



# Chamber Calling

September 2010

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*Sturgis Public Schools*

Frank Perez  
*Farmers Insurance Group/  
Frank Perez Agency*

Laura Perry  
*W.E. English Insurance*

### Chamber Staff

Executive Director  
Cathi Garn Abbs

Executive Assistant  
Kim Metz

## SJC Business Summit

Tuesday, September 14 - 7:30 a.m. to 1:00 p.m.

Intermediate School District, 62445 Shimmel Road, Centreville, MI

RSVP to Jan Reed by September 8th  
269-467-1223 or reedj4@michigan.gov

### AGENDA

- 7:30 a.m. *Continental Breakfast and Welcome*
- 8:00 a.m. *Kalamazoo Promise Presentation*  
Randy Eberts of the Upjohn Institute  
What are the outcomes and benefits?
- 8:30 a.m. *Business and Early Childhood*  
Tim Bartik of the Upjohn Institute  
Why it makes good business sense to invest in early childhood
- 9:00 a.m. *Panel Discussion on Partnerships between Business and Education*  
Moderator: Bruce Snook Panel: Jim Storie (Fab Masters),  
Marlene Hernandez (Abbott), Rob Olsen (Sturgis Schools),  
Chuck Frisbie (Constantine Schools), Kathy Jones (PNC Bank)
- 9:45 a.m. *Break*
- 10:00 a.m. *Youth Entrepreneurs*  
Cheryl Peters, Generation E Institute Executive Director
- 10:30 a.m. *Brownfield Opportunities*  
Dave Stegink, Associate Vice President, Envirologic Technologies
- 10:45 a.m. *Michigan Manufacturing Technology Center*  
Ron Quinkert, Regional Solution Manager for MMT  
Survival Kit for Michigan Manufacturers
- 11:15 a.m. *Community Capitalism*  
Ron Kitchens, CEO Southwest Michigan First  
Long-term strategy for economic growth by focusing community  
resources into place, capital, infrastructure, talent and education
- Noon *Lunch*  
Ken Jones, EDC Legislative Chair  
Legislative Committee Update  
"Bring your questions and concerns."

Sponsored by: SJC Great Start Collaborative, SJC Economic Development Corporation,  
Sturgis Area Chamber of Commerce, Three Rivers Area Chamber of Commerce,  
MI Works/Upjohn Institute, Glen Oaks Community College, SJC Sustainability Council,  
and the SJC Human Services Commission

# 27th Annual Sturgis Toy Run

28731 Kelly Rd  
Sturgis, Michigan



## REGISTRATION

Gates Open Thursday, Sept 9th

Sept 9th: 8am to 10pm

Sept 10th: 8am to 10pm

Sept 11th: 8am to 10pm

Registration Fee: \$20 and a new toy per person



Free tent camping onsite, \$40 for all RV's and campers

Firewood Vendor onsite

Team Choice will be selling T-shirts

Retail Warehouse will have leather jackets and more

Sunday morning church

No ATV's, no glass

Pets not recommended

No digging fire-pits

Patch wearing clubs-Neutral Ground

Wear wristbands at all times

NO CANNONS

NO ONE UNDER 21 ALLOWED  
MUST HAVE PICTURE ID

September 9th, 10th & 11th

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

269-659-8632 or 269-625-6589

**Run starts at 1pm on Saturday, Sept 11th**

WEAR HELMETS ON RUN

No passing in pack

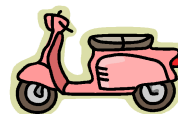
NO DRINKING BEFORE RUN

Pack will stop for EMS Vehicles only



ABATE of Michigan will be raffling off a Harley-Davidson!

The Sturgis Toy Run will be giving away a moped donated by Lonespruce Farms!



## Glen Oaks Hosting Spring Arbor University

For several years Glen Oaks Community College has hosted Spring Arbor University to offer a Bachelor of Science in Organizational Management. The next start date for this program is Wednesday March 9, 2011. It is designed for adults seeking a future in business management and administration. If one is already in this field it's a stepping stone toward advancing the career.

The class size is between eight to twelve students. The class is described as a "cohort" which means that they start and finish the curriculum together as a class. They meet only one night a week which would always be Wednesday nights. The length of the program is 68 class sessions.

Spring Arbor University is awarding the "Ignite" scholarship to every accepted student in this program as long as they submit the pre-enrollment application two weeks prior to the start of the program. The scholarship is worth a 15% reduction to the cost of the program.

For more information, contact Glen Oaks Community College at 269-467-9945.

## Meeting Rules of Conduct

- Respect Each Person
- Criticize Ideas, Not People
- Attend All Meetings
- Share Responsibility
- Question & Participate
- Listen Constructively



## PATRIOT GOLF OUTING



6 HOLES-RED TEES  
6 HOLES-WHITE TEES  
6 HOLES-BLUE TEES

**September 11, 2010 (Patriot Day)**

8am Registration  
9am Tee Off

Green Valley Golf Club 25379 Fawn River Rd. Sturgis MI  
\$40 per person - \$160 per team  
18 Holes and Cart, Lunch Provided End of Play  
Prizes for Best Men's, Best Women's, Best Mixed Team

**SUPPORT OUR TROOPS AND THEIR FAMILIES**

To Register call Green Valley Golf Course at:  
269-651-6331  
or more info contact:  
Mike Wilson (269) 625-2257  
Joe Jacobs (517) 617-3185  
FAFSOM (517) 518-9127



Hole sponsors: \$150 per hole-Contribute what you can toward the hole and be recognized on a Deployment Survival Kit



# St. Joseph County Grange Fair

The St. Joseph County Grange Fair is proud to bring our community an exciting, fun-filled 2010 fair. This year, we've brought in a lot of new entertainment while still keeping our old traditions alive. During the week, you can join us for Farm Truck Pulls on Sunday, Super Kicker Radio on Monday, Off-Road Derby on Tuesday, Demolition Derby on Wednesday, and Modified Tractor & Truck Pulls on Friday. We're pleased to announce that George Jones will be headlining our stage on Thursday night.



**George Jones**

**Tickets are ON SALE NOW!**

All Track Seating: \$35  
Grandstand - Sections C-D-E: \$30, Sections A-B-F-G: \$25  
888-873-0550

We love being part of the community, and truly appreciate their support. This year, we want to give back to the community by offering FREE entertainment throughout the week. The entertainment ranges from all different genres to all different ages: everything from Chuck Wagon Races on Tuesday, Harness Racing on Tuesday and Wednesday to a full lineup of variety entertainment throughout each day in the community tent. Racing Ducks will be new to our fair this year, as well as some old favorites - Whispering Pines Animal Kingdom and the Kandu & Company Magic Show.

An International Rolling Stones Show:  
**Satisfaction**



On Saturday night, we're closing out the fair with a totally new concert for our stage. An International Rolling Stones Tribute Concert, "Satisfaction," will headline at 7pm. This concert is completely FREE to the public! Las Vegas Sun reported that this band "Shined like the real Stones!"

**7pm - FREE!**  
Saturday, September 25th, 2010  
General Seating

*We hope to see you at the 2010 fair!*

For more info, please visit [www.centrevillefair.com](http://www.centrevillefair.com)



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## MMA Launches Major Upgrade to Employer Health Plan

ShareNet plan expands preventative and prescription coverage

MMA has launched a significant upgrade to its fully insured health plan by expanding preventative and prescription drug coverage. The plan is called ShareNet Employer Plan and is designed to serve the needs of small businesses and organizations in Michigan.

Additional plan changes and separate features include: more cost-sharing options for employer flexibility, added a discount card for lab testing services and enhanced online member services.

As part of its services to help groups integrate their values, MMA offers a survivor premium benefit - which pays one year of MMA health plan premiums for the beneficiaries of a covered employee that passes away. A matching grant program is also available for eligible groups.

MMA offers members access to the discounts of preferred provider organizations, and the unique advantages of faith-based investing and free budget and debt counseling.

MMA helps people and groups integrate their finances with faith values through its insurance and financial services. Rooted in the Anabaptist faith tradition, MMA also offers practical stewardship education and tools to individuals, congregations, organizations, and businesses.

ShareNet Employer Plan is provided by MMA Insurance Company, a wholly owned subsidiary of Mennonite Mutual Aid Association.

For more information contact: Dan Skienziel, MMA Advisor at 269-659-4100 or by email at [dan.skiendziel@mmapartners.org](mailto:dan.skiendziel@mmapartners.org)

# WLKM

## Silent Auction Benefit

For the

### St. Joseph County United Way

Auction is during the St. Joseph County Grange Fair September 18-25 2010

The Silent Auction Benefit is an economical way to maximize your advertising dollars!

With thousands of patrons browsing the donated items all week your business will receive maximum visibility!



St. Joseph County United Way

660 E. Main St.  
P.O. Box 577  
Centreville, MI 49032

Phone: (269) 467-9099  
Fax: (269) 467-7119  
Email: [kellyh@sjcuf.com](mailto:kellyh@sjcuf.com)  
[www.sjcuf.com](http://www.sjcuf.com)



Featured Items from 2009:

- Grill
- Trailer
- Clothing
- Power Tools
- Lawn Mower
- Patio Furniture
- Nativity Scene
- Gift Certificates



**And much much more!!**

Any and all donations are greatly appreciated!

For more information contact the St. Joseph County United Way



# Coming Soon!

New look to the Chamber's facebook page and a benefit our members can take advantage of! Call the Chamber for details or contact Amanda at Creative Eyeball (800-287-8010, choose option for social media) to take part in our new page.

If you haven't already done so, visit our facebook page today and "like" us!

THESE ARE THE MEMBERS THAT MAKE THIS POSSIBLE

www.sturgishospital.com

Sturgis Area Chamber  
of Commerce

**AMBASSADORS**

**Chairperson**

Natalie Setterblad  
*Setterblad Concrete*

**Vice-Chair**

Misty Kosmerick  
*Dawn 2 Day*

Nanette Curran  
*Citizens Bank*

Karen Hart  
*Trillium Staffing Solutions*

Mike Himes  
*Trophy House Gifts  
and Engraving*

Heather Myers  
*Sturgis Auto Bath*

Josh Myers  
*Burr Oak Tool Inc.*

Jennifer Palmer  
*Panache, The Salon & Spa*

Dave Persons  
*Re/Max Elite Group*

Marcia Saunders  
*St. Joseph County EDC*

Matt Scheske  
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John Smits  
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Dawn Wallman  
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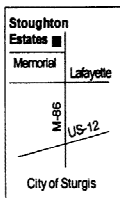
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# September 2010



Welcome our  
New Members



Sun Mon Tue Wed Thu Fri Sat

			1	2	3	4
5	6 Labor Day <b>Chamber Closed</b>	7 1st Day of School 	8	9 Toy Run	10 Toy Run	11 FAFSOM Golf Outing Toy Run Parade, 1pm
12	13	14 Business Summit <b>BAH</b>	15	16	17	18
19	20 SJC Fair	21 Exec & Board Mtg, 11am/11:45am SJC Fair	22 SJC Fair <i>1st Day of Fall</i> 	23 SJC Fair	24 SJC Fair	25 SJC Fair
26	27	28 Business Roundtable	29 Ambassador Mtg, 8am	30		

**Cruising with Rod, Cruise Planners**

Owner: Rod Lopez  
210 S. Maple St.  
Sturgis, MI 49091  
Phone: (269) 221-9729

**Flashback Drive-In Diner**

1401 E. Chicago Rd.  
Sturgis, MI 49091  
Phone: (269) 651-1955



**Business After Hours**

Date Sept. 14th • 5pm-7pm  
Kneading You Massage Therapy  
1189 N. Nottawa, Ste C

# New Members Spotlight

**Cruising With Rod, Cruise Planners**

"Cruise Planners is a national company that has a tremendous reputation for quality, service and values. They are top producers with virtually every cruise line so Rod can provide you with preferential cruises and best valued packages along with personalized service.

Cruising has become one of the most exciting, popular and valuable forms of travel. Whether you are celebrating a milestone birthday, wedding/honeymoon, family reunion or just want to get away with loved ones, he can assist you in planning the perfect vacation.

Cruise Planners not only specializes in cruises, but also offers great land and tour vacations. Rod can help you hold that important business function onboard or on land and make you the shining star.

For more information or to plan your vacation today, contact Rod Lopez at [rodlopez@cruisingwithrod.com](mailto:rodlopez@cruisingwithrod.com) or by phone at 269-221-9729 and 269-659-0051. You can also visit his website at [www.cruisingwithrod.com](http://www.cruisingwithrod.com)



**"Kneading You" Massage Therapy**

Ashley Jordan is a licensed medical massage therapist. She graduated from the Blue Heron Academy of Healing Arts & Sciences. She is nationally licensed by the National Board Certification Agency and is a member of the American Medical Massage Association. She is well versed in anatomy, physiology, kinesiology and physiotherapy.

Ashley looks forward to introducing her clients to medical and periosteal massage, manual therapy and myofascial release as well as more traditional massage such as Swedish and deep tissue. She finds her passion in helping and educating people through a holistic approach and strives to offer clients a unique treatment specifically tailored to their needs. Layering her treatments with different techniques and modalities, her goal is to facilitate the body's ability to function efficiently and naturally engage in it's healing process. She feels what's most important in massage therapy is patient education and promoting wellness goals with her patients in each massage. These goals range from relaxation and pain management to incorporating life choices to maintain your health and wellness in your day to day life.

Ashley also offers pre-natal massages and pet massages. For more information, contact her at 269-625-7165

# What's Your Brand?

**Business Roundtable**  
**September 28th ~ 5:30pm-7:30pm**

Hear from an expert and interact with fellow business professionals in a relaxed learning environment. A guest speaker will share how their business has developed and how you can learn from their experiences. The topic for this roundtable discussion will be "What's Your Brand?". This is a wonderful opportunity to learn new ideas, share your own ideas and gain valuable insight on what it means to be "in business".

The Roundtable will be at the Sturgis Women's Club (1001 Walker St.). Cost is \$10 for Chamber Members & SSBI members and \$15 for non-members, cost includes dinner and refreshments.

This is a collaboration between the Sturgis Area Chamber of Commerce and the Strategic Small Business Initiative.

Please RSVP to the Chamber at 651-5758 or sturgischamber@charter.net.

## Pure Michigan Campaign Wins Top Awards

The Pure Michigan campaign recently received a record four Mercury Awards: Best State Tourism Television Commercials, Best State Tourism Radio Commercials, Best State Tourism Co-op (Partnership) Program and Best State Tourism Welcome Center Program, from the recent ESTO Conference.

These four awards join the other Mercury Awards the campaign has already received including Best State Tourism Advertising Campaign (2007), Best State Tourism Television Commercials (2007), and Best State Tourism Radio Campaign (2008), Best State Tourism Radio Advertising (2009) and Best State Tourism Niche Marketing (2009).

The Pure Michigan tourism campaign ran national for the second year on cable channels including: Golf Channel, Travel Channel, A&E, Bravo, Style, Fine Living, HGTV, Food Network, TLC, E!, DIY Network, CNN, MSNBC, CNBC and Fox News. Due to reduced funds adjustments were made to the regional and in-state campaigns.

"There are millions of Americans who know little or nothing about the vibrancy, heritage, culture, arts and entertainment in our great cities, our sandy beaches and stunning overlooks along America's longest fresh-water coastline, or the majesty and recreation in our 19 million acres of magnificent forests," Zimmermann said. "The Pure Michigan campaign is designed to introduce to the nation the attributes that make Michigan such a popular and unique destination."

The Mercury Awards is a program created by the National Council of State Tourism Directors to recognize its members for excellence and creative accomplishment in state tourism marketing and promotion, and to inspire the continued development of truly imaginative and exciting destination marketing and promotion programs.

# CENTURY

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**Save The** November 4th  
**Date** Chamber's Annual  
Dinner