

Greater Albion Business News

March 2007

Volume 14 Issue 3

A Very Special Mardi Gras

Great networking, wonderful food and good plain fun characterized this year's annual Chamber gala which took place on February 16 at **Duck Lake Country Club**.

150 guests were greeted with Mardi Gras beads at the door by Queen Sandi Pfeffer and King Mark Pfeffer. Masks, beads and coins adorned the tables along with napkins of green, yellow and purple (the official Mardi Gras colors). In the background, the Jackson French Quarter Dixieland Band entertained with some great southern tunes.

Following the social hour (where "Hurricanes" were a popular drink) and dinner, MC Colin McCaleb (**Kellogg Community College-Eastern Academic Center**) welcomed the guests which included State Representative Mike Nofs, County Commissioner Greg Moore and his wife Becky, Sheriff Al Byam and his wife Judy, and Mayor William Wheaton and his wife Lou.

Immediate Past Chairman of the Board Sandi Pfeffer (**Bob Frahm Chevrolet, Buick, Pontiac**) gave an overview of last year's accomplishments and presented the gavel to the 2007 Chairman Bernie Konkle I



Immediate Past Chairman of the Board and Mardi Gras Queen Sandi Pfeffer (Bob Frahm Chevrolet) and husband, King Mark, greeted guests with beads. Photo courtesy of Glen Culp

(**Decker Manufacturing**) who outlined this year's goals.

Bernie Konkle II (**Decker Manufacturing**) and his wife Amy presented awards to:

Belissima Bridal—Retailer of the Year;

Homestead Savings Bank - Service Business of the Year;

Mike Olma (Tidd-Williams Funeral Chapels) - Profes-

sional of the Year;

The Andersons—Manufacturer of the Year;

And Willie Culp Chamber Ambassador of the Year.

It was then MC McCaleb's turn to present the **Brick Award to Sanders Furniture;** and the **Marvin Ittner Good Sport Award to Peg Eckmyre (The Chamber) and Family.**

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Member Happenings

The Greater Albion Chamber of Commerce encourages all members to do business with each other. The companies and individuals listed below have recently made an important investment in their business by joining or renewing their membership in the Chamber. We hope that you will consider doing business with them.

New Member

Battle Creek Bombers Baseball Team

Jon Young, Assistant GM
189 Bridge Street
Battle Creek, MI 49017
Phone: 269-962-0735
Fax: 269-962-0741
www.battlecreekbombers.com
Sports, Entertainment

1 year

Forks Senior Center

5 years

Burnham Brook

10 years

M-HRDI

15 years

Duck Lake Country Club

84 years

Albion College

Other Renewals

Albion Electric, Inc.
Skip Dowding
Georgia Pacific Corrugated, LLC
Physicians Health Plan of South Michigan
Nick Pound, D.D.S.
Ann Rosenbaum Petredean
Sanders Furniture & Appliance
Shafer Redi-Mix, Inc.
Tendercare Health Center of Albion

Triangle Plumbing Tuck, Garrison & Moore, PLLC

American 1 Federal Credit Union is hosting a Spring Women's Expo on March 17th at the Jackson County Fair Events Center from 1-5 p.m. The event is free to the community. They invite women to join them for a day of pampering.

Local company Humanergy brings a night of literary insight and business professionalism to **Albion College's** Gerstacker Institute lecture series. Co-founders, John Barrett and David Wheatley, join their colleague Lynn Townsend, in the launch of their new book *50 Dos for Everyday Leadership*. The event will be interactive, highlighting practical lessons taken from successful leaders, and takes place on Wednesday, March 7, at 7 p.m. in Norris Center's Towsley Hall. *50 Dos for Everyday Leadership* highlights the most valuable "Do's and Don'ts" from real-life experiences of effective leaders and managers in organizations from around the country. As a useful leadership tool, the book combines guidance and examples on how to change with the inspiration of those who have experienced it first hand. The Gerstacker Institute also welcomes executives from Kellogg, Whirlpool, and other organizations who contributed to the book. This and all other Gerstacker Institute lectures are free and open to the public. For more information contact the Carl A. Gerstacker Liberal Arts Institute for Professional Management 517-629-0418.

The 2006-2007 Albion Business Expo www.albionbizexpo.biz has had 7,165 visitors this year compared to 5,166 at the same time last year or an increase of 39%! We will soon be gearing up for the 2007-2008 Expo of which we are sure you will want to be a part! In November, our virtual expo creator Lee Schultheiss (**Artisson, LLC**) made a presentation about our Expo at the Michigan Chamber of Commerce Executives' Leadership Conference where a number of other Chambers expressed an interest in "copying" our award-winning site!

In recognition of years of support from our local educational community, **United Educational Credit Union** has developed the Bright Ideas Partnership Program. The Bright Ideas Partnership Program was instituted to help great educational ideas and projects become reality through financial assistance. To qualify, projects or ideas must be educationally-related and enrich the lives of students/participants. Funding examples include such things as classroom materials, special educational or enrichment programs, field trips, playground or recreational equipment, library or media materials, special speakers or assemblies. Additionally, the project or idea must provide a benefit to a significant portion of **United Educational Credit Union's** membership or potential membership and/or the communities in which they live. Applications are available at all UECU offices, or by visiting www.unitedecuc.org. Representing \$79 million in assets, **United Educational** is a state-chartered, federally insured credit union open to anyone affiliated with education
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Member Happenings (continued from page 2)

including staff, students, alumni and volunteers in Calhoun and Branch Counties, the Climax-Scotts School District in Kalamazoo County, and the Bellevue School District in Eaton County, as well as anyone who lives or works within 25 miles of branch offices in Albion or Coldwater. Also included are family members of existing members.

Albion Public Library announces that its dial-up services will be discontinued at the end of June 2007. The **Library's** provider (Merit) will no longer supply the service; therefore the Library must suspend offering the accounts that many area residents have come to depend on for Internet connection from home or work. For many years, the dial-up service allowed the **Library's** Forks Initiative to provide dial-up connection to the Internet at a reasonable cost and spurred Internet use within the area in the early days of the Internet. Today, the performance of computers, applications, and online services has fundamentally outstripped the usefulness of a dial-up connection. There has been improvement in the availability of services, such as DSL and cable broadband coverage. To find local internet service providers, users are invited to visit forks.org and click on Internet Providers under the Forks Initiative in the upper right-hand corner of the page. Users might also contact their local phone provider to determine if DSL is available in their area. For more information, please call the **Library** at (517) 629-3993.

The **Albion Public Library** was one of only nine libraries in Michigan to receive a grant from The Michigan Center for the Book. Albion's grant supported the Celebration of Black History Month. The Michigan Center for the Book partially funds events or projects that fulfill its goal of promoting an awareness of books, reading, literacy, authors, and Michigan's rich literary heritage.

On Sunday, February 18, the travel section of *The Kalamazoo Gazette* featured Albion, including pictures of **Kids 'N' Stuff** and the Bobbitt Visual Arts Center at **Albion College**. Furthermore, it touts Albion as a day-trip destination and recommends stops at **Cascarelli's**, The Wishing Well and Dee's Bunch A Stuff.

Albion Public Library patrons can now read the full-text of the New York Times, every issue from 1995 to present day -- giving them the best in news and editorial coverage. Patrons can also listen to any National Public Radio program, as well as read transcripts, for shows produced by NPR from 1990 to present. In addition to providing a different type of news coverage, NPR content is great to use in the classroom. Very soon, Infotrac Onfile will be loading every Fodor's travel guide published in 2006 and 2007, as well as hundreds of other travel guides from publishers such as Hunter's. A large set of more than 20 reference sources, from multiple publishers, is available under the reference tab. This gives patrons authorita-

tive overviews of topics in addition to the current periodicals coverage. Readers can access more than 3,000 full-text periodicals highly recommended by Bowker's Magazines for Libraries -- more full-text than any other database. Discover Magazine is now being loaded full-text -- an excellent publication for students and patrons interested in science content. To access this great resource go www.albionlibrary.org, click on reference, click on Mel databases, click on Infotrac Onfile. You will be prompted for your library card or Michigan driver's license. Need help? Visit the **Albion Public Library** at 501 S. Superior or call (517) 629-3993.

A recent speaker at the **Rotary Club of Albion** was Kevin Brown, Executive Director of the Office of Youth Development and Community Outreach. He discussed some of the youth-based programs that have been developed in the last few years, such as the Community Center/ Recreation facility that has been established at the First United Methodist Church and the Wildcats Wellness Center at the **Albion Senior High School**. His vision for the future includes an Early Childhood Center and Training Institute, a project to help African-American young males, and an endowment fund to enable every child in Albion to go to college or a technical school for at least 2 years. Mr. Brown announced a campaign to raise \$100,000 a year for the next five years to maintain this Youth Development program and promote its continued success.

Choose Health

Choose Health is an Issue Action Group of the Regional Health Alliance whose mission is to improve the health of Calhoun County residents, specifically related to obesity. The Action Group is made up of Calhoun County agencies that focus on improving the health of individuals and families through programs, information, and advocacy. Over 40% of Calhoun County adults are overweight and 31% are obese. Calhoun County has the highest percentage of overweight and obese adults in the State of Michigan. That is 71% of our Calhoun County residents who are either overweight or obese.

Choose Health is holding its first annual "Workplace Wellness Recognition Award" in conjunction with the 2007 Business Awards which will be held at the Battle Creek Area Chamber of Commerce Eye Opener Breakfast on Tuesday, May 8, 2007 at 7:30am. The intent of the awards is to recognize Calhoun County businesses/organizations that have exemplary workplace wellness strategies intended to promote their employees' health and wellbeing. Awards will be given in various categories based on number of employees. A Nonprofit/Governmental/Educational category is also being offered.

The Worksite Wellness applications are available at the Chamber office. The application and award have been designed to determine the type and scope of wellness activities and benefits your company provides. We hope that you will have an interest in participating in the Worksite Wellness Awards and

share your strategies and successes. By taking part in this program, other companies will see, learn, and implement how you promote a healthy workforce.

An independent panel of judges will review all applications and select the top three businesses/organizations in each category. Each Award winner will receive a plaque to proudly display in your business/organization, a FREE night at the YMCA for employee's and their families, along with the publicity generated around the Business Awards. All applicants will receive a certificate of achievement for their participation.

Applications should be returned by Friday, April 13, 2007 to Battle Creek Family YMCA 182 Capital Ave. N.E. Battle Creek, MI 49017 Attn: Dan Fullenkamp

*Please pass along
The Greater Albion
Business News to
your colleagues and
friends and encour-
age them to partici-
pate in Chamber
events such as Eggs
& Issues and the
annual Chamber
bowlathon on Sat-
urday, April 21.*

Mardi Gras (from page 1)

Tom Feldpausch (**Feldpausch Food Centers**) and Jeff Bell (**Homestead Savings Bank**) completed the awards ceremony by presenting the **Tom Feldpausch Community Loyalty Award to Randy Fisher (Gordon Martin Builder)** and the **Mary Cram Women's Leadership Award to Becky Mitchell.**

Congratulations to all of the recipients! Many thanks to all who attended the gala and to our MC and presenters. Thanks also to the staff at **Duck Lake Country Club** and the Committee:

Willie Culp—Chairman
Glen Culp
Sandi Pfeffer (**Bob Frahm Chevrolet**) - Honorary Chairman
Mark Pfeffer
Randy and RoseMary Fisher (**Gordon Martin Builder**)
Bernie Konkle I (**Decker Manufacturing**)
Katie Konkle
Ron and Elaine Rice (**Albion Insurance Agency**)
David Weeks (**Rosemary Davis Realtors**)
LaVada Weeks (**Albion College**)
Jim Wolf (**Wolf's Auto Service**)
Nidia Wolf (**Downtown Development Authority**)

Newsletter

Our members love our "hi tech" newsletter which can be sent directly to you or which you can find at the Chamber website www.greateralbionchamber.org If you haven't yet signed up to receive your electronically, please do today! It saves a great deal of time and money which helps keep dues affordable!

WhizBang! Tip of the Month

Another fax rolled out of the machine this afternoon. One more of our coaching clients needed advice about what to do with her Yellow Page ads.

The sales guy was hounding her. She didn't know if her ads were worth the massive amounts of money she was paying. She didn't even know if her ads were any good at all.

Sound familiar?

If you ever feel like you're paying too much and getting too little from your Yellow Pages ad, read on!

Yellow Pages ads (for those of you haven't checked recently) ain't cheap. In fact, they're downright expensive. And paying lots of good money for a bad ad is the worst kind of marketing possible for a small business.

If you want a good ad in the Yellow Pages, here's the **NUMBER ONE THING TO AVOID**:

Do **NOT** let the art department at the phone book company create your ad.

I know that the YP salesperson is going to be pushing this – it makes your decision easier, therefore making their sale easier.

But it will absolutely make your ad worse.

Why? Why is it such a bad idea to have someone else create your ad for free? Sounds like it could be a good deal...

Reason #1 – The person at the phone book company is more than likely just someone off the street who knows how to use a graphic design program – a techie with an interest in art. If you're somewhat lucky you'll at least get a trained graphic designer. But how many good designers do you think are sticking around a job doing Yellow Page ads?

Even if you get a trained designer, they are rarely – if ever – a marketing professional. They might know design, but they don't know marketing. And that's the perfect recipe for a potentially pretty – but highly ineffective – ad. A waste of your money.

Reason #2 – The person at the phone book company doesn't know about **YOUR** business. Yeah, sure, they may know what a florist does, or a plumber does, or what a sewing shop sells, but they don't know what makes you special. Only you know that.

Reason #3 – If the person who does your ad is the same person who creates 1538 other ads in the book, what chance do you think you have of looking different? Of standing out?

Pretty slim.

To get a great Yellow Pages ad that's worth the astronomical amounts of money they charge **YOU HAVE TO CREATE YOUR OWN AD.**

Now I don't mean that you have to be the graphic designer, but you must decide exactly what you

want your ad to say, in what order you want your ad copy to be placed, and precisely how all the different elements should work together.

To learn exactly what to do, we strongly recommend that you buy the e-book by Alan Saltz "Legal Theft – Using Yellow Pages Advertising to Ethically 'Steal' Business From Your Competition".

<http://snipurl.com/yellowpages>

Alan is an expert in Yellow Pages marketing and his book is **GREAT**. It covers everything you need to do and it points out what you should avoid in order to create a profitable Yellow Pages ad.

And Alan does it just the way we'd do it! He even covers my pet peeve in advertising – putting the company name or logo at the top of the ad as a headline. Aarrgghhhh!

It gets our absolute top rating as a business resource and is well worth every penny. Buy it today.

<http://snipurl.com/yellowpages>

Wishing you great sales and lots of fun,

Bob and Susan Negen

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E-mail:
bob@whizbangtraining.com

101 Washington St. #129
Grand Haven, MI 49417

Frahm's To Sponsor Festival of the Forks

The Chamber is proud to announce that **Bob Frahm Chevrolet, Buick, Pontiac** will be the title sponsor of the 41st annual Festival of the Forks, September 21-23,, 2007.

“We really appreciate the commitment that **Frahm's** has made to the Festival over the past four years!”, said Chamber President Sue Marcos. “Because of their investment in our community, we

have been able to provide lots of top-notch entertainment and our Festival is well on its way to becoming a signature event in southcentral Michigan,” she added. “**Frahm's** sponsorship has served as a catalyst for other significant investments in the Festival for which we are also truly grateful.”

Three years ago, The Chamber set out to improve the quality of the

Festival, enhance the image of our community and thus foster economic growth by attracting visitors from out-of-town. We have made considerable progress! Downtown merchants report “repeat visits” by people who attended the Festival.

The number of out-of town visitors has increased by 12%. We expect that trend to continue as we implement new marketing strategies this year.



Robina Quale-Leach dressed as Miss Piggy, complete with her friend Kermit, received Al-



Even Mayor Wheaton got into the swing of Mardi Gras with his beads.



MC Colin donned a jester's hat for the occasion!!



For the committee men, it was top hats and shiny vests; for the ladies boas and beads.



Photos courtesy of Glen Culp and Catherine Kerley (Albion Information Service and The Recorder)

More Photos



Mardi Gras Chairman Willie Culp was also honored as



The passing of the gavel and the rolling pin, too!



Hilda Ebbinghaus and Bev Bentley enjoy a laugh together.



Jeff Bell and Tom Feldpausch present the Tom Feldpausch and Mary Cram awards.



Greg and Becky Moore



Peg Eckmyre and her family received the Marvin Ittner Good Sport



Rise & shine, it's time for
Eggs & Issues

Date: Friday, March 16, 2007

Time: 7:30 A.M.

Place: Cascarelli's of Albion

(Please use conference room door off back parking lot)

Cost: \$7.00 per person

Please R.S.V.P (if possible):

517-629-5533

March 2007

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2	3	4
5-7pm- City Council	6			7	8	9	10	11-Daylight Saving Time Begins
12	13-7:30 am. DDA Board of Directors Meeting		14-7:30am. –EDC Board of Directors Meeting	15	16-7:30 am- Eggs & Issues @ Cascarelli's	17	18	
19-7 pm- City Council	20-11:45am- Chamber Board of Directors Meeting 5:36 pm-Chamber Ambassadors		21-Spring Begins	22	23	24	25	
26	27-6:30 pm- Downtown Brickstreet Meeting		28	29	30	31		

2007 Officers and Board of Directors

Chairman - Bernard Konkle I (Decker Manufacturing)

1st Vice-Chairman—Randy Fisher (Gordon Martin Builder)

Secretary/Treasurer - Missy Hoath (Chemical Bank)

Immediate Past Chairman - Sandi Pfeffer (Bob Frahm Chevrolet, Buick, Pontiac)

Retail

Vacant

David Weeks

Sandi Pfeffer

Bob Frahm Chevrolet

Manufacturing

Chuck Reuther

World Corrugated Container

Scott Pickens

Pickens Plating

Bernard Konkle I

Decker Manufacturing

Services

Missy Hoath

Chemical Bank

Jeff Bell

Homestead Savings Bank

Ron Rice

Albion Insurance Agency

Professional

Tom Hunsdorfer

Albion College

Mark Garrison

Tuck, Garrison & Moore

Mike Olma

Tidd-Williams Funeral Chapels

At-Large

Richard Noll

Pamida

Lee Schultheiss

Artisson, LLC

Randy Fisher

Gordon Martin Builder

Greater Albion Business News

Greater Albion Chamber of Commerce

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"The Voice of Albion Business since 1923"

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Don't miss Mardi Gras, Friday, February 16!!!