



Serving all of Northeast Michigan

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

RETURN SERVICE REQUESTED

PRSR STD
U.S. POSTAGE
PAID
Permit No. 86
Alpena, MI 49707



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 2018

The Importance of the Board of Directors Unless you pay very close attention, you don't hear too much about the Board of Directors of the Chamber of Commerce, but they exist and are an important part of this organization. The Board is the governing body of the Chamber of Commerce. The Board members are chosen as representatives of the entire membership. Their role is to guide the organization toward achievement of its mission. They make very big-picture, strategic decisions. Over the past decade, we have strategically changed the board meetings to position the Board to be even more effective in setting policy and strategy. The Board meets every other month, starting in February. They receive written reports on the financials, membership, anything that doesn't require Board action, and then they discuss items that require Board action, or that the President would like additional input. This structure has really made the Board an effective governing organization.

So who makes up the Board? We try to keep a balance of many demographics on the Board. From age and gender to business sector representation and skillset. Terms on the Board are three year terms, with rotation in term-end dates. That means every year three or four Board members term out and are replaced through a vote of membership. The Board secures a slate of Directors and approves the slate for the full membership to vote on. Krawczak, President/CEO of the Chamber, has this to share about the Board, "The Board has been tremendously supportive of this organization in my tenure here. I'm fortunate to have had such outstanding Board members. When I talk to other Chambers of Commerce around the State I hear horror stories of Boards. Micromanaging,

vindictive acts, negative attitudes - these things really happen. But not here. We have had a strong Board of people who do an outstanding job representing the membership and who don't let their own personal agendas get in the way of progress." Outgoing Board members at the end of 2017 included Elaine Orr, formerly of Alpena Power Company, and Luciana King from Lappan Agency. We also had an opening due to an early resignation. New Board members for 2018 include Alpena High School Principal Tom Berriman, Kevin Burr of Burr Auctions, and Mid-Michigan's (Alpena) Diane Shields. The full Board list can be found on the back of this publication.

The Chamber Team is more than just the paid staff. The Board is an integral part of that team and important to the success of the organization.

CHAMBER CALENDAR OF EVENTS

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

January 2018

- 3 - Ambassador meeting, 8:00 a.m.
- 4 - Government Relations meeting, 7:30 a.m.
- 9 - Economic Development Board meeting, 7:30 a.m.
- 17 - Roger Wood presentation, 11:30 a.m., advanced registration required*
- 19 - Good Morning Alpena breakfast, 7:00 a.m., \$9, advanced registration required*, ACC student commons, "Alpena's Got Talent," sponsored by Thunder Bay Accounting

February 2018

- 1 - Government Relations meeting, 7:30 a.m.
- 7 - Ambassador meeting, 8:00 a.m.
- 8 - Annual Dinner, 5:00 p.m., \$30, advanced reservations required*
- 27 - Chamber of Commerce Board meeting, 7:30 a.m.

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

2018 CHAMBER BOARD OF DIRECTORS

Chairperson: Cindy Limback - RE/MAX New Horizons
 Past Chairperson: Ryan Fairchild - Omega Electric
 Vice Chairperson: Brian VanWormer - Employment Services Inc.
 Secretary/Treasurer: Eileen Budnick - First Federal of Northern Michigan

Directors: Tom Berriman - Alpena Public Schools/AHS; Kevin Burr - Burr Auctions; Bruce Duncan - Thunder Bay Therapy; Pat Gerow - R.S. Scott and Associates; Rose Nowak - Better Living Massage Center and Spa; Adam Poll - City of Alpena; Shawn Shankie - Days Inn; Diane Shields - MidMichigan Health Center - Alpena



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

WELCOME NEW MEMBERS

- | | |
|--|--|
| <p>Jonathon Kohart - Farm Bureau Rob Hanna Agency
2579A US 23 South
Alpena, MI 49707
989.354.3030</p> | <p>Surgical & Interventional Device Distributors, Intl. LLC
417 S. 2nd Avenue
Alpena, MI 49707
614.314.0210</p> |
| <p>Dynamic Waste Solutions
PO Box 625
Alpena, MI 49707
989.341.4397</p> | <p>Holy Smokes Tobacco & Cigar Shoppe
148 S. Ripley
Alpena, MI 49707
989.340.2242</p> |
| <p>Crow Memorials
1451 W. Washington Avenue
Alpena, MI 49707
989.354.8535</p> | <p>Infinity Graphic Design
Alpena, MI 49707
989.766.3007</p> |

We are pleased to welcome these organizations to the Chamber. As we continue to grow in membership we are able to accomplish more. We appreciate all of our members - both new and returning.

2018 Good Morning Alpena Schedule - Mark Your Calendar and Join Us!

January 19th, March 9th, May 11th, July 13th, September 7th, November 2nd

We are also adding (because of member requests) two Good Mid Day Alpena events on April 13th and August 10th

2018 Strategic Plan - Gearing Up for a BIG Year!

We are inundated every year with ideas people toss our way of things we "should" do. Sometime the ideas are valuable and we incorporate them into our work immediately. For example, when someone called and made a suggestion to improve the Experience Alpena, MI app, we were able to make the change immediately. Other times suggestions are great ideas but cannot be incorporated into our work until a future time. For example, in 2018 we will be hosting Good Mid Day Alpena events - because of recommendations made in the past. We weren't able to fit the events into our GMA schedule in the year since they were suggested but we were able to plan ahead for 2018 and incorporate the events into the schedule. Other times, ideas don't fit our mission much at all and we kindly have to explain to the idea generator that we won't be able to act on their idea.

So how do we decide what ideas we will run with immediately, what ideas we will incorporate later, and which ideas we will not likely ever adopt? We use our mission and strategic plan. Any given year we only have so much time available to work on our mission. We set a realistic strategic plan and stick to it. We try not to stray from it because if we did, our resources (time and money) would be spread too thin and we would be ineffective. This does mean that sometimes projects have to wait before we get to them. But it also means we are able to be more effective in delivering what we are spending resources on.

The Board meets annually to set a strategic plan for the upcoming year, and often into the future years. They met in December, 2017 and planned for 2018 activities. The plan was later officially approved via an email vote. It includes the following:

- ◆ Work will continue on our educational attainment/workforce development programs with area schools. We will also expand the program to include additional grades as well as share the program with other communities.
- ◆ Our leadership programs will continue and we will explore developing a new leadership program for the community, with a goal of rolling the program out in the fall of 2018.
- ◆ We will continue to build on our focus areas of: advocacy, economic development, education, savings, and exposure.
- ◆ There will be a focus on highlighting the stories of young professionals in the area, with the goal of showcasing the various ways people are able to move back to the area, find or create work, and raise a family.
- ◆ A tagline will be added to the Chamber of Commerce logo, "Serving all of Northeast Michigan," to better represent our membership.
- ◆ We will explore ways to help share various employment programs with our businesses. Many programs exist but not all businesses are aware of the programs.

Enclosed with your investment invoice, you should have received a 2017 annual report. It is a one-page document that highlights our work in 2017. When compared with our 2017 strategic plan, we feel we did quite well. Our 2018 strategic plan is posted on our website. We will also provide periodic update on our progress right here in this newsletter.

Awards for the 2018 Annual Dinner

Just a few days remain for you to nominate a business or individual for the awards we will be distributing at the February 8, 2018 annual dinner. All nomination forms can be found at www.alpenachamber.com. Awards with open nominations include: Business of the Year, Culture Change Agent, Up and Coming Award, and Citizen of the Year. Please contact us with any questions about the dinner or award nomination process.

IN THE SPOTLIGHT

In 2003, Todd Britton and Trent Sherman teamed up to form **Meridian Contracting Services, LLC** to provide Northeastern Michigan with a full range of general contracting services.

Meridian Contracting Services, LLC offers customers in commercial, industrial, institutional and governmental construction markets with the highest degree of professionalism at every level, from the initial planning stage to completion of the building process.

They are located at 304 West Chisholm Street, Alpena. Contact them at 989.354.4825 or info@mericon.net.

First United Methodist Church began 150 years ago in Alpena when the United Methodist Conference decided to open a church in this area. Their mission: To make disciples of Jesus Christ for the transformation of the word. Their vision: To follow Jesus Christ through worship, learning, serving and sharing.

Located at 167 South Ripley Blvd. their worship services are Sundays at 10:00 a.m. with Sunday School at 9:00 a.m. for children of all ages. They also offer many activities and groups for all people to participate in, including basket guild, bible study, choir, family fun nights, mission projects, tai chi, yoga and much more.

They strive to continue to grow, be part of the community and spread the word of God.

Office hours are Monday from 8:30 a.m. until 4:00 p.m. and Tuesday through Thursday from 9:00 a.m. until 3:00 p.m. They can be reached at 989.354.2490 or alpenafumc@gmail.com.

Join us! A Presentation by Retired Dana Corporation CEO Roger Wood

Roger Wood retired as the President and Chief Executive Officer of the Dana Corporation. Prior to that, he was the Executive Vice President and Group President for the Engine Group at BorgWarner. His presentation will be an inspiring tale of his journey from school to retirement, and all of the lessons learned along the way.

This is a great way to start your new year and is a fitting presentation for business owners, managers, up and coming employees, students, and anyone who wants to be inspired by a down-to-earth presenter who has been extremely successful in his career. Consider joining us yourself, or sending staff.



EXPLORE GROUP POLICIES.
AccidentFund.com/Groups

AccidentFund
Insurance Company of America
Part of the AF Group

Event Details

Date: January 17, 2018

Time: 11:30 a.m. until 1:00 p.m.

Location: Alpena Community College, Center Building, room 106

Cost: \$10 per person for any Chamber Member/employee and students, \$15 for anyone else

Registration: Advanced registration is required to the Chamber of Commerce

Additional details: The cost includes lunch, the presentation and question/answer time