



989-845-3055

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Chamber Office Hours: M-Th 8:30AM-4:00PM

Quarterly Connection

Ponderings of the President

I really enjoyed our most recent New Member Welcome this past February at Granny's Kitchen. I find these Chamber gatherings to be so valuable. We learn about what our businesses are doing and hear about their struggles and successes. I strongly suggest that you make these networking events a priority on your calendar because the more we know about our fellow members, the better we can work together to solve issues facing our community and grow our businesses and organizations.

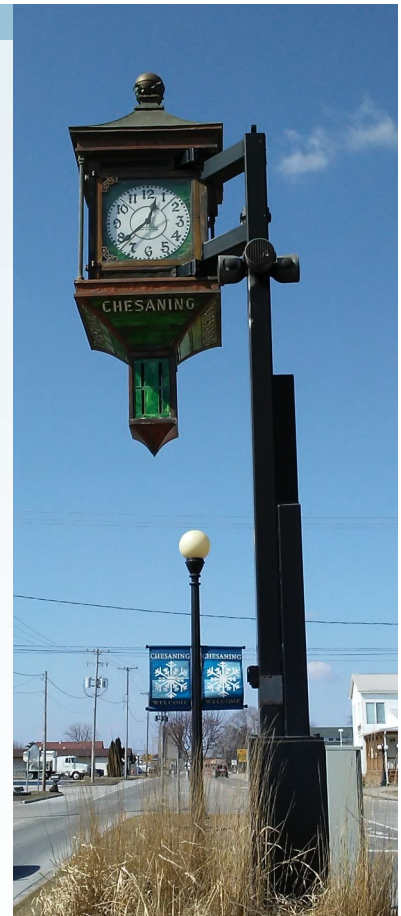
We have received very positive feedback from our members who are taking advantage of our new electronic sign. Several have reported increased traffic in their businesses with customers noting that they saw the information posted on the sign. Be sure to take advantage of this membership perk... every member has the chance to share events, sales or even just their logo for brand recognition! Thank you, also, to the Chesaning Area Conservation Club for a generous donation towards the cost of the sign!

I'd like to give a shout out to the many businesses who have made improvements to their buildings recently. Frank's Super Market, Studio 124, Chesaning Coin Laundry and more have made noticeable investments and our business district looks great thanks to their updates. We look forward to seeing more new projects cropping up in the spring. Also, we are already working on ribbon-cutting ceremonies celebrating new member businesses coming soon!

Share a laugh with your chamber friends... Join us for comic relief on Friday the 13th this month at our annual Comedy Night fundraiser at Riverfront Grille. Be sure to reserve your table early; see page 3 for details.

Yours in business,

Greg Bruff, 989-280-4938
Board of Directors President



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1st Quarter Event Report

- Jan. 2-5 Poker Room event added \$1863 to fireworks fund
- Feb. 1 Craft 'n Crop added \$671 to general fund (for marketing, etc.)
- Feb. 6-9 Poker Room event added \$1806 to fireworks fund
- Feb. 29#LeapOfKindnessDay campaign encouraged good deeds in Chesaning!

Congratulations 2019 Chamber Award Winners! These outstanding community members were honored at our Annual Meeting & Dinner on January 18:

- Star Employee:
Amanda Particka, Animal Health Care of Chesaning
- Business Person of the Year:
Sue Powell, McDonalds of Chesaning
- Lifetime Achievement Award: **Nancy Kettle**, American Legion Post #212
- Volunteer of the Year:
Cathy Gross, Rehmann Health Center/United Appeal

Welcome New & Returning Members!

The Chamber is pleased to announce several new and returning members who joined for 2020! We thank you for your support and are excited to work hard to promote you and our community!

On Wednesday, February 26, the Chamber held it's third "New Member Welcome", an informal breakfast giving our new members a chance to network with our board of directors and fellow chamber members. We appreciate Granny's Kitchen in Oakley for accommodating us for a fun morning meeting!

Our newest members include:

- BigRock Millwork
- Chesaning Area Senior Association
- Chesaning Sales dba Ace Hardware
- Country Boy Farms
- Frank's Super Market
- Greenfelder Law Office
- Rootnote Landscape Solutions
- Six Labs
- Sliwa Concessions
- WOAP Radio

"Share your events with the Chamber as soon as possible for maximum exposure on social media, mychesaningcalendar.com and our new sign!"

2019 Gift Certificate Report

Over \$4300 gift certificates were sold in 2019 and over \$4600 redeemed! Our top redeeming members were:

- Ed Rehmann & Sons \$1305
- Pintown Pizza & Lanes \$560
- Showboat Restaurant \$555
- Riverfront Grille \$370
- Broad Street Pharmacy \$330

We'd also like to recognize the Chesaning/Brady Fire Department and Tri-County Appraisal Company for consistently purchasing Chamber Gift Certificates throughout the year, and Rehmann's Clothing & Shoes for selling them! Thank you for keeping it local!

Looking Forward to Spring!

Be sure to share your spring and summer events with the Chamber as soon as possible for maximum exposure on social media, mychesaningcalendar.com and our new sign.

Dates to note in March include our **Chamber Comedy Night** on Friday, March 13 at Riverfront Grille. The show starts at 7:30pm and tickets are just \$20, or reserve a full table of 8 for \$150. Please also note that the Chamber office will be closed for "spring break" from March 26-April 1.

Our April events include a **Business Development Night: "Attracting and Retaining Employees"** on April 29, presented by the SBDC at the Community Services Building.

May brings the promise of warmer weather and we look forward to our **Annual Scholarship Golf Outing at Twin Brooks Golf Course on Sunday, May 17**. As in years past, this fun day supports scholarships for Chesaning High School seniors. If you know of a graduating senior, be sure to encourage them to visit the high school counselor's office to apply for this scholarship before the deadline on March 27!

Memorial Day Weekend is traditionally the date of **Chesaning's Town-Wide Attic Sales**. If you will be planning any special sidewalk sales, promotions or events during this time (May 22-25), please let the Chamber know so we can include it in our marketing push.

Finally, it's early yet but worth putting on your calendars... we have already begun preparations for **Fireworks in Showboat Park, scheduled for Thursday, July 2, 2020**. If you are interested in participating as a sponsor, vendor, volunteer or children's activity coordinator, give us a call!



Call the Chamber office at 989-845-3055 to reserve. Table of 8 discounted at \$150!

Member Perks: Spring Marketing Opportunities

"Every Door Direct Mail" (EDDM) campaign:

- Ad spaces will be available on a first-come, first-served basis. Deadline to participate is **March 19** but we expect the 12 spots to go quickly (only a few spots left as of today!) Call or email today to reserve your spot. If we have more than 12 members wishing to participate, preference for our next EDDM campaign will be given to those who couldn't be accommodated in our spring mailer.
- Ad space measures approximately 2.6" wide by 1.75" tall... just big enough for a coupon or business logo or Easter greeting. The completed full-color mailer will measure 5.67" x 11". Design your own ad or coupon and submit the jpg or pdf file to the Chamber office by email. All ad designs and payments are due to the Chamber office by 4pm, Thursday, March 19. We can invoice you by email for easy online payment if needed!
- Spaces are priced at \$125. (One space per chamber member unless all 12 are not filled). We are pleased to offer a \$25 discount to our Gold business members.
- Mailers will be printed in late March and sent in the week before Easter (by April 9) to all 3350+ addresses within the 48616 zip code.

Golf Outing Sponsorships:

Enclosed with this newsletter you will find information about sponsorships for our Chamber Scholarship Golf Outing fundraiser. This is another great way to show your support for Chesaning high school students and be recognized for your community involvement. Please call or email the Chamber office if you have questions about either of these marketing opportunities!

Celebrating Milestones

Every year, we enjoy noting our members' 5-year-increment anniversaries! This quarter, we kick off the party with these achievements:

5 YEARS - 2015

Chesaning Nursing & Rehabilitation Center - Offering quality and compassionate care, it has been 5 years since this long-time business member was purchased by Well-care Group from Nick Keit!

Pintown Pizza & Lanes - After acquiring the Peet Community Center from the Village of Chesaning, this bowling hot spot also became a local event center for residents and area organizations.

10 YEARS - 2010

Meyer Electric Inc. - Meyer Electric work vehicles are a familiar sight around town. This busy and growing company relocated a few years ago to a larger building at 108 N. Chipman St in Owosso!

Stoddard Classic Cars - Car lovers enjoy a great selection of unique, historic and muscle vehicles here! Stoddard Classic Cars is also a sponsor and organizer of the annual Chesaning Classic and Muscle Car Show in July.

Snap Fitness of Chesaning - Get fit as a fiddle at this newly updated workout facility offering 24/7 gym access, group classes, personal trainers, tanning and more!

Chamber Mission & More

The Chesaning Chamber of Commerce works diligently to achieve its mission *to actively foster business growth, member services and a united community.*

Communication is a vital part of our mission... **please reach out to our office if you are not receiving our weekly email updates** or would like to know how to find us on social media!

Who's Behind The Curtain?

The Chamber is blessed with many dedicated members who work behind the scenes to make great things happen for Chesaning! Our twelve board members as well as our committee volunteers donate generously of their time, talent and resources to ensure that our annual events and membership programs are successful. Be sure to take a moment to thank this year's representatives:

Board of Directors: **Greg Bruff**, President (Waddell & Reed), **Ron Poyer**, Vice President (H & R Block), **Jessica Stewart**, Secretary (Sovis Insurance Agency), **Steven Keck**, Treasurer (H & R Block), **Lori Austerberry** (Chesaning Realty), **Jeri Birchmeier** (Chesaning Nursing & Rehabilitation Center), **Stephanie Domina** (The State Bank), **Laura Greenfelder** (Creative Passions Crop & Quilt Retreats), **Tom Lavery** (CenturyLink), **Bobbi McIntyre** (Studio 124), **Nick Stoddard** (Stoddard Homes/Classic Cars) and **Chris Theile** (Swartzmiller Lumber)

Committee Members: **Samantha Coykendall** (Lippert Components Inc.), **Kathy Crissey** (Neu-Rich Jewelers) and **Jamie Bruff** (Michigan Festivals & Events Assoc.)

Thank you to these volunteers and all who help throughout the year!

Chesaning Chamber of Commerce

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PLEASE
PLACE
STAMP
HERE

Chamber Member

