



CLINTON COUNTY CHAMBER OF COMMERCE

BUILDING RELATIONSHIPS & BUILDING COMMUNITIES

CHAMBER NEWS

February 2010

Mission: The Clinton County Chamber of Commerce is a member driven organization dedicated to stimulating positive economic growth throughout Clinton County, fostering community leadership and involvement, reflecting positive moral values and acting as an advocate and unified voice for our membership.

Chamber Member Voices Heard...

Thank you to every Chamber member that completed and returned the 2010 membership survey. One-third of our membership (about 100) took the time to give us your opinions - we greatly appreciate your input.

Below is a summary of the survey results.

What benefits are most important to you?

The three highest responses were:

- 1)The credibility of being a member
- 2)Monthly luncheons (without speakers), and
- 3)The opportunities to participate in events

What does the Chamber do best?

- 1)Events
- 2)Provide networking opportunities
- 3)Communicate with members

Are the annual Chamber Awards important?

95% said Yes

5% said No

What is the #1 reason non-members why they should join the Chamber?

54% said for the networking opportunities

30% said because the Chamber helps promote their business

What is the reputation of the Chamber

59% said Good

40% said Excellent

1% said Fair

We asked you to tell us how the Chamber should spend it's time & efforts. With 4 being the most important and 1 being not important, here is the ranking you gave of what's most important:

- 3.65 Events for our community
- 3.58 Attracting new businesses
- 3.56 Promoting Chamber members
- 3.42 Tourism development
- 3.13 "Buy at Home" campaigns
- 2.87 Local education issues
- 2.57 Agriculture issues
- 2.56 Local governmental issues
- 2.52 Transportation issues
- 2.34 State governmental issues
- 2.13 Federal governmental issues

Many of you also gave us suggestions for lunch programs. Here are some of the programs we have planned for 2010:

State of the County Address

Online 101 for Business

Employee Wellness

Identity Theft & Workplace Theft

We will also have several luncheons throughout the year for networking, fun & motivation.

Thank you again to everyone that completed the survey. The Board of Directors and various committees will refer to these results and individual comments that were made throughout the year when discussing relevant issues. If you have any questions, call us today!

WELCOME NEW MEMBERS

Welcome to our new members...

Creative Inks & Threads

Nate Williams
802 W State Street, St Johns
989-668-3648
creativeinksnthreads@yahoo.com
www.creativeinksandthreads.com
Screen Printing, Embroidery,
Promotional Products

Mint Festival Update..

Grand Marshal: do you have an idea of someone that should be the 2010 Mint Festival Parade Grand Marshal? Then send a brief letter (with your reasoning) to the Chamber by Monday, February 15. Include in your letter any relationship the individual has to Mint and/or St. Johns. The letter should be send to the Mint Festival Steering Committee at PO Box 61, St Johns MI 48879.

Shirt Logo Contest: we are once again having a contest for logos for Mint Festival shirts. We will select a design for the souvenir shirt that we sell to festival goers and we will select another design that will be used on the volunteer shirt. The rules & regulations are enclosed in this newsletter.

Entertainment: If you know of an individual or small group that needs the exposure and would like to perform at the Mint Festival for a small fee, please let Brenda know right

MEMBERSHIP RENEWALS

Clinton County First United Methodist Church Granger III and Associates , LLC - Gold Star Member K-13 Physical Therapy Kens Kar Kare & Towing LLC Michigan Wildlife Conservancy New Look Computer & Data	Prestige Pines Assisted Living Community NEED AN ALTERNATIVE TO PAY- ING YOUR DUES ALL IN ONE PAY- MENT? CALL US TODAY ABOUT QUAR- TERLY OR SEMI-ANNUAL DUES PAYMENT OPTIONS!
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February 24 Good Morning Clinton County

The February 24 Good Morning Clinton County will be hosted by the Clinton County Senior Center (201 E Walker Street, St Johns). It will run from 7:30-8:30 am and cost \$2 per person. Come for great conversation, breakfast casserole & prizes.

Announcing our GOLD Star Members!



Bel Mechanical Citizens Bank City of St. Johns Clinton Area Care Center / Hazel I. Findlay Country Manor Clinton Memorial Hospital Consumers Energy Company Dynamite Inc. Fifth Third Bank Firstbank - St. Johns The Gallagher Law Firm, PLC Granger III and Associates	Hovey's Accounting & Tax Service Hungry Howie's Pizza & Subs Lansing State Journal / Clinton County News MACO Tool & Engineering MAHLE Engine Components USA Osgood Funeral Home Physicians Health Plan of Mid-Michigan Prestige Pines
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Clinton County Youth Business Venture Competition

Last month we reported about a new competition developed by the Clinton County Economic Alliance. The winners in the competition were:

In the Product Category (High School):

1st Place: Sillow Outerwear, James Jackson, DeWitt
2nd Place: Baskets by Brianne, Brianne Feldpausch, Fowler
3rd Place: Road Kill, Inc., Ashlynn Weller, Ovid Elsie

In the Service Category (High School):

1st Place: Down River Fishing Guide, Casey Harless, DeWitt
2nd Place: Exquisite Events, Megan Verchereau, DeWitt
3rd Place: Superior Aerospace, Nicholas McCoy, DeWitt
Middle School Category
Tyler's Snow Plow Guards, Tyler Ott, Ovid Elsie

Member News

Craig Bishop has been promoted to President of Firstbank–St. Johns. Mr. Bishop has been the bank's Senior Vice President and Senior Lender. Firstbank Chairman Ann Flermoen commented "We're excited to have Craig, who has been a leader in the St Johns community, step up and take on this position. Craig joined the bank in February, 2001 as Vice President and Commercial Lender, and was promoted to the position of Senior Vice President & Senior Lender in 2005." Prior to joining Firstbank Craig had been employed with Chemical Bank for 12 years as their Regional Vice President for the Bay City and Caro offices. He graduated from Saginaw Valley State University with a Bachelors Degree in Business Administration and continued his education there earning his Masters Degree in Finance. Firstbank Corp, headquartered in Alma, Michigan, is a 6 bank holding company using a multi-bank-charter format with assets

of \$1.4 billion and 51 banking offices serving Michigan's Lower Peninsula. Bank subsidiaries include: Firstbank–Alma; Firstbank (Mt. Pleasant); Firstbank–West Branch; Firstbank–St Johns; Keystone Community Bank; and Firstbank–West Michigan.

Clinton County Farm Bureau will host their 1st Soup, Chili & Bread Cook-Off on Thursday, February 18 at 6:30 pm. See the enclosed flyer for additional information.

Chamber Baked Potato Salad Lunch

April 1 may be April Fool's Day but we are not joshing when we say that will be a great day to have a potato. That is the date of the Chamber's Annual Baked Potato & Salad Luncheon. It will be held at the CC RESA Building. The all-you-can-eat buffet lunch will be available from 11:30 am to 1:00 pm. Ambassadors & Board members will have tickets soon - only \$8.

2010 Luncheons

February 18
Program: Annual Chili Challenge
Cost: \$8

Location: CC RESA Bldg
1013 S US 27, St. Johns
Time: 11:45 am - 1:00 pm

The luncheons are open to any employee of any Chamber member business. You are also welcome to bring a non-member business associate with you but please...

RSVP TO THE CHAMBER BY TUESDAY THE WEEK OF THE LUNCHEON TO LET US KNOW IF YOU ARE COMING TO THE LUNCHEON SO THE CATERER CAN PLAN ACCORDINGLY!

Future Luncheons

Mar 18, Apr 15, May 20, Jun 17, Aug 19, Sep 16, Oct 21, Nov 18 and Dec 16. Check in this column each month for information on the luncheon program.

Employee Appreciation

Non-cash perks & compensation can be very effective tools in communicating to your staff that they are valued members of your business. Here are some examples of things to consider:

1. Give staff members an extra paid vacation day.
2. Give them 8 hours to use throughout the year in one hour increments (they may choose to extend a lunch hour or leave early or come in late).
3. Find out what your staff's personal interests are & give them a gift certificate (offer a trade with the other business so you get the gift certificate without exchanging any cash - you might have something they could give to their staff)
4. Find out what charity interests your staff have - if you were going to give a \$25 donation to the
5. Humane Society, why not do it in their honor if they support that cause?
5. Give them tickets to an event. Maybe you just sponsored an event in town & received free tickets as part of the recognition - share them with staff. Or maybe you have season tickets to a sports game.
6. Make them a home-cooked lunch or bring in a cake on their birthday. The personal touch you give will make them feel special.
7. Say "THANK YOU" "GREAT JOB" "GOOD IDEA" "I APPRECIATE YOU" "WE COULDN'T HAVE DONE IT WITHOUT YOU" "YOU ARE VALUABLE TO OUR BUSINESS" "YOU ARE IMPORTANT", etc, etc. etc. - Sometimes just 2-3 words can mean more than anything else.

2009/10 Board of Directors

Dave Hudgens, Osgood Funeral Home, President
Glenn Pung, Citizens Bank, Vice-President
Karla Manzullo, Fifth Third Bank, Treasurer
Steve Bassette, Individual Member
Ed Bruun, Clinton Memorial Hospital
Jackie Burk, CC Federal Credit Union
Kevin Dittrich, Hungry Howies Pizza
Bonnie Fyvie, St. Peter Lutheran Church

Nancy Johnson, Fifth Third Bank
Dennis Koenigsknecht, C&K Electric
Dennis LaForest, City of St. Johns
Brett Pauli, Pauli Ford
Heidi Scranton, Hazel Findlay Manor
Bryon Taylor, MAHLE Engine Components
AJ Thelen, St. Johns Knights of Columbus
Mary Walker, Maco Tool

Staff:

Brenda Terpening, Executive Director
Liz Pearson, Office Manager

EMAIL: ccchamber@power-net.net

Website:
www.clintoncountychamber.org
989-224-7248

Clinton County Chamber of Commerce
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St. Johns, Michigan 48879
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Phone: 989-224-7248
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Feb 18:
Chamber Luncheon
at the CC RESA
Building in St. Johns
11:45 am - 1:00 pm

Annual Chamber
Chili Challenge!

Plan to Make Connections at the 2010 Home & Business Show...

The Chamber will host it's 8th Annual Home & Business Show on Sat, May 1, 2010. New this year - it will be held in the hallways & open rooms at Southpoint Mall (just north of the Chamber office).

Some Exciting News: we have once again lowered the price. Last year a business booth was \$125, this year its \$110 (\$100 if you want to bring your own table). Also, many of our members wanted to use their own table covering so we are not utilizing the outside company this year for table skirting.

You may ask what the purpose of the Home & Business Show is! It is your chance to talk one-on-one with customers from Clinton County about your products & services. We make sure they stop at your table by giving them a guest card that must be signed by all the vendors to be eligible to win our grand prize - it's then your job to get them interested in your products and services..

In 2009 we had 768 adults come through the show - that's 168 more than 2008. When you consider the low fee of only \$110, you are spending less than .15 per person to get your business information in their hands.

If your have the type of business that would be better advertised by displaying a vehicle or outside kiosk, consider exhibiting in the parking lot with our "Touch a Truck" participants. We will have police cars, fire trucks, ambulances, etc. Your fee would be the same as the indoor fees.

Enclosed in the newsletters is the Home & Business Show application, along with a list of the sponsorship and advertising opportunities available to you through the show. Get your reply in today so you don't miss these cost effective opportunities.

Call the Chamber today at 989-224-7248 with any questions about this event.