

“LEGEND” To Kick Off Festival of the Forks

Things will start hopping in downtown Albion on Friday, September 21 when *LEGEND* The Band joins the Reunion Cruise-in, back by popular demand, to kick off the 41st annual Festival of the Forks.

LEGEND specializes in '50s, '60s and '70s era rock and roll music. They perform Motown, Doo-wop, soul and the high energy great rock and roll songs of the era.

They urge you to get on your dancing shoes and be ready to participate in a dance contest or two as well! Poodle skirts, bobby socks and saddle shoes will add to the fun along with the classic cars from that era.

The Cruise-In and Legend concert, will be followed by Fire Fabulon, a Detroit-based fire and circus performance troupe, specializing in untraditional sideshow acts and fire manipulation. Through the use of graceful fire fans, alluring fire chains, captivating fire staff and many more enticing fire acts, they expose the fascination and beauty of fire in a spellbinding performance.

Think Art, Fun, Food, Music. Think ALBION! at the 41st annual Festival of the Forks sponsored by **Bob Frahm Chevrolet, Buick, Pontiac.**



LEGEND The Band will be the Friday night headliner at the Festival of the Forks.

Extra, Extra, Read All About It!

The all new 2007-2008 **Albion Biz Expo** kicks off today, May 2! Be sure to check it out at www.albionbizexpo.biz There is still “booth” space available for this award-winning virtual expo which extends throughout the year.

If you are interested in participating, please give the Chamber a call at 517-629-5533. Mark your calendars now for “**Spring into Summer**” an all, new, free, spontaneous musical event which will take place on

Thursday, June 21 in downtown Albion. This “Fete de la Musique” began in France in 1982 and has now spread to 110 countries and 340 cities around the world, including our sister city Noisy-le-Roi. It celebrates the first day of summer and allows amateur and professional musicians of all ages and backgrounds to express themselves through music.

The **Schmidt Amusements carnival**, sponsored by the Festival of the Forks, will be providing great spring-time fun in the **Pamida** parking lot from May 4 through May 13.

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.

1 year

Sam's Club

Velocity Manufacturing

5 years

Barbara Frederick

Johnson Child Care & Development Center

10 years

Murray, Tymkew & Associates

Other Renewals

Albion Auto Body

The Andersons

Behavioral Health Resources

Certi Pro

City of Albion

Rosemary Davis, Realtors

Rotary Club of Albion

Standard Printing & Office

Supply

United Educational Credit Union's Treasure Hunt Club logo garnered first place honors in the Michigan Marketing Awards held at the Michigan Credit Union League's 2007 Marketing Conference in March. The first place award was in the miscellaneous category for credit unions between \$75 and \$150 million in asset size. The Treasure Hunt Club is **United Educational's** youth savings program for children ages 0-12. The vivid, "child-friendly" pirate-themed logo uses the slogan

"Saving is an Adventure at the U!" and appeals to children's sense of adventure and exploration as they learn about finances. The logo was designed by LemonTree Marketing Group of Tempe, Arizona. Representing \$82 million in assets, **United Educational** is a state-chartered, federally insured credit union open to anyone affiliated with education 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.



Rotarian Ken Ponds, Chaplain at **Starr Commonwealth**, recently introduced the speaker, Jon Young, assistant general manager of the **Battle Creek Bombers**. He explained that the Bombers is a collegiate baseball team that is a member of the Northwoods League, encompassing teams from Michigan, Wisconsin, Minnesota, Iowa and Canada. The league was founded in 1994 as a wooden bat summer league and now features a record high 14 teams. Home games are played in the C O Brown Stadium

at Bailey Park in Battle Creek. Team participants are elite players from the top college and university baseball programs across the country. Over 300 league players have made it into professional baseball.



Jon Young from the **Battle Creek Bombers** (left), Ken Ponds **Rotary and Starr Commonwealth** (right)

Albion Elks Lodge #1798 will host a Mother's Day Breakfast from 8—11 a.m. on Sunday, May 12 at the Lodge which is at the corner of M-99 South and Condit Road. The public is encouraged to attend.

*Please pass along
The Greater Albion Business
News to your colleagues and
friends and encourage them to
participate in
Chamber events
such as Eggs & Issues*

Member Happenings (continued from page 2)

Upcoming programs at the **Albion District Library:**

Brown Bag Movie at the **Albion District Library**

May 2—Connections 3: What's in a Name?

A good breakfast leads to corn cob garbage—which isn't actually garbage at all. It is used for "furfan," which creates resin for bonding. Learn how this led to the creation of the tractor and the diesel engine and surprisingly, the Smithsonian Institution in Washington, D.C. From The Learning Channel. (60 min)

May 9—Building Big Tunnels

How do tunnels stay dry under water? Who dug the first tunnels? Go underground and get an amazing look at tunnels through spectacular film footage of Boston's "Big Dig," Clifford Holland's first underwater automobile tunnel, London's subway system, the Channel Tunnel that connects France and England, ancient Roman tunnels, and more.

Another in the WGBH Boston Video *Building Big* series hosted by David Macaulay. (60 min)

Movies begin at 12:15 on Wednesdays in the Naomi Lane Room. Bring your lunch; the Library provides coffee. The Library is at 501 S. Superior St. on the corner of Ash and Superior in downtown Albion. Please call 517-629-3993 for more information or visit our website at

www.albionlibrary.org

Upcoming Computer Classes

The Forks Initiative is offering computer classes to the public beginning in March. These classes are for adults who are interested in learning more about computers and the popular software applications Microsoft Word and Microsoft Excel. Basic classes on Computers and the Internet are also available as well as classes on Microsoft PowerPoint and more. All classes are approximately 2 hours long and will offer some hands-on opportunities. There is a charge of \$15.00 per class session for Albion District Library card holders. Anyone who lives or owns property in Albion, Sheridan Township, or Albion Township is entitled to a free card. Those who live outside the Albion District Library district may purchase a card for \$60. Non-card holders will be charged \$30 per class. Fees must be paid prior to class start time.

Registration for the Spring classes begins March 5, 2007, at the Albion District Library, or call 517 629 3993. Class size is limited to 10. All classes will be held in the Activity Room in the lower level of Albion District Library. The Library is located at 501 S Superior, Albion, MI. For more information please call 517 629 3993.

INTRODUCTION TO MICROSOFT EXCEL BASIC part 1 & part 2

Learn the basics of a worksheet and how spreadsheets can work

for you. Learn how to format a cell and add data. Learn the difference between a worksheet and a workbook. You must have mouse and computer experience to attend.

Thursday, April 26, 6 p.m. & Thursday, May 3, 6 p.m.

INTERMEDIATE MICROSOFT EXCEL part 1 & part 2

Dig deeper into working with multiple sheets, multiple workbooks, re-organizing the screen, protecting data, simple databases, filtering data, and charting. NOT FOR THE BEGINNER. Users should have experience with Excel.

Thursday, May 10, 6 p.m. & Thursday, May 17, 6 p.m.

DIGITAL CAMERA 101

Bring your digital camera and USB cord to this free workshop designed to assist beginning camera users. Learn how to save photos to a computer, crop and resize photos, attach them to emails and load them to a photo sharing website, Flickr.

Monday May 21 at 6.m.

Mother's Day Tea at the Gardner House Museum and Crafts at the Albion District Library

The **Gardner House Museum** is pleased to announce that they are now accepting reservations for their annual Mother's Day Tea on Saturday, May 12th. There are two seatings: 11 am and 1 pm. Reservations are necessary so call 629-

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Member Happenings *(continued from page 3)*

9974 for a reservation. Make sure to indicate what time and how many are in your party when you call. The **Gardner House** is located at 509 S. Superior Street in Albion. If you have any questions about this program, please call 629-3993.

After the tea at 2 pm the **Albion District Library** Children's Room will offer a program for kids to color and personalize their own Mother's Day Card and give mom a present of a beautiful flower ready to plant in the garden on mom's special day. No registration is necessary. The **Albion District Library** is located at 501 S. Superior Street in Albion right next to the **Gardner House Museum**.

May Harrington and Washington Gardner Elementary Art Shows at the Albion District Library

The **Albion District Library** is hosting the 2007 Harrington and Washington Gardner Elementary Schools student art show May 1 through the month of May in the Adult Room of the **Library**. Please stop in during regular **Library** hours, Monday – Thursday, 10 – 7; Saturday and Sunday, 1- 5 to view this diverse collection of two and three-dimensional student art.

A reception for artists, their families and the general public is Tuesday, May 15 from 6 to 7 pm in the Adult Room of the **Library**. Refreshments will be served and there is no charge for this event. If you have questions, please call 629-3993.

The **Chamber Bowlathon** held on Saturday, April 21 at Albion Country Lanes was a big success with 16 teams participating. In game one,



“Strike for Bucks” winners at the 2007 Bowlathon
Becky Blodgett (**Citizens Lumbertown** team) and Gene Boehlke
(**Ruff and Kreger**)

Jim Hunter (**Kellogg Community College**) had the low men's score while Caitlin Allread from **Ossur** team #3 had the low women's score. **Kellogg Community College** had the lowest team score. In game 2, Doug Kreisler (**Culligan** team #2) and America Freeman (**Bob Frahm Chevrolet**) had the highest score for the women. The highest team score went to **Bob Frahm Chevrolet**. In game 3, the highest team score went to **Culligan** team # 1. Many thanks to all who participated and to all of the sponsors:
Albion Curves
Albion Electric
Albion Insurance Agency
Bob Frahm Chevrolet, Buick,
Pontiac
Chemical Bank

Citizens Bank
Culligan Water Conditioning
Dove & Hickey
Gordon Martin Builder
Homestead Savings Bank
Kellogg Community College
Lopez Taco House
Ruff & Kreger
Team 1 Plastics
Triangle Plumbing
World Corrugated Container
Many thanks also to all of the volunteers who helped with this event:
Randy Fisher (**Gordon Martin Builder**), chairman; RoseMary Fisher (**Gordon Martin Builder**), Gordy Garza, Patricia Hickey (**Starr Commonwealth**), Scott Pickens (**Pickens Plating**), Deb Pickens (**CISD**), Lee Schultheiss (**Artisson, LLC**), Dawn Morgan, Peg Eckmyre and Sue Marcos (**The Chamber**).

WhizBang Tip

Isn't it fun when you get a really great surprise? Something totally unexpected and completely undeserved? When it's not even your birthday?! Doesn't have to be a big surprise to be wonderful. A stranger pays for your double latte, or a friend leaves a funny note on your car windshield.

Some of our readers have been on either the receiving or the giving end of some pretty cool random acts of retail kindness recently. These small acts make a big impression!

"Our store is situated one block from a very busy train crossing. There are on average 2-3 trains an hour and at times the cars get backed up to the front of our building. When this happens we run a small hand-tied bouquet out to the car that's even with our front door. There's an enclosure card that simply says "Have a good day" and our name and info. You should see the surprised faces!"

"I work for a bank and one day we went unannounced to the local senior center and bought lunch for everyone that day. There were around 40 seniors there and they were all very appreciative and surprised! We could have put a big \$600 ad in the local newspaper and would have never received the kind of positive word of mouth PR we got from this one simple gesture. It was easy and inexpensive but rewarding for the bank."

"I was in the drive thru line at a local fast food place that I do not often go. I placed my order and

when I got up to pay, I was told that I was the 50th customer of the day and my order was free! It cost them all of about \$4.00 and do you think I will tell everybody that "Hey, I got mine for free once"? You bet." I thought it was pretty cool. It could be a free gift instead of the order for free but I think others could use this idea, too.

Huh... Turns out that random acts of retail kindness are ALSO random acts of retail marketing!

Bob and Susan Negen
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Grand Haven, MI 49417
We all know that Albion's econ

KUDOS

- to Cathy Campbell and Maggie Green for the organization of the women's philanthropic group
- to Cathy Campbell, the Albion Community Foundation and all of the others participating in the painting blitz of the Victory Park pavilion
- to the City of Albion for the clean up of the old salvage yard on N. Clinton Street
- to Albion Hardware for being open on Sundays from 11 a.m. to 3 p.m.

It's no secret that Albion's economy is struggling..... That's why it's more important than ever to support our Chamber members first and area businesses next.

After all, they are the ones who donate back to the community. They contribute to the United Way, to the Albion Community Foundation, and the 4th of July fireworks.

They sponsor and support all kinds of events—school events, scouting events, the Festival of the Forks....and the list goes on!

I've rarely seen the names of the out-of-town big boxes as sponsors of our events. I've rarely seen them at local events. They are seldom Chamber members even in their own communities.

There are, of course, always exceptionsnamely our wonderful members from Battle Creek, Marshall and Jackson who fill special needs for our community and are extremely generous in their support of the Chamber and of our community

We expect our local businesses to satisfy our every need when it comes to fundraising. In turn, we ought to at least give them the opportunity to show us what they have to offer in terms of goods and services. I don't know of one of our members who won't try to meet a price if they only have a chance! And, they often go way beyond the call of duty in customer service Besides, with the price of gas being what it is



*Invite a friend or co-worker to another
great program at*

Eggs & Issues

*Friday, May 18, 2007
7:30 A.M.*

Cascarelli's of Albion

(Please use conference room door off back parking lot)

\$7.00 per person

*Please (if possible) R.S.V.P.
517-629-5533*

From: GACOC [peg@greateralbionchamber.org]
 Sent: Tuesday, May 01, 2007 3:24 PM
 To: Sue Marcos
 Subject: 07May Calender.xls

May 2007

Sunday	Monday	Tuesday	Wednesday	Thursday
		1	2	3-Festival of the Forks is sponsoring the carnival@Pamida
6	7-7pm-Albion City Council Meeting	8-7:30am-DDA Board Meeting	9-7:pm-EDC Board Meeting	10
13-8-11am-Breakfast @ Elks Last day for Carnival @ Pamida	14	15-11:45am-Chamber Board of Directors Meeting	16	17
20	21-7 pm- Albion City Council Meeting	22	23	24

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

Ron Wright

Citizens Lumbertown

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

The logo for Greater Albion Business News features the text "Greater Albion Business News" in a large, green, stylized font. The letters are outlined and have a slight shadow effect. The logo is positioned on the left side of the page, partially overlapping a purple vertical bar.

Greater Albion Chamber of Commerce
416 S. Superior Street, P.O. Box 238
Albion, MI 49224

"The Voice of Albion Business since 1923"

PRESORTED
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2007 Bowlathon Highlights

Photos courtesy of Lee Schultheiss

