue is used to pay for people to do the work required for success. When you invest in this organization, you are largely investing in salaries to pay people to do the work, attend the meetings, make the calls, do the research, prepare the reports, pitch the ideas, etc. It is an entire team of people in the building at 235 West Chisholm who are engaged in activity for economic development and not just the Economic Development Director. Most of the roles are supportive in nature, but all work is imperative to the success, as has been demonstrated since 2012 when the investment structure was first rolled out and the relationship between the Chamber and Economic Development changed.

At a recent economic development board meeting, the board agreed that both organizations - the Chamber and Target - are stronger together than separate and we want our members to have a better understanding of how that relationship works, and how their money is being spent.

Part of this year's strategic plan is to take a deep dive into our tiers of investment. We will be looking for additional opportunities to add value at higher tiers, including social media options (which we will explain later).

If you are currently not at a higher tier of membership and want to learn how to move up, give us a call at 354.4181.

IN THE SPOTLIGHT

Being in the adventure business for 30 years gives **Alpena Adventures** an edge to create a personalized adventure just for you and your group. They use all that Northeast Michigan has to offer from its lakes, rivers, streams and trails. They offer kayak rentals, overnight kayak/camping adventure, family shipwreck snorkeling adventure, shipwreck diving, sinkhole hiking adventures and lighthouse tours. They will customize adventures for all ages. They are a 100% customer service first company. Your guide and captain - Captain Paul LaBrecque is a 25-year USCG certified 100-ton Master of the Great Lakes and Oceans. He is a commercial diver, dive charter operator, and rescue salvage operator. He is also a certified CPR, first aid, AED and oxygen administrator. Start planning your adventure by calling 989.464.7241. Find out more information about the different tours they offer at alpenaadventures.com.

Skiba Insurance Services have been in the insurance business for more than 150 years, making them the oldest agency in the area. They are a locally, family owned and operated company located in Alpena. They are a proud member of the MAIA, BBB, Alpena Area Chamber of Commerce, and NFID. They offer auto, home, commercial, renters, & recreational (boat, RV, ATV) insurance. Their agents will discuss the kind of coverage you may need and help you through the entire process. Contact Skiba Insurance Services Inc. at 989.356.9058 for a FREE quote for all your insurance needs. They are located at 127 River St., business hours are Monday- Friday from 9:00 a.m.-5:00 p.m. You can also find them online at www.skibainsurance.net.



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Newsletter/Website Combo - full year commitment, \$900
Newsletter/Website Combo - by the month/issue, \$85/month

Contact us at 989.354.4181



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