

## Grow Your Business With The Chamber!

In these trying economic times, it's easy to fall into the "gloom and doom" mode. Easily swayed by the media and our elected and appointed officials, and depressed by the weather, it's not easy to be optimistic about the present or the future. In Michigan especially, where we are so heavily dependent on the automobile industry, the proverbial "the last one to leave, turn out the lights" echoes loudly in our cold ears.

Yet, some of our members are reporting that things are picking up slowly, and hope that this is a good sign.

In the course of doing a huge spring cleaning at the office, we ran across many documents that showed Albion regularly in crisis with stores going out of business, factory closings and high unemployment. But, we are a tenacious and resilient bunch, and survivors! We always bounce back!

**NOW MORE THAN EVER**, make your Chamber membership count: by taking advantage of the additional *free* services and benefits your membership provides and by participating in our many affordable, cost effective programs offering a great return on your investment.

First, think of it this way—

Chamber membership, in many cases, costs less than one cup of coffee per day..... For some of our businesses, we know that even that presents a challenge.

**But**, we accept quarterly and semi-annual payments and are more than happy to set up a payment plan that meets your needs (monthly payments, for example). We also accept payments by Visa or MasterCard—at no extra charge to you.

The *free benefits and service* associated with membership include, but are not limited to:

- **Referrals.** The Chamber office receives numerous requests daily asking for information about various goods and services in our area. We **always** refer them to member businesses.
- **Internet presence.** All of our member businesses benefit from a free listing on The Chamber's website as well as on the E-News Directory.
- **Networking.** The Chamber offers many opportunities to network with other members. Committees, ribbon-cuttings, events, Eggs & Issues, etc., all provide opportunities to make business as well as social connections.
- **Eggs & Issues.** Our fast-paced monthly "news" program (the third Friday of every month). There you have the opportunity to speak about your goods and services, distribute flyers, and introduce your business to fellow Chamber members as well as to the community at large. Every month we notice numerous exchanges of business cards, phone numbers and the like.
- **The Greater Albion Business News.** Our monthly newsletter is a platform which reaches a targeted audience of members, elected and appointed officials, and other community leaders. We gladly publish full news releases as well as short promotional messages in *Member Happenings*. Last year, one new member reported he gained five new customers just for having his business name published as a new member!
- **Bulk Mailings.** Through the Chamber's bulk mailing permit, members can save on postage. In fact, many members have saved considerably more than their membership investment by taking advantage of this service.
- **Business Advocacy.** The Chamber advocates on behalf of business when important issues affecting business come up at the local, state and even federal levels. Staff and board members represent member businesses at many community, county and statewide meetings and events.

***There is strength in numbers!***

## We Want To Work With You!

- **AlbionMoney.** Help our local economy and your fellow Chamber members by giving gift certificates which can be used at around 40 Chamber member businesses. Denominations of \$5, \$10 and \$20, sold at cost.
- **Annual Small Business Awards.** Given to Chamber members only who are nominated by their peers. These prestigious awards draw attention not only to the recipients, but to the nominees as well.
- **Fete de la Musique: Think Music. Think Albion.** A part of World Music Day which began in France in 1982 and has spread across the world to more than 120 countries and 320 cities in celebration of summer's arrival., June 21. Two requirements: the music must be free to the public and the musicians must not charge to play.
- **Swingin' at the Shell.** A series of summer concerts at the Victory Park bandshell. Featuring all genres of music, the concerts are typically on Sunday evenings and free of charge to the public.

In addition to these *free* benefits, to keep your membership investments affordable, The Chamber sponsors a number of fundraisers throughout the year to supplement its income. Not only do these events help us keep your dues down, but they are usually "funraisers" as well, draw the general public, and provide networking opportunities if you are involved on the planning committees or attend the events:

- **Las Vegas Night**
- **Annual Gala**, with awards and entertainment
- **Disc Golf Tournaments**
- **Annual Golf Outing**

Other community events presented by the Chamber to enhance our quality of life and attract visitors are:

- **Cardboard Classic Sled Race.** Held on the great sledding hill in Victory Park, this event draws people from across the state with sleds made only of cardboard or corrugated who compete in design and downhill racing categories. Typically the third Sunday in January.

And last, but certainly not least, are the marketing opportunities afforded by the following events:

- **Albion Biz Expo** (virtual expo on the Internet). This business expo takes place during a whole year beginning in May each year on the internet at [www.albionbizexpo.biz](http://www.albionbizexpo.biz).

For a very modest fee (\$0.48 or less per day), those without a website of their own can exhibit their goods and services and have a webpage for much less than a normal site. However, participation in the expo holds many benefits for those with their own websites as well. The Albion Biz Expo has grown by at least 15% per year since it began in 2003 with individual businesses realizing from 8% to 92% in creases over last year. When "googled", 81% of those with their own websites come up in the top 10 (first page) of the search **under the expo banner.**

- **Festival of the Forks.** Now in its 43rd year, the Festival, which takes place the 3rd full weekend in September, relies heavily on your sponsorship/marketing dollars to offer a first-class Festival. For the past five years, the Festival has focused on music, but not forgotten the traditional arts and crafts, foods, and kids' events. Many Albion High School Class Reunions take place on Festival weekend, as well. This year, in particular, there will be a great influx of AHS alumni Festival weekend.

*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 Las Vegas Night, June 20 at Duck Lake.*

## 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.

### Anniversaries

#### 1 year

**Oak Meadows**

### Other Renewals

**Certi Pro**

**Citizens Supporting Mike Nofs**

**Ismon House**

**Johnson Child Care and Development Center**

**Jean R. Taylor**

**Ultra Form**

Our call for Member Happenings brought in a few more than in the past few months! Many thanks to those who did. We will continue to encourage you to send your news. We publish it at no cost to a target audience of 375 people!

**Certi Pro Restoration** continues to invest in Michigan! **Certi Pro Cleaning & Restoration** in Homer and The Clean Source in Jenison have joined forces to create one of the largest, most experienced restoration companies in Central and Southwest Michigan. Our customers will experience the same quality and service they have come to expect when we are on the job; however they will benefit from our increase in capacity with access to more equipment and manpower. Spring is finally here! As we dust

off our lawnmowers and sharpen our shovels, we know that April also brings rains. **Certi Pro** is geared up and ready to tackle emergency calls. Our services include: Water Damage Extraction and Drying  
Fire Damage Cleaning  
Odor Removal  
Crime/trauma Scene Cleaning  
Mold Remediation  
General Construction Services  
Sewer Back Up Cleaning  
Carpet Cleaning  
Commercial Air Duct Cleaning  
We enjoy being a part of the Albion community and look forward to servicing it for years to come.

Robert Frey

**Certi Clean Restoration Group**

**Certi Pro & The Clean Source**

1-800-745-3203; Fax 517-542-2314

[rfrey@certipro.net](mailto:rfrey@certipro.net)

[www.certipro.net](http://www.certipro.net)

Don't forget to vote on Tuesday, May 5. On the ballot are Albion School Board candidates, KCC Board of Trustees and Renewal of Albion's Recreation Millage. 1st and 5th precincts vote at Crowell School; 2nd and 3rd at St. John School; and 4th and 6th at the United Methodist Church. The polls open a 7 a.m. and remain open until 8 p.m.

Register today for the 2009 **Oak-lawn** Hospitality Classic which will take place on Saturday, May 16, just north of the Brooks Memorial Fountain Circle. Events are as follows:

10k Run 7:30 a.m..

5k Run 9:00 a.m.

May Walk 9:00 a.m.

Mile Fun Run 10:00 a.m.

Register online at

[www.classicrace.com](http://www.classicrace.com)

Six teams participated in the 2nd annual Chamber Disc Golf Tournament on Saturday. This tournament was associated with the 19th annual World's Biggest Disc Golf Weekend. In the beginner's division, Greg Reagle and Brian Hitz took first place and Greg had the longest throw. In the advanced division Nick Barnes and Adam Miller from Springport took 1st place, while Jon Reynolds had the shortest throw. Hayes Mueller had the longest putt. Thank you to the Committee:

Lee Schultheiss (**Artisson LLC**)

Fred Clarke (**Superintendent of Albion Public Schools**)

Erik Aischenbach (**Albion College**)

John Ropp (**Albion-Homer United Way**)

At the May 23 meeting of the **Rotary Club of Albion**, Rotarian Shana Plasters, director of career development at **Albion College**, introduced guest speaker Keena Williams, student senior. Williams is an English and Ethnic Studies major whose goal is to work with special needs children. She explained that she was born and raised in Albion. After graduating from Albion High School, she took time out to have a family. She secretly applied to Albion College without telling her friends and family, and was elated when she was accepted. After being thrilled by a history course, she took ethnic studies which became her chosen field. Dr. Sally Walker of Student Affairs put together for Keena a program concerning diversity and race, and helped guide her in tackling tough issues and promoting diversity on the college  
(continued on page 4)

## Member Happenings *(continued from page 3)*

campus. Her interest in children with special needs came from having a son who has a special problem. As a native of Albion, her immediate goal is to work in Albion in her chosen field. She graduates in May.

**Standard Printing & Office Supply** continues to update and improve its online ordering capabilities. Nearly 70% of our Office Supply orders are now placed online each day. Orders placed by 4:00 PM will be delivered to you on our trucks the next business day. There is no minimum order size and no delivery charge. Call Kathy Payne at 986-4536 to set up your own login at [spos.com](http://spos.com)

**Standard** is your locally owned single source for printing, document management, office supplies, here is no minimum order size and no delivery charge. Call Kathy Payne at 986-4536 to set up your own login at [spos.com](http://spos.com)

**Standard** is your locally owned single source for printing, document management, office supplies, business furniture and promotional items for your business. **Standard** is a proud member of the Albion Chamber of Commerce.

Art in Public Places  
Community Presentation  
Wednesday, May 20, 2009  
Bobbitt Visual Arts Center  
**Albion College**. Join us as we celebrate the artistic talents of local youth, at our annual Art in Public Places Gallery Show. Gallery opens at 6:30 pm, recognition program begins at 7:00 p.m. Sponsored by the Arts Advisory Committee of the **Albion Community Foundation**.



*Photo by Catherine Kerley/The Albion E-Company, LLC*

**Tomac Woods Golf Course** is celebrating its 45th anniversary this year. The course was built by Tom and Maxine Manley and the first 9 opened in 1964. The back 9 opened in 1968. Owners Dave and Jeanne Manley Kennedy look forward to sharing this milestone throughout the season with specials and events. The first event will be **CHAMBER WEEK, MAY 11-17**. All Chamber members are invited to bring a foursome out to **Tomac Woods** and play as the guests of Dave and Jeanne. Tee times are required. (See flyer included with this newsletter.)

**The Forks Senior Center** is offering two special programs in May at the center. Lunch and Learn, May 7 from 11:30 a.m.—1:30 p.m., “Living with Diabetes”; Lunch and Learn, May 29, 11:30 a.m.—1:30 p.m., “Medication Safety”. See attached flyers for more information.

**A-1 Electric** is now into "Green Energy" products for residential and commercial applications. We are currently testing one of our products with a local business and have others installed in the area and so far the results look promising.

Three main areas that we are focusing on:

1. Electrical Power Savings - focus is on "Power Factor" within the home or business. Testimonials from states such as Maryland, New York, Arizona, have claimed a minimum of 15% to a maximum of 30% savings in monthly electric costs.
2. Solar Energy - this is a tough one for Michigan because of only 46% sunny days
3. Wind Technology - a new home turbine is coming available this year, and so many other exciting things are happening in this field for Michigan. We average a 13 mph wind daily for our area and 8 mph is needed to produce power. I have teamed up with **A-1 Electric**, Gus Dickerson, to add another dimension to his business and helps me develop my hope of a manufacturer's rep group, just dealing with local "Michigan" business. Renewable energy is now affordable and with government giving breaks for these types of products makes this a great time to "Go Green". Please contact us with any questions! **A-1 Electric, Inc.** office: 517-629-5973; Scott Blodgett - Green Sales Agent: 517-812-4930 Mike Foster - Green Sales Agent: 517-937-5169

# We Want To Hear From You! Please Take A Minute!

In the Business Section of the St. Petersburg Times of Sunday,, April 29, readers were asked How would you fix the economy?

## HOW CAN THE CHAMBER BEST HELP YOU DURING THESE TOUGH ECONOMIC TIMES?

## Are you feeling the pinch? Has the poor economy affected you?

The Times has judged the following as the BEST idea submitted thus far:

“Dear Mr.President:

Patriotic retirement:

There's about 40 million people over 50 in the work force. Pay them \$1 million a piece severance with three stipulations:

1) They leave their jobs. Forty million job openings - Unemployment fixed.

2) They buy NEW American cars. Forty million cars ordered - Auto Industry fixed.

3) They either buy a house or pay off their mortgage - Housing Crisis fixed.

\*\*\*\*\*

Now we are asking you our members—

## HOW WOULD YOU FIX THE ECONOMY?

## HOW DO YOU FEEL ABOUT THE ECONOMIC STIMULUS PLAN AS IT PERTAINS TO THE AUTOMOBILE INDUSTRY?

Responses should be addressed to sue@greateralbionchamber.org or faxed to 517-629-4284 by May 15. They will be compiled to share as a composite with our members and with our elected and appointed officials.

Although most people and businesses are feeling the pain of this economic situation there are other businesses and industries that thrive during an economic downturn.

## Has your personal life been affected by this economy?

- Yes, very much so.
- Yes, to some degree.
- No, not really.
- No, not at all.

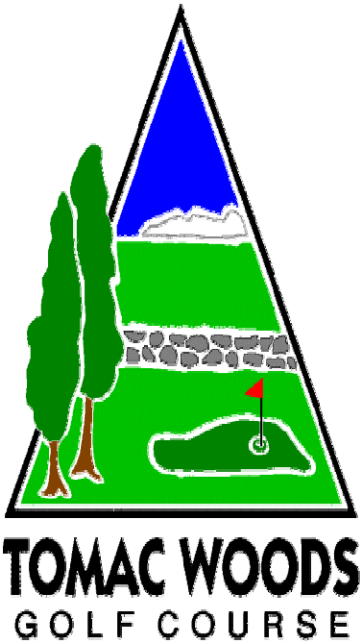
## Has your business been affected by this economy?

- Yes, very much so.
- Yes, to some degree.
- No, not really.
- No, not at all.

## Is a Green Economy the Way to Go? Are Green businesses the answer? Do you think putting the emphasis on going GREEN will help us?

- Yes, absolutely.
- No way.
- I don't know
- Possibly, but I doubt it.

This is an informal poll which we hope will help us gauge Albion's economy. We hope that you will take a couple of minutes from your busy schedules to respond. All responses will remain confidential unless you wish to sign your name and the name of your business.



**BE OUR  
GUEST  
For  
Tomac  
Chamber  
Week**

**IN HONOR OF OUR 45TH ANNIVERSARY**

**DAVE AND JEANNE INVITE CHAMBER MEMBERS**



**TO "BE OUR GUESTS" DURING THE WEEK OF  
MAY 11-17**

**GATHER A FOURSOME, ENJOY A DAY ON THE COURSE, AND LEARN MORE ABOUT  
THE FACILITIES AND SERVICES OFFERED AT TOMAC WOODS.**

**TEE TIMES REQUIRED  
PLEASE IDENTIFY YOURSELF AS A CHAMBER MEMBER  
UP TO 4 PLAYERS INCLUDED**

**1-800-835-9185      517-629-8241**

# Living with Diabetes

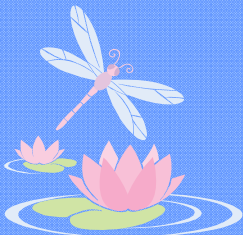
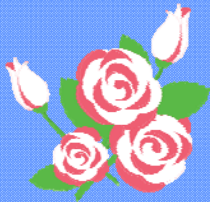
2009

Lunch N Learn, May 7, 2009

11:30 AM—1:30 PM

Guest Speaker:  
Carol Barr  
Nutritionist &  
Diabetic Educator

Battle Creek  
Health System Diabetes Center



**Being Held at The Forks Senior Center**

**1418 Cooper Street**

**Albion, MI 49224**

**Please RSVP at 517-629-3842**



**Senior Health Partners**

A community partnership of Battle Creek Health System, CentraCare, Area Agency on Aging & Summit Pointe

**Forks  
Senior  
Center  
presents**

**Lunch & Learn**

**May 28, 2009**

**Time: 11:30 am –1:30 pm**

**Medication  
Safety**

**Guest Speakers from  
Oaklawn Hospital:**

**Angie Eiler, pharmacist  
Deb Lyng, ER Nurse**

**COME IN OR CALL  
TO MAKE YOUR  
RESERVATION  
FOR LUNCH  
517-629-3842**





## **Events for May 2009**

### **Week of May 4 – 10:**

- 4<sup>th</sup> – Albion City Council – 7 pm – Albion City Hall
- 7<sup>th</sup> - EDC Board of Directors meeting 7:30 am
- 8<sup>th</sup> – Rotary Club of Albion whitefish dinner – 5-7 pm –  
Tennant Hall
- 9<sup>th</sup> – Albion College Graduation
- 9<sup>th</sup> – 1st Albion Farmers Market of the season – 8:30 am-1pm-  
Stoffer Plaza
- 10<sup>th</sup> – Mother’s Day

### **Week of May 11 – 17:**

- 12<sup>th</sup> - Albion Chamber Ambassadors Luncheon, 12 noon, The Phoenix
- 13<sup>th</sup> – DDA Board of Directors meeting – 7:30 am
- 15<sup>th</sup> – Eggs & Issues – 7:30 am – Cascarelli’s of Albion

### **Week of May 18 -24:**

- 18<sup>th</sup> – Albion City Council – 7:30 am – Albion City Hall
- 19<sup>th</sup> – Chamber Board of Directors meeting – 11:45 am
- 22<sup>nd</sup> – Albion High School Graduation – 7 – 9 pm – Albion College Goodrich  
Chapel

### **Week of May 25 – 31:**

- Memorial Day – Chamber office closed



## **Eggs & Issues**

**Friday, May 15, 2009**

**7:30 a.m.**

**Cascarelli's of Albion**

**(Please use conference room door of back parking lot)**

**\$8.00 per person**

Remember - to keep cost down - R.S.V.P by May 14<sup>th</sup>  
at 4 p.m. - Please honor your reservation or you will be  
billed

---