

Greater Albion Business News

January 2009

Volume 15 Issue 1

Happy New Year ! Best Wishes for 2009!

The Board of Directors and staff of the Greater Albion Chamber of Commerce wish you a happy, safe, healthy and prosperous New Year! We look forward to working with you over the coming year.

In these challenging economic times, now, more than ever, is the time to take advantage of your Chamber membership-referrals; networking opportunities; bulk rate mail; *free* advertising and promotional activities through the newsletter (member happenings), ribbon-cuttings for a new product line, an expansion, a special anniversary, or new ownership; building a sled for the Cardboard Classic; getting a team together for the Winterfest disc golf tournament, or hosting a Business After Hours; and the list goes on! Now, more than ever, using an old cliché, Chamber membership—investment in your community—costs less than a cup of coffee per day. And now, more than ever, there is strength in numbers!

Again, Happy New Year!



Long-time members and past Chairmen of the Board Tom Feldpausch and Randy Fisher.

Welcome, Thank You, and Congratulations !

We would like to take this opportunity to **thank** outgoing Chairman of the Board Randy Fisher (**Gordon Martin Builder**) for his outstanding service and loyalty to The Chamber during the past year. Fisher will continue to serve on the Board of Directors as Immediate Past Chairman. This was Fisher's second "tour of duty". He is also serving as Chairman of Las Vegas Night, January 23.

Congratulations Lee Schultheiss (**Artisson, LLC**) who takes

over the reins as 2009 Chairman of the Board tomorrow. This is Schultheiss' second "tour of duty" as well. He is also our webmaster and computer "guru" and is chairing the Winterfest disc golf tournament.

Many thanks to outgoing Board members Jeff Bell (**Homestead Savings Bank**), Mark Garrison (**Tuck, Garrison & Moore**) and Sandi Pfeffer (**Frahm Chevrolet, Buick, Pontiac—now College Chevrolet**) for their outstanding service. Welcome Mike Tymkew

(**Murray-Tymkew**) and Kathy Payne (**Standard Printing & Office Supply**).

Thank you Bill Wheaton as mayor and Councilmember Ken Waito (**Waito Plumbing & Heating**) for your years of service to our community. **Congratulations** to Joe Domingo, our new mayor and Thorland Bradley. And last, but certainly not least. **Congratulations, best wishes, and thanks to Bob Frahm on his retirement.** Bob has devoted much of his life to The Chamber and to the community

Member Happenings
Making New Year's Resolutions A Reality!
Cascarelli's Celebrates 100th Anniversary—1909-2009

page 3 and 4
page 4 and 5
page 6

2008 HIGHLIGHTS

200 Grew Their Businesses with The Chamber, and took advantage of our *free* membership benefits including referrals, networking opportunities, newsletter, ribbon cuttings, Business After Hours, and bulk mail rates. **The Chamber** also represented **you** as an Albion business advocate at City Council, on the DDA, the EDC, Sister City Committee, Albion High School Alumni Association, and the Battle Creek/Calhoun County Convention and Visitors Bureau, the Arts and Industry Council as well as with many other groups.



The place to be the 3rd Friday of every month is **Eggs & Issues** which has grown by 43% over the past year.



The **Virtual Expo, Albion Biz Expo.Biz**, has already had almost 7,000 visitors in 7 months compared to 7,900 during twelve months last year.

The Chamber has actively promoted **tourism** through

Swingin' at the Shell sponsored by Caster Concepts



The Festival of the Forks

which attracts hundreds of people from across the State of Michigan and from as far away as Arizona, California, Georgia and Connecticut with its four entertainments stages which featured no fewer than 15 musical groups playing a variety of music from jazz and blues to rock and roll, and Latin American as well, and plenty of entertainment for kids. Our innovative sidewalk chalk art program featuring well-known "street painter" Lee Jones has been copied by several Michigan communities and brought budding artists to Albion to participate in our mini-street painting festival. Despite the rain and snow, some of this past September's works of art can still be seen on the sidewalks downtown.



Our community's new **Disc Golf Course**, which is said to be one of the world's finest, not only hosted the International Professional and Amateur Tournament this past summer, but several others as well. We have joined the International Association and celebrated Disc Golf with people all around the world who have set aside the first weekend in May as the day to play.



The **Cardboard Classic Sled Race** continues to draw participants from all over the State of Michigan. Now in its 18th year, as always, we pray for



snow and sun. Around 150 outdoor enthusiasts participate in the downhill course. In Victory Park, one of the area's best sledding hills. Hundreds of spectators brave the cold to cheer them on.



For the second time, we joined with countries all around the world in the **Fete de la Musique, Think Music. Think Albion** celebrating the summer solstice with free street music by the area's best professional and amateur musicians. Participation increased by 33 % in 2008.

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.

30 Years

Albion Tire City

Home Town Pharmacy (formerly Young's Pharmacy)

Other Renewals

Able Heating & Cooling

Albion Health Care Alliance

Russ and Dorothy Rowan

Terry DeWeerd

United Educational Credit Union

As of January 12th, the **Edward Jones** office will be moved to 306 S. Superior Street (next to the Secretary of State office).

News from **Albion Community Ambulance**: Its newly formed EMS Honor Guard, comprised of ten paramedics and EMTs, made its first appearance on December 13 at our holiday party. Although Honor Guards are common in the military, and police and fire departments, they have only recently started to become popular in emergency medical services. Our uniformed Honor Guard bears three flags (U.S., Michigan, HVA) and respectfully represents ACA and EMS at different events throughout the year, including parades, award banquets, dedications, funerals and memorial services. If you have an event where our EMS Honor Guard would be appropriate, call 734-477-6241 or e-mail Paul Hood, phood@hva.org.

On December 1, the **Albion city council** approved the building of a joint fire/ambulance station for **ACA** and the **Albion Department of Public Safety** at 205 N. Clinton Street in downtown Albion. We need a permanent station in the downtown area since the majority of our calls are within the city limits. The ambulance portion of the station will include ACA crew quarters and a double deep, drive-through ambulance bay, enabling us to keep both our ambulances in the garage. A classroom will be available for joint use by **ACA** and **DPS**. We have signed a long-term lease with the City and hope to break ground soon.

Andy the Ambulance has arrived in Albion! Andy is a robot replica of an ambulance that moves, talks, plays music, shines his lights and sounds his siren. If you want to see Andy, watch the Bart Hawley Show on JTV on January 9, 2009 where he'll be a special guest. Andy is also ready to teach your children's group about 9-1-1 and safety. Call Community Relations at 517-841-4853 or e-mail us.

This year, consider giving the unique yet affordable gift of a JCAPlus ambulance membership. While the fee supports your local nonprofit ambulance service, an **ACAPlus** membership gives your loved one the assurance that they will pay no out-of-pocket costs for any emergency ambulance transports for their whole family for all of 2009! It's a thoughtful gift for grandparents with no supplemental insurance, friends with no health insurance or the person who has everything.

ACAPlus membership rates are as follows:

Individual or family - \$44.00/year
Senior or senior couple - \$32.00/year. If you're already an **ACAPlus** member, we have a renewal special for you. When you sign up a new member with your renewal, you both pay only half price! For more information, call 517-841-PLUS (7587), or e-mail our [ACAPlus Coordinator](#).

News to know

- On December 6, the Albion Building Authority, which operates and manages Maple Grove Apartments, recognized and thanked **ACA** for our part in rescue and assistance during the devastating fire at Maple Grove on August 14. Albion Station Coordinator Adam Day attended the dinner.

- Frances Gideon of Albion wrote to say, "This was one of those 'I've fallen and I can't get up' calls. I had to call your service recently and was very grateful for the prompt courteous response. Your three young men checked me very thoroughly and made sure I'd be OK before they left. They made me proud to have once been a part of Albion's ambulance service."

- Our paramedics now wear reflective vests when providing care at motor vehicle accidents. The vests, now required by law, help with visibility on the roads, especially in the dark.

- ACA** President and CEO Dale Berry was recently elected Treasurer of the American Ambulance Association, a professional organization that represents ambulance services and promotes health care policies that ensure excellence in the ambulance services industry. (continued page 4)

Member Happenings (continued from page 3)

For more information about anything in this newsletter, please reply to it or call Joyce Williams, Public Affairs Manager, at 517-841-4852.

Albion Community Ambulance serves the city of Albion, western Jackson County, and surrounding communities.

Around Town

Dust Off Your Dancing Shoes!

The First United Methodist Church is sponsoring a Dinner/Dance on **January 30th** in Fellowship Lounge and Tennant Hall featuring Ken Fourn's band, *Sounds Appropriate*. The evening will begin with a sit-down dinner followed by a chance to show off your expertise (or lack thereof?) on the dance floor. The doors will open at 6:30 pm, dinner will be served at 7:00 pm, and the music will begin at 8:00 pm. Child care will be provided. Tickets will go on sale January 5th and will be priced at \$20/person or \$150/table of eight. All proceeds will benefit the *Opening Doors for Tomorrow* Capital Campaign. Be prepared for an evening of fine food, great music, and dancing on January 30, 2009. Tickets will be on sale from January 5th through January 28th. Only a limited number are available so be sure to buy yours now. Tickets may be purchased at: **Albion Insurance Agency**, Books and More, the **Forks Senior Center**, **Greater Albion Chamber of Commerce**, and at the Church office..

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 Winterfest (Las Vegas Night, Disc Golf and Cardboard Classic Sled Race January 23-January 25)

Tips for making your New Year's Resolution a Reality!

By: Peggy A. Grigowski MA, LLPC

Life Repair Clinic Plc □
103 W. Cass Street □ Albion □
MI

Phone: 517-629-6855 email: PeggyG@LifeRepairClinic.com

Website:

www.LifeRepairClinic.com

When you sit down and think about making a New Year's resolution remember this; there is a right way and a wrong way to make a New Year's resolution. Through the years I have learned by trial and error and error and error what really works and what really doesn't. Hopefully, these tips help you stay focused, on track, and optimistic about your own resolution making.

1. Make a Plan

First, you have to realize that if you just set a goal without a plan you are just setting yourself up for failure. So, first you must make a plan, and then set a goal for that plan. In order for your resolution to *have resolve*, (as the word "resolution" implies), you must translate your resolutions into clear steps that can be put into action. A good plan will guide you. Your plan should tell you (1) what to do next and (2) specify each step to make each objective a reality to complete the goal(s).

2. There is no time for "Procrastination!"

Get with the program and get your plan written out. Most people will talk about it and never do it. Some people will talk about it and then do it half way. When

this happens you end up with a limited window of opportunity to utilize your revelation. After that, most people forget their resolutions completely and go back to the couch and do nothing. Thus, history repeats its self next year and the next and the next.

That is why it is imperative that you begin establishing your plan without delay!

3. Write Write Write!

Got paper? Get a pen and begin your writing. It is so easy that you can even write it on the back of an old envelope. Who cares what you write it on as long as you just do it. The biggest thing is for you to make the choice to commit yourself and stick—to—it! That is why you need to make the commitment, write it down and then put your plan in action.

4. Think outside January! Rome wasn't built in a day and nothing gets accomplished in one day either. We can set our resolutions in a day, but we accomplished our plans (resolutions) with many steps that occur throughout the year. Remember your "New Year's Resolutions" should be nothing more than your starting point. You have to put your resolution in a place where you can see it daily. You need to read it daily and recommit yourself and your plan each time you read it. By doing this you lock in your "want—to" drive. If you have a cell phone or computer set weekly reminders. If you have a wall calendar write down weekly reminders. Prompt yourself to get out your resolutions plan and review it. Make sure you stay on target to reach your goals. Give yourself small steps to get to the BIG finish. Remember if you

Life Repair (continued from page 4)

(continued on page 5)
fall—get up and continue. Just because you fall doesn't mean it's over and you should quit...rather it means you are human and need to get your butt up and keep going. Quitters are never Winners! And then finally...

5. Stick with it and be Flexible!

Remember, you made your resolutions so you have the right to adjust it. Expect change and know that change is good (at least most of the time). Life often has a strange way of throwing unexpected things at us when we least expect it. Begin flexible is essential for life in general and especially in completing anything but the simplest goals. Often your goal will change and that's okay, too. Just don't quit.

There is one last very important step I want to mention to you in finishing your resolution(s). Remember to (and do this): recognize your partial successes at each and every step along the way. Keep in mind Rome wasn't built in a day, and your resolutions won't be finished in a day either so, acknowledge these incremental successes as they come, and don't quit!

And last but not least....

Life Repair Clinic Plc will be offering a “**New Year's Resolution Reality Class**” **Thursday, January 8th, 2009**. This class will explain (1) how to recognize your plan (2) how to write your plan (3) setting your goals (4) ideas on making your Resolutions a Reality (5) making a Resolution Board.

All material will be supplied. we just need you to make our first Resolution a Reality. Seating is

limited so get your seat today by calling and reserving at 517-629-6855. The cost is \$20.00 for the night and it goes from 6:30 PM – 8:00 PM. Refreshments will be served.

Cardboard Classic - Winterfest

The 18th annual Cardboard Classic Sled Race is scheduled to take place this year on Sunday, January 25 at the Victory Park sledding hill in Albion. Presented by the Greater Albion Chamber of Commerce, check in begins at 12:30 p.m., with design judging beginning at 1:30 p.m. and the downhill races following.

Categories include individual (one person to a sled) for ages 3 on up. Groups, businesses and organizations with up to 3 riders may also compete. Businesses and organizations are encouraged to compete in the Corporate Challenge won in 2008 by the First United Methodist Church building attendants..

The race is absolutely free, but participants must pre-register before 5 p.m. on Friday, January 23. No entries will be accepted the day of the race. Registration forms and information are available at The Chamber, 416 S. Superior Street, Albion, (517)629-5533, and on the internet at

www.greateralbionchamber.org. This year's race will be part of a Winterfest weekend which will include Las Vegas Night, and a disc golf tournament. **Member restaurants are encouraged to offer “après ski” foods throughout the weekend and music in the evenings.**

Mystery Tour

On Thursday, October 23, on behalf of The Chamber, Albion Chamber Ambassadors Cathy and Ray Campbell hosted a mystery tour of Albion for 95 people from Bryan, OH. The tour group leader came to Albion several times prior to the actual tour to visit our community and determine what would be of interest to the visitors. Since time was limited, some tough choices had to be made. Hopefully, many of the participants will return to Albion to discover and enjoy all that we have to offer.

Upon their arrival, our guests were greeted at Tennant Hall where they enjoyed juice, coffee and rolls and were welcomed by Mayor Bill Wheaton and Chamber President Sue Marcos. Local historian Frank Passic then made a presentation on our history and points of interest.

The group then proceeded to the Nancy G. Held Equestrian Center at **Albion College**, walked through the quad and visited the campus and in particular the new science center. After lunch at Baldwin Hall with the students, Cathy presented her unique napkin collection and program which they found most interesting and enjoyable.

Following a quick break, they traveled to **Starr Commonwealth** to tour the campus including the Chapel in the woods and the Brueckner Museum.

We hope that this was the first of many tours to Albion which many guests acknowledge as one of Michigan's hidden treasures.

Many thanks to Cathy and Ray for making this tour a great success!

Cascarelli's Celebrates 100 Years Happenings

The name **Cascarelli's** has been in Albion for three centuries—19th, 20th and 21st. This long legacy of service to the community had its humble beginnings with bananas, fruits, vegetables and peanuts from an Italian immigrant who came to Albion to make a living. Robert Cascarelli operated his fruit store in the far north end store in the Parker-Kessler Block (old Knuth Furniture Store) at 109 N. Superior Street where his family lived in the back.

In March 1908, Albion experienced the worst flood in its history. On Saturday, March 7, 1909 the flood waters collapsed **Cascarelli's** store and residence. Robert and his family made a quick get away as the building and all their belongings fell into the river, one of the most missed items was the original Cascarelli peanut roaster. (In the 1960s, this peanut roaster was found and returned to the Cascarelli family.) Robert moved his operation to 106-109 Porter Street (currently the Albion Moose, where he remained from March 7, 1908 – January 7, 1909 until his move to their present location, 116 S. Superior Street. (An important business change took place Thursday evening January 7 when Bob Cascarelli, the fruit merchant, purchased the business of John Moll, the cigar manufacturer and dealer. Bob Cascarelli will now have one of the best locations in the city and his many patrons will be glad have him back on Superior Street which he left at the time flood destroyed his location in the post office block.) (Article from the *Albion Recorder*)

Since **Cascarelli's** was a fruit and candy store and not a tavern, it was not directly affected by the closings of saloons in town in the 1910s. During prohibition in the

1920s, ice cream and sodas were added to the offerings at **Cascarelli's**. A soda fountain was added on the north side (which is now the bar and waitress pick-up station). Upon the death of Robert in 1929, his son Louis took over the family business and continued to move forward, changing it from a fruit stand to a local soda fountain. When prohibition ended in 1933, Louis and his brother Frank converted the family business into a tavern. For two years, 1933-1935, it was known as **Cascarelli Brothers Tavern**. **Cascarelli** remained exclusively a tavern through the 1940s and '50s. In the late '50s, sandwiches were added to the operation to go along with a larger customer base. Old style salami or canned corn beef on rye were the sandwiches of choice. In 1970, Louis' son James Cascarelli joined the team after four years in the military. Jim began to change the business into a family restaurant serving foods from pizza to steaks. While keeping this family business going, Jim and his wife had three children—Erin, Matt and Dana who all play an intricate part in our heritage. For more information on this historical family in Albion, please call 517-629-2061.

Cascarelli's 100 year celebration begins January 7, 2009 and will continue for five months and the following specialties:
 January – banana splits, 1910 style
 February – peanuts special, true malted milk shakes
 March—Celebrate repeal of prohibition, drafts \$0.25
 April-salami and canned corn beef sandwiches at old style prices
 May—Introduction of pizza—old fashioned goodness, old fashioned prices.

Lee Schulltheiss, the owner of **Artisson, LLC**, was quoted on the front page of the *Jackson Citizen Patriot* newspaper, in an article on shopping securely online during the holidays. The December 10, 2009 article gives tips on what to look for when shopping on the web, and gave a positive plug to **Artisson** and Albion!

MARKET UPDATE provided by Diane Housley, **Edward Jones Financial Advisor**.

You've heard this classic investment advice: Buy low and sell high. But how low is "low"? Should you wait until the market hits bottom before investing? In reality, it's impossible for anyone to predict when a bear market will hit its lowest point. Still, we may be near the bottom. If history is any guide. Since 1950, the average bear market has lasted 13 months—and the current bear market is now 13 months old according to the National Bureau of Economic Research. By the time we realize that the bottom is behind us, the market will have risen significantly. Currently, the lowest point of this bear market was November 20, 2008 when the S&P 500 hit 752 points. Since then, the S&P 500 has risen 20%

But whether we are near the market bottom or not, stock prices are down considerably. A bear market tends to bring down the prices of most stocks—even those that represent strong companies with good prospects. Right now, you have a chance to buy these quality investments at good prices. So, don't wait until you are sure we've hit bottom before investing. Good opportunities are out there today—take advantage of them



The Detroit Tigers Winter Caravan is coming to Albion College

What: Current Detroit Tigers players and coaches along with the voice of the Tigers, Dan Dickerson will visit Albion College to preview the exciting 2009 season

- ✓ Pick up a 2009 schedule & ticket information
- ✓ Hear about the Tigers plans to compete in the A.L. Central

**When: Friday, January 23, 2009
from 11:15 a.m.-12 p.m.**

Where: Kresge Gymnasium

Huron Street

on-street parking is available on Huron, Cass and Porter

Please see http://www.albion.edu/ac_map/default.asp for directions to Albion College and a campus map

Member Happenings

Is there a special event that has taken place or will be taking place in your business?

Have you reached a significant milestone or received a special recognition?

Have you added a new product or service, changed the name of your business, changed store hours, moved or opened another operation?

If so, we would like to share this information with other Chamber members by printing you "special News" in our monthly newsletter, the Greater Albion Business News.

Briefly give us the details by completing this form and mail or fax or e-mail the information to the Chamber office (please complete all information).

DATE:

COMPANY NAME:

ADDRESS: _____

CITY / STATE: _____

CONTACT NAME: _____ TELEPHONE _____

YOUR NEWS:

Mail or Fax to:
Greater Albion Chamber of Commerce
416 S. Superior St. / P.O. Box 238
Albion, MI 49224
Fax: 517-629-4284
E-Mail: sue@greateralbionchamber.org

PLEASE GET INFORMATION TO CHAMBER OFFICE BY THE 20TH OF THE PREVIOUS MONTH

A HAPPY NEW YEAR

January 2009 Events

Jan. 1-4:

1st - Happy New Year to All - Chamber office closed

2nd - Chamber office closed - reopen January 5th @ 9 a.m.

Week of Jan. 5 - 11:

EDC Board of Directors Meeting - No meeting in January

8th - Life Repair Clinic - How to keep your "New Years Resolutions" - 6:30-8 pm- 103 W. Cass St. - R.S.V.P
- 517-629-6855 - space limited - \$20

Week of Jan. 12 - 18:

14th - DDA Board of Directors Meeting - 7:30 a.m. @ DDA office

16th - Eggs & Issues - 7:30 a.m. @ Cascarelli's of Albion - R.S.V.P. 517-629-5533

Week of Jan. 19 - 25:

20th - Chamber Board of Directors Meeting - 11:45 a.m.- City Hall

21st - Las Vegas Night training - 5:30 p.m. - Albion Elk's Lodge

23rd - Albion College - Detroit Tigers come to Kresge Gymnasium 11 a.m.-Noon

23rd - Start of Winterfest 2009:

Las Vegas Night - 7 p.m.- Midnight - Albion Elks Lodge - \$4.00 - Tickets available at Chamber office

24th - Winter Disc Golf Tournament @ Victory Park - Starting times TBA

25th - Cardboard Classic Sled Race - Victory Park sledding hill-check in begins @ 12:30 p.m. - Call 517-629-5533 for more information

Week of Jan. 26 - 30:

27th - Albion Downtown Brick Street Association meeting - 6:30 p.m. - DDA office

A HAPPY
NEW YEAR

Eggs & Issues

January 16, 2009

7:30 a.m.

Cascarelli's of Albion

(Please use conference room door off back parking lot)

\$8.00 per person

R.S.V.P - 517-629-5533

(New policy - to keep costs down - R.S.V.P. by Thursday, Jan. 15th at 4 p.m.- Please honor your reservation or you will be billed.)

Bring a friend or co-worker with you to enjoy the fun!