



# Chamber Calling

October 2010

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*Locey, C.P.A.*

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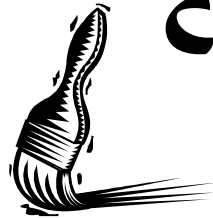
Frank Perez  
*Farmers Insurance Group/  
Frank Perez Agency*

Laura Perry  
*W.E. English Insurance*

### Chamber Staff

Executive Director  
Cathi Garn Abbs

Executive Assistant  
Kim Metz



## Chamber's Annual Dinner



# "Paint the Town"

Thursday, November 4th

Cocktails: 5:15pm • Dinner: 6:00pm

Sturges-Young Auditorium

\$15/person



**MUST RSVP to the Chamber  
by October 29th**

**Dinner: Potato Bar with all the fixings,  
Salad Bar, Drink and Dessert.**

**Cash Bar also available.**

**Join us for a fun filled evening! We will be honoring some wonderful businesses and individuals as well as presenting a surprise we are positive you will enjoy! The final drawings of our Cash Raffle and a Silent Auction will also take place.**

**Don't miss out...RSVP today!**



Effective October 1st, the Chamber will have new hours.  
We will be open from 9am to 5pm, Monday thru Friday.



## Harnessing the Web for the Benefit of Michigan Manufacturers Thursday, October 28, 2010 ~ 9:00am to noon

Michigan does so many things well in manufacturing and yet we don't tell the world how good we are. Many business owners are not knowledgeable about the benefits awaiting them using the web as a "channel" to market. Google now gives us the opportunity to tell the world what we do well in Michigan if done properly.

**Topics to be Discussed:** The basics of search engine optimization and why manufacturing in Michigan is really missing opportunities; How the "Long Tail" marketing concept benefits Michigan manufacturers; How traditional marketing and communications and a brand strategy using new media marketing concepts can be a tremendous benefit to Michigan manufacturers; and Case studies of Michigan manufacturers who are using the web successfully to find new markets and new clients.

**Speaker:** Tom Repp, principal, Market Pipeline Inc.

**Who Should Attend:** Business owners, presidents, CEOs, vice presidents of sales and sales managers

**Pricing:** MMA members \$85/person and Non-members \$175/person

**Location:** Goodwill Industries of Southwestern Michigan, 420 E. Alcott Street, Kalamazoo. Facility tour after the session.

**Registration:** E-mail: [hicks@mma-net.org](mailto:hicks@mma-net.org) or call 800-253-9039 (press 9 and ext. 557) or 517-487-8557

*Please note: Pre-registration and pre-payment required.*



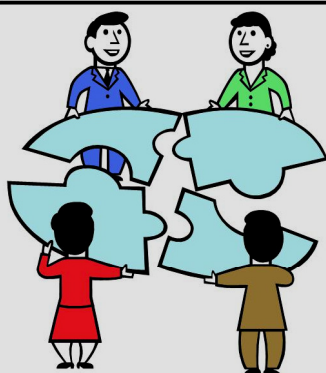
### SCORE Counselors Available for Free Business Counseling

the 1st and 3rd Thursdays of the month from 9am-noon at the Chamber office. Other appointment times may be arranged as well. SCORE, a group of business professionals know as "Counselors to America's Small Business" provides confidential one on one sessions to anyone in the county. Whether you are looking at starting a new business, already have a business or ending a business, they are available to answer any questions you may have. Call the Chamber to schedule a free session.

**Dawn 2 Day** will be closing it's doors soon. The lease on their current location is up and will not be re-signed. Misty has done an extensive search for a new location and has not found anything feasible! It saddens Misty to close the store. "We have so many great customers and friends that have supported us for the last year and a half! Thank you" says Misty. She is now offering **20% off** excluding consignments.

## COMMUNITY ACTION FAIR/ PROJECT CONNECT

October 6, 2010  
10 a.m.—4 p.m.



**Experiencing Economic  
or Housing  
Crisis?**

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calling 273-7808 or 1-800-964-  
5700 by Oct. 1.

**GLEN OAKS  
COMMUNITY  
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CONCOURSE**

Bringing our county resources, our students, and the  
community together

Sponsored by Phi Theta Kappa & The St. Joseph County Human Services Commission



### Human Resources Roundtable Scheduled ~ October 12th

Human resource professionals can participate in an open forum roundtable discussion on October 12. Hosted by the Human Resources Council of St. Joseph County, the event will be held from 7:30 to 9am at Glen Oaks Community College.

"The topics may range from implementation of health care reform changes, experience with vendors, health insurance renewals, employee performance reviews or employee reward/incentive programs," said Andy Boyd, president of the HR Council and Human Resources Manager at Burr Oak Tool Inc. "Whether you work as an Office Manager, General Manager, own your own business or work in some other role with human resources issues, you can benefit from this session."

Attendees are encouraged to bring topics of interest for their companies.

There will be a \$5 per person fee and this includes a continental breakfast. Those interested in attending may call the Burr Oak Tool Inc. Human Resources Department at 269-651-9393, ext. 310 or send an e-mail to [humanresources@burroak.com](mailto:humanresources@burroak.com).

The Human Resource Council of St. Joseph County is one of four councils which operate under the umbrella of the St. Joseph County Economic Development Corporation.



**"Sturgis Idol" is back as "Michiana Idol"!**



Michiana Idol is back and Swick Broadcasting is looking for contestants! The first night of competitions begins on Oct 2nd with the first round of qualifying. If you are interested in being a contestant or have questions, contact DJ Selner at 260-665-9554. If you would like to just come and watch, the schedule is below. All shows will be at the Sturges-Young Auditorium. Doors will open at 6pm each night. Food and drinks will be available throughout the duration of each night.

**Michiana Idol Schedule:** Oct 2nd — Qualifiers @ 7pm, Oct 9th — Qualifiers @ 7pm, Oct 16th — Quarter-finals @ 7pm (online voting starts), Oct 23rd — Semi-finals @ 7pm (online voting) and Nov 6th — Finals @ 7pm.

To celebrate the Fall season and thank voters for the opportunity to serve as State Senator for the past 8 yrs, Sen. Cameron Brown and his wife Helen will once again welcome the public to their family farmhouse on Sat, Oct 9th from 9-11am, rain or shine. They will have free cider, doughnuts, baked goods and pumpkins! "We are blessed to live in Michigan with such an abundant harvest and colorful fall season" said Brown. "We are pleased to invite friends from near and far to join us in celebrating the traditions of fall. The cider and doughnuts will come from Byler's Farm Market and the pumpkins from Nottawa Fruit Farm. Their home is located at 29057 E. Lafayette Rd. in Sturgis.

**CALLING ALL CRAFTERS!**

**SPACES ARE AVAILABLE**

**8 ft X 6 ft**

*\$30.00 per space*

Here is your chance to rent space at Thurston Woods Village's Annual Bazaar, Bake Sale & Auction on November 13th from 8-4. We are including independent crafters at our Bazaar. This event traditionally draws large crowds, assuring lots of potential customers for your quality crafts.

*Call Glen Russell at 269-651-7841 for details.*

Thurston Woods Village is a not-for-profit, church affiliated retirement community located in Sturgis, Michigan.

**Chamber/SSBI Roundtable Discussion**

The next Roundtable Discussion will be on Tuesday, October 26th from 5:30-7:30pm at the Sturgis Women's Club (1001 Walker St., Sturgis). The topic will be "Print Marketing". Cost is \$10 for Chamber and SSBI members, \$15 for non-members, cost includes dinner and refreshments. RSVP required. Please call the Chamber to RSVP or for more information.

# New Members Spotlight

**Blumin Gardens**

Kathy Stiles and Darlene Knouse are honest, dependable and energetic women offering organic gardening business. They believe that there are many individuals and businesses that would like to improve the curb appeal of their homes and offices, but just don't have the time or maybe even the ability to do so. Life today is often so overscheduled and time for this kind of gardening does not always make the list. A beautiful garden or landscaping not only improves your curb appeal, but also brings a smile to all who pass by.

Kathy and Darlene offer a wide range of gardening services using no chemicals or gas powered tools. They will prepare your plant beds, water, weed and dead-head. They will also do fall clean up and tend to your shrubs and plants to provide you a worry-free "Blumin Garden". They will also do vegetable gardens. Contact them today to help you or to do the work for you!

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  
*Sturgis Bank & Trust Co.*

John Smits  
Ray Sterling  
*Century Bank & Trust*

Mike Stiles  
*WBET-WTHD-ESPN*

Dawn Wallman  
*Manpower*

Camille Wilson  
*Sturgis Bank & Trust Co.*



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Chuck Van Deventer  
Joy Van Deventer  
Carrie Van Deventer-Geibe

Deb Fraylick  
Ana Garcia  
Jasmine Macias  
Colleen Ross

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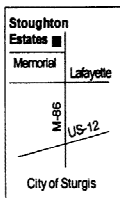
155 Memorial Drive, Apt. A-1  
Sturgis, Michigan 49091



**269-659-8177**



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D.D.S*

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

# October 2010



Welcome our  
New Members



Sun Mon Tue Wed Thu Fri Sat

					1 Sturgis High Homecoming	2 Michiana Idol
3	4	5	6 Community Action Fair	7 SCORE by appt only	8	9 Michiana Idol Cider/ doughnuts at Sen. Brown's home, 9-11am
10	11 Columbus Day 	12 HR Roundtable	13	14 BAH	15 Art Bounce 5:30-8:30pm	16 Michiana Idol
17	18	19	20	21 SCORE by appt only	22	23 Michiana Idol
24 Chenille Sisters 	25 31	26 Roundtable, 5:30pm-7:30pm Ambassador Mtg, 11:30am	27	28 MMA/Goodwill Seminar/Tour	29 Deborah Mayer No School	30

**Blumin Gardens**  
Kathy Stiles & Darlene Knouse  
102 E. Congress St.  
Sturgis, MI 49091  
269-689-5751 or 269-503-7204

**First Presbyterian Church**  
1320 S. Lakeview Ave.  
Sturgis, MI 49091  
269-651-9493

**Michigan Works!  
Kalamazoo/St. Joseph Counties**  
Executive Director: Bob Straits  
222 S. Westnedge Ave.  
Kalamazoo, MI 49007  
800-285-9675

**Sharper Image Hair Salon**  
Owner: Keri Roe  
1515A E. Chicago Rd.  
Sturgis, MI 49091  
269-651-9500



## Business After Hours

Oct 14 • 5pm-7pm  
Trio's Deli  
107 S. Maple St.



## Halloween Trick-or-Treating

Downtown Sturgis trick-or-treating and costume contest: Friday, October 29th from 4-6pm. For more information, contact Kim Musolff at 269-651-1907.

Thurston Woods Village trick-or-treating: Friday, October 29th from 3-5pm. For more information, contact Carol Holmes at 269-651-7841

City of Sturgis residential trick-or-treating: Sunday, October 31st from 6-8pm. For more information, contact the Sturgis Police Dept.



**NOTICE:** For several months now, we have been experiencing problems with anyone with a yahoo account. If you have a yahoo email address, please make sure to add us to your address book to make sure you receive our emails. There are times when we simply just cannot send to anyone with a yahoo account. We've contacted Charter and Yahoo about this and asked them both to "accept" the other's email addresses. If you have a Yahoo account, you may want to switch to ensure that you receive all our emails. You may be missing important information. This issue is beyond our control. We apologize for any inconveniences this may cause.



### HOT HOLIDAY ITEMS!

Send us your information on your "hot holiday item" and we will help you promote them and your business throughout the Holiday Season! This can be any item of your choosing. We will put information about your item or items and your business in our Weekly Newsblast and in the Monthly Newsletter. For the Weekly Newsblast, please give us the information by noon on Fridays. For the Monthly Newsletter, please give us the information by the 3rd week of the month...no later. For more info, please feel free to contact Kim or Cathi.

State Representative, Matt Lori was recently named "Guardian of Small Business" by the National Federation of Independent Businesses.



"I always support small business, particularly in this financial climate" said Lori, "We have to realize that small business is the engine that will move MI forward."

Lori voted in favor of small businesses on a range of issues from tax and budget to regulatory and labor legislation.

"We are honored and delighted to recognize Rep. Lori," said NFIB State Director Charlie Owens. "Clearly he understands the important role that small business plays in providing jobs and economic development in his community."



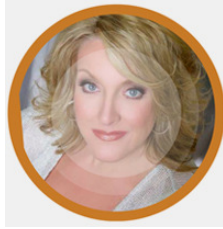
**2010/2011 Season  
Tickets available now!  
Shows at Sturges-Young  
Auditorium**



**The Chenille Sisters  
Sun, Oct 24th  
3:00pm**

Back by popular demand!  
Blending of three  
uniquely gifted souls into  
a musical phenomenon  
that's more poignant,  
funny and entertaining  
than any single  
performer.

Tickets: \$15/adults,  
\$5/students. For more  
info call 269-659-7211 or  
visit [www.sturgisarts.com](http://www.sturgisarts.com)



**An Evening with  
Deborah Mayer  
Fri, Oct 29th  
8:00pm**

Sturgis Native, Deborah  
Mayer, presents operatic,  
traditional and Broadway  
soprano and piano music.

Tickets: \$15/adults, \$5/  
students. For more info call  
269-659-7211 or visit  
[www.sturgisarts.com](http://www.sturgisarts.com)

**Both shows are family  
friendly so bring your  
friends *and* family!**

**Board of Directors Ballot to all  
Sturgis Area Chamber of Commerce Members**

It is time once again to elect Directors to the Chamber of  
Commerce Board. Those elected will serve a three year  
term beginning in October 2010.

Please take a moment to complete this form by voting for  
two candidates. Return the ballot to the Chamber no later  
than October 11th.

Please vote for the following individuals or provide write-in  
candidates.

Brad Rockey \_\_\_\_\_  
Fiebig Jewelers

Mike Stiles \_\_\_\_\_  
WBET Radio



Write-in Candidate: \_\_\_\_\_

Business: \_\_\_\_\_

Write-in Candidate: \_\_\_\_\_

Business: \_\_\_\_\_

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