

# Greater Albion Business News

December 2007

Volume 14 Issue 10

## Bright Ideas

."Bright Ideas" was the theme of this year's Albion Aglow parade which took place on Tuesday, November 27. Thanks to all who participated and special thanks to the **City of Albion, Citizens Lumbertown,** Dwayne Bagley and Ray Campbell.

It's also a "bright idea" to remind everyone to **SHOP LOCAL FIRST!!!!**

It's a "bright idea" to **SHOP LOCAL FIRST**— to keep our distinctive character. Our one-of-a-kind businesses are an integral part of the unique character of our community. That character is a big part of why we live here, and it nurtures our region's tourist business as well.

It's another "bright idea" to **SHOP LOCAL FIRST** because non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.

It's also a "bright idea" to **SHOP LOCAL FIRST** because it reduces environmental impact. Locally owned businesses can make more local purchases that require less transportation. They usually set up in town.



*Ribbon Cutting at Sisters' Act., Unique Gifts and Collectibles, 14632 Duck Lake Road  
Photo courtesy of Albion Information Service*

That means less sprawl, congestion, habitat loss and pollution. And think what you can save on gas!

And it's another "bright idea" to **SHOP LOCAL FIRST** because it means more money for our city. Significantly more money is recirculated in Albion when purchases are made at locally owned businesses. They in turn purchase from other locally owned businesses and service providers, keeping the money reinvested in our community.

Another "bright idea" is to **SHOP**

**CHAMBER MEMBERS FIRST**— Chamber members have made an important investment in their business by joining The Chamber.

And it's also a "bright idea" to give **AlbionMoney** gift certificates to your business colleagues, family and friends. **AlbionMoney** comes in denominations of \$5, \$10 and \$20 and can be redeemed **only** in Albion and **only** at businesses which are members of The Chamber. **AlbionMoney** is a perfect gift for those who are difficult to buy for. **AlbionMoney** is available at the Chamber office, 416 S. Superior Street in downtown Albion.

## 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.

### 15 years

**Caster Concepts**

### 1 year

**Narconon Stone Hawk East**

### Other Renewals

**Albion Health Care Alliance**

**Calhoun County Agricultural & Industrial Society**

**Miriam S. Daly**

**Terry DeWeerd**

**Harley's Antiques**

**Anne B. Norlander**

**Rafaill & Associates**

**Russell and Dorothy Rowan**

**Southwest Regional Rehabilitation Hospital**

**Rafaill & Associates**

**Young's Pharmacy**

**Tidd-Williams Funeral Chapels** and the **J. Kevin Tidd Funeral Home, Inc.** have merged. Both the 208 West Erie Street and 811 Finley Drive address will remain open for the time being. Michael Olma and Kevin Tidd will be involved at both locations and both will be called the **J. Kevin Tidd Funeral Home.**

**Duck Lake Country Club** invites all Greater Albion Chamber members to join with them at

"Bushwood Country Club" on New Year's Eve, December 31, 2007. Cocktails and hors d'oeuvres begin at 6:30 p.m. followed by dinner at 8 p.m. A comedy show featuring William Peterson as "Rodney Dangerfield" will begin at 9 p.m. followed by DJ and dancing with midnight shacks and a Champagne toast. The cost of \$75 per person includes 2 drink tickets each. "Caddy Shack" attire is encouraged. For reservations call 517.629.9015 by December 26.

### **Albion Heritage Bed and**

**Breakfast** will host its fourth annual "Cozy Up With Art" on Saturday, December 8, 2007 from 10 a.m. until 3 p.m. With music playing in the background, guests can tour the 1912 Georgian Revival home, elegantly decorated for the season, while visiting local artisans as they show, and sell, their arts and crafts. Hors d'oeuvres and punch will be served. This year our featured artists include; Grace Ann Bolton, Lynne Chytilo, Deborah Erlandson. Sue Havens, Bruce Huepenbecker, Joan Larson, Richard Lewin, Pat Messer, Martha O'Kennon, Diana Shafe, and Peggy Sterner. Items for sale will include: jewelry, pottery, soaps and lotions, monotypes, paintings, knitted wear, photography, cut-paper works, greeting cards, ornaments, holiday arrangements, and music CDs. As visitors wander through the house, they will be entertained by Rick Crandall at the piano and Dan Steeves (our wandering minstrel) on the dulcimer. Gift certificates for the B&B will also be available for purchase.

And, just across the street at the First United Methodist Church, the **Forks Senior Center** will hold a Holiday Bazaar from 9 a.m.—3 p.m.

Great "Silent Auction" buys at this year's holiday ball, "Be an "Angel Among Us!" Plan to attend the 6th annual **Albion Health Care Alliance** "Holiday Benefit Ball," Friday, December 7th, from 8 p.m. to midnight at the Albion National Guard Armory. Music, snacks, and refreshments all included plus GREAT SILENT AUCTION items. Bid on an autographed photo, sent especially for this occasion by the musical group "Alabama," the original artist of the song, Angel Among Us." Other items include: four Piston game tickets, a propane gas grill, Fran's baklava, coin collector sets, Joyce's pound cake plus many other wonderful items. For ticket information or to donate to the Silent Auction call: (517) 629-5080 or (517) 629-5533.

Jeff Mathie, president of **Patriot Antenna Systems**, has been elected to the Olivet College Board of Trustees where he will serve a four-year term. He is a 1988 graduate of the college. Mathie has grown **Patriot** through the design and development of antenna systems, including military auto deploy and Earth-station antennas and NASA's Deep Space Radio telescopes. **Patriot Antenna Systems** has been honored as one of the "50 Fastest Growing Companies in Michigan in 2005 and as one of *Inc.* magazine's "Top 5,000 Companies in the United States" in October. Mathie has started eight companies in all,

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## 45 Years Downtown

## Winter Driving Tips

Forty-five years ago, on October 1, 1962, Gordon Pahl started working as a sales person for Miller Jewelers on Superior Street in downtown Albion. Except for a few months at a furniture store he was there as salesman and manager for eleven years.

In 1973 he bought the Tuchtenhagen Jewelry store in Albion and later changed the name of the store to G. Pahl, Jeweller. In 1996 he made a complete career change to photography and opened G. Pahl, Photographer downtown.

He estimates that makes him the second-longest serving person still working on Albion's main street.

The 65-year old Pahl has been active in the downtown community in many ways over the years. He was formerly involved in retail activities with the Greater Albion Chamber of Commerce and served periodically on its Board of Directors.

He served for twelve years on the Downtown Development Authority Board of Directors. And there were numerous other involvements with the community as a whole as well.

In 1962 Albion was at the peak of the "oil boom" and downtown was full of busy and successful retail businesses. "It's a lot different today," Pahl said. "Like most other small towns across the country retail shopping has mostly gone to larger city malls."

Not one to dwell on the past, Pahl tries to concentrate on today and the future.

He says he loves the photography studio where he specializes in weddings and portraits. He wishes he had found his new occupation long ago. "But, then," he said, "if I had been doing this for forty-five years I might have been burned out on portrait photography as well."

Pahl says that he is most proud of his reputation in the community for honest and ethical dealing done with a sense of humor.

"I may not always been successful at that," he said, "but I think I have come pretty darn close."

### WhizBang Tip

SHOW, SHOW, SHOW UNTIL THEY SAY "NO". The people in your store are shopping - they are looking for things to buy - and you'll sell LOTS more (and give your customers a better experience) when you make a point of showing more merchandise.

Keep selling! Ask your customers who else they need to buy for, suggest items that would compliment gifts they've already purchased, suggest stocking stuffers, have lots of impulse items at the cash wrap...

Encourage your customers to sample your lotions, smell your candles, try on the sweater, taste your food stuffs. Make your merchandise come alive!

The big box stores and internet merchants can't touch you when it comes to providing a great experience and giving great personal service.

*The holidays are your chance to shine!*

**Bob Frahm Chevrolet, Buick, Pontiac** offers the following seasonal driving tips.

- Before winter arrives, make sure your car is equipped with tires that are able to handle winter weather.
- Winterize your vehicle. A qualified technician can make sure your vehicle is ready for the winter.
- Do not use cruise control on slick highways.
- Allow for extra time to get to your destination.
- Maintain a safe distance between your vehicle and others.
- Stay on well traveled roads if possible.
- Do not start your car in a closed garage. Carbon monoxide is almost impossible to detect and can be fatal.
- Keep emergency items in your vehicle, including an ice scraper, jumper cables, flash light, warm blanket, etc.
- Do not swerve to avoid hitting a deer. It is generally safer to hit the deer than to run off the road or to hit another vehicle. Swerving is the reason for most deer-related deaths and injuries.
- Be aware. Deer are everywhere, not just in rural areas.
- Deer often travel in packs, so if you see one there are probably more to come.
- In the event of a deer collision, brake firmly and keep the steering wheel straight.
- Drive cautiously through posted deer-crossing areas.
- Use common sense-wear safety belts, stay awake, alert and sober.

In the event of an accident the **Frahm** service department and body shop are prepared to repair!

## Member Happenings *(continued from page 2)*

including one that produces UAV helicopter systems for surveillance and disaster recovery.

Albion on Display with College's Portrait Project Faces from Albion's Festival of the Forks offer a unique art display, as **Albion College's** Photographic Viewpoints seminar presents its third annual Albion Portrait Project exhibition. The exhibition preview runs Monday, December 3 through Thursday, December 6, from 7 a.m. to 9 p.m. each day in **the Albion College Kellogg Center**. The main exhibition will be held in early January 2008. The pieces in the exhibit were chosen from more than 300 photographs taken by **Albion College** first-year students during Albion's Festival of the Forks held in September "This is the third year we've done this and we have some community people who've returned each time to participate," noted Art department professor Gary Wahl, who teaches the seminar. "So now, we have 'old favorites' as well as new people involved. I think for our participants and for the students, this project changes people's feelings of who belongs to the community." Wahl notes that the 20 photographs chosen for the exhibit represent a diversity of the community in various ways. "For the exhibit, we look at all the photos and choose whichever ones catch our eye. Sometimes it's a gesture, sometimes a t-shirt or a particular smile. It's hard to say." This exhibit is free and open to the public. More information and past Portrait Project exhibitions can be viewed online at [http://courses.albion.edu/f07/fyseminar\\_gw/festival2007.htm](http://courses.albion.edu/f07/fyseminar_gw/festival2007.htm). For more information, contact Wahl at 517-629-0246 or

[gwahl@albion.edu](mailto:gwahl@albion.edu).

**Miller College is gearing up for SPRING!** *Spring enrollment, that is.* Our spring semester begins January 14, 2008 and registration for classes is going on now. Miller College offers degrees in Business Administration and Management, Education, Nursing, and Liberal and General Studies. This senior level institution is a great resource for employees looking to educate and empower their workforce. Advisors will work with you to create a personal program to fit your company's needs. Visit us online today at [www.millercollege.org](http://www.millercollege.org) or call an advisor at 269.660.8021 for more information.

'Tis the Season for Giving at the **Albion District Library** Are you wondering what to give that special person on your list who has everything? Consider making a donation to the **Albion District Library** and benefit the entire community. The Library has many options for you to consider. Donate in memory or in honor of a loved one, specify which collection in the Library you would like your gift to go to (children, fiction, history, travel, gardening, entertainment, etc.), or decide which format you would like your gift to be in, such as video (VHS and DVD), audio (audiocassette or CD), or that all-time-favorite—the book! Donors may choose to remain anonymous or have a bookplate attached to items purchased with their donations. Donations in any amount are gladly accepted. Please call (517) 629-3993 for more information. The **Albion District Library** is at 501

S. Superior St. in downtown Albion.. [www.albionlibrary.org](http://www.albionlibrary.org)

The Marshall Area Chamber of Commerce and the Marshall Area Development Alliance invite you to a presentation on the development of the Fire Keepers Casino. The presenter will be James P. Dacy, Vice President Gaming Development, Full House Resorts, Inc. An update on the casino project will be given with an opportunity for questions. Date: Wednesday, December 12th, 2007 from 7:30—9 a.m. at the Franke Center for the Arts in Marshall. Please RSVP to the Marshall Chamber office at 269-781-5163 if you plan on attending.

Members of the Sister City Committee recently traveled to Noisy-le-Roi (France) for an elegant 10th anniversary celebration. A celebration in Albion is planned for this spring. Hundreds of people have already been involved in Sister City activities.

**Guardian** is investing millions of dollars to upgrade its oldest line to modern technology. The equipment and infrastructure being replaced was installed in 1980. **Guardian** will be shutting down its oldest line for approximately 60 days to allow the rebuilding of the "Hot End" with our newest technology. **Guardian's** other 3 production lines will continue to operate normally.

*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! And  
please e-mail us your member  
happenings!!!  
[sue@greateralbionchamber.org](mailto:sue@greateralbionchamber.org)*

# Albion Public Schools

## **Full day kindergarten**

The implementation of Full Day Kindergarten has been overwhelmingly positive. The addition of a full day for the students required the hiring of three additional kindergarten teachers. To accommodate the necessary planning times, a new special was added for the students. In addition to Art, Music, and PE, the students also receive Spanish instruction. The 6 classes of kindergarten will move to first grade (requiring an additional 3 teachers).

## **Academic After-School Program**

Albion Public Schools in collaboration with Minority Program Services, Albion Recreation Department, and Albion College has restructured the after school program to focus on a more school-based enrichment extended day approach. School district and representatives from each group have met several times over the past few months and have recommended several changes. The revised program takes place during after-school hours. It differs from traditional after-school programs in that it is directly connected to what takes place during the school day. Research indicates that successful programs address three developmental needs of the “whole” child; academic, cultural, and recreational.

## **MS no longer in “School Improvement Phase”**

The District received good news late this summer when we were informed by the state that Washington Gardner Middle had made AYP (Adequate Yearly Progress). Thanks to the dedication and hard work by the staff!

## **WGE has made AYP every year since NCLB started**

The district is proud to announce that Washington Gardner Elementary has made AYP each year since its origin. Adequate Yearly Progress (AYP) is one of the cornerstones of the federal No Child Left Behind (NCLB) Act. In Michigan, it’s a measure of year-to-year student achievement on the MEAP test. Congratulations, W.G.E. staff and students!

## **Mentors**

How fortunate our students are to have the caring support of a group of mentors who come to us from Albion College, faith based organization (FBI) and the high school’s National Honor Society (Jesse’s Gift). We want to thank each group for their dedication to Albion’s youth whose lives are positively touched each day.

## **Washington Gardner Elementary – “Kid Cardiac”**

During the week of November 26<sup>th</sup>, students at WGE will be learning about the different life saving techniques. The program is designed to introduce grade appropriate techniques for saving lives in emergency situations.

## **Football, Swimming, and Cross Country**

Our Varsity Football Team made the playoffs after an exciting season. The Girl’s Varsity Swim Team continued their winning tradition as well. They had 6 state qualifiers in several events (200 Medley, 100 Freestyle, 100 Backstroke, 200 and 400 Free Relay). Students qualifying: Caroline Dobbins, Corey Downey, Lindsey Ohmer, Rebecca Haas, Emily Reimann, and Janie Frandsen. Varsity Cross Country had three All Staters: Paul Lewis (21<sup>st</sup>), Amelia Bannister (12<sup>th</sup>), and Tre’ Washington. In addition, Freshman Kenny Harris finished 71<sup>st</sup> at the state meet.



## *Eggs & Issues*

*Friday, December 21, 2007*

*7:30 A.M.*

*Cascarelli's of Albion*

*(Please use the conference room door off back parking lot)*

*\$7.00 per person*

*If possible, please R.S.V.P -*

*517-629-5533*



## *December 2007 Events*

### *Week of Dec. 2 - 8:*

*6<sup>th</sup> - Albion Economic Development Board Meeting - 7:30 am*

*7<sup>th</sup> - Holiday Benefit Ball - National Guard Armory*

*8<sup>th</sup> - Holiday Bazaar - Forks Senior Center - 600 E. Michigan Ave. - Albion - 9 am - 3 pm*

*8<sup>th</sup> - "Cozy up with Art" - Albion Heritage Bed & Breakfast - 517 E. Michigan Ave. - Albion - 10 am - 3 pm*

### *Week of Dec. 9 - 15:*

*11<sup>th</sup> - Downtown Development Authority Board of Directors - 7:30 am.*

### *Week of Dec. 16 - 22:*

*19<sup>th</sup> - Chamber Board of Directors - EDC - 11:45 am (note date change from 18<sup>th</sup>)*

*21<sup>st</sup> - Eggs & Issues - Cascarelli's - 7:30 am*

### *Week of Dec/ 23 - 29:*

*25<sup>th</sup> - Merry Christmas to everyone*

*No Albion Downtown Brickstreet meeting in December*