



# Chamber Calling

January 2011

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## Chamber Staff

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Cathi Garn Abbs

Executive Assistant  
Kim Metz



## Chamber Has New Email Address

Don't forget to add our new email address to your address book so you will continue to receive our emails. Our new email address is: [info@sturgischamber.com](mailto:info@sturgischamber.com). The new email is now in effect. Emails to the old address will only forward for another 30 days, after that the old address will no longer be valid.



# SturgisAreaCalendar.com

Also, don't forget to check out our new Community Calendar! Members can take advantage of this and add their community events. They have to be "true community events" and cannot advertise your sales, special promotions, etc. Simply log into your page on our website. If you are unsure how to do this or have further questions, please contact Kim at the Chamber. This calendar will take the place of the Annual Report to the Citizens. Each month will feature a different group associated with the Chamber or the City. There are also two spots open each month for you to advertise your business. If you are interested in either of these spots, please contact the Chamber for more information.

# Business Roundtable

Join us for our next Business Roundtable on January 25th from 5:30pm to 7:30pm. This month's presentation is the second part to November's Roundtable on Print Media and Your Marketing Plans. This month's speaker will be Cindy VanSchoyck.

Cindy is currently a representative for Holland Litho Printing Service and is pleased to bring their services to businesses in about a 55 mile radius of her hometown of Lawton, MI. She has been involved in the printing field for over 36 years, primarily in helping clients achieve their desired print products. She is the past owner of a commercial printing company and former vice-president of sales for a family owned lithographic trade shop.

Cost is \$10 for Chamber Members and SSBI Members...\$15 for non-members. Price includes dinner. Please RSVP to the Chamber no later than Wednesday, January 19th. The roundtable will be held at the Sturgis Women's Center at 1001 Walker St., Sturgis.



### Human Resources Meeting to Focus on Health Accounts

On January 11, business professionals can learn about Health Savings Accounts and Health Reimbursement Arrangements. Hosted by the Human Resources Council of St. Joseph County, the event will be held from 7:30am to 9am at Glen Oaks Community College.

"Health Savings Accounts and Health Reimbursement Arrangements have been growing in numbers for several different reasons," said Andy Boyd, president of the HR Council and Human Resources Manager at Burr Oak Tool Inc. "Some may be searching for better health insurance solutions to take control of their healthcare spending. Others may contribute to their HSA accounts as a tax deductible savings mechanism for their retirement. Some companies have implemented HSA or HRA accounts with HDHP health insurance plans to reduce their premiums." Fritz Teutsch, President of national health care administrator, BASIC, will be the main speaker. He will be joined by Jim Teachout, President of Teachout and Associates, who will provide insight on how this insurance option works.

There will be a \$5/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.



### American Cancer Society Relay For Life

*"Relay For Life takes us to the Movies"*

The Relay For Life Committee is currently looking for community members who want to get involved in the planning stages of the number one not-for-profit event in the nation. Volunteers are needed to help plan and organize the event, scheduled for June 10-11, 2011. Please join us January 12<sup>th</sup> at 6:00pm at the Sturgis VFW. Bring your friends and family members.

If you cannot attend but would like more information on how to get involved please contact Pam Hughes, Community Representative at (269) 349-8719 or [pam.hughes@cancer.org](mailto:pam.hughes@cancer.org) or check out our web page at [www.relayforlife.org/sturgismi](http://www.relayforlife.org/sturgismi).

### Glen Oaks Students Study Product Feasibility

Business Management students at Glen Oaks Community College helped guide the future direction of a new product during the fall 2010 semester. The Introduction to Management (BAM 252) class performed feasibility research on a new cleaning product known as Lift-A-Spot. The students helped name the product and worked with the local entrepreneur to analyze the profitability of the cleaning agent before investing money in the start-up business.

"The savings to the owner could be huge if the product idea were to fail," explained Larry Hass, Professor of Business. The students gave John Fair, developer of Lift-A-Spot, information the Sturgis man can use to make a decision on whether to pursue the idea or put it on a shelf. "For the students it provided a real learning experience. I believe they found it was hard work, but very worthwhile," said Professor Hass.

Students presented their findings to Mr. Fair in the Dresser Auditorium, part of the Business Development Center at GOCC, with each student wearing a Lift-A-Spot tee-shirt.



Picture are (left to right) row one: Traci Baldwin of Constantine, Hillary Lowery of Constantine, Jenell Williams of Nottawa, Betty Kerley of Three Rivers; row two: Angela Petri of Sturgis, Megan Weigel of Sturgis, Professor Hass, Lift-A-Spot owner John Fair of Sturgis, Colin Eley of Howe, Troy Stover of Dowagiac, and Cody Pogodzinsky of Grand Rapids.

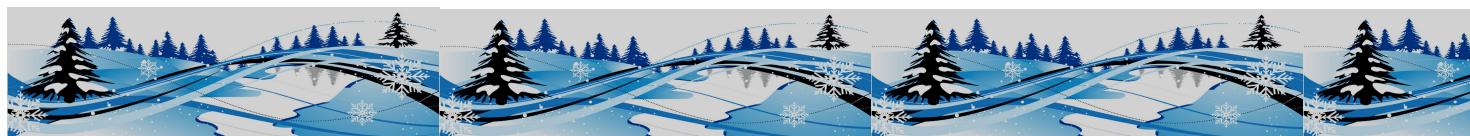
### Thank You to the Sturgis Area Community Foundation!

The Sturgis Area Community Foundation recently awarded the Sturgis Biscuits a \$2,000 grant to purchase uniforms. The team will join a vintage baseball league to travel and compete with other teams. They will be representing Sturgis! As you may recall, the team was recently put together during the Sturgis Dam Days and played a game against another team during Family Night. We would like to thank the Foundation for this grant and we wish our Biscuits the best of luck!

In the picture to the right, Rob Sisson accepts a check from Mary Dresser, SACF co-director.



Photo courtesy of the Sturgis Journal





**SCORE Counselors Available for Free Business Counseling** the first and third Thursdays of the month from 9am to noon at the Chamber office, by appointment. Other appointment times may be arranged as well. SCORE, a group of business professionals known 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.

## **NEWS FROM THE BETTER BUSINESS BUREAU**

### **Seven Scams that Target Small Businesses**

Being vigilant against fraud is not only important for a company's bottom line; it also strengthens customer trust in the business. Becoming a victim of fraud can have a negative financial and reputational impact on a business and the Better Business Bureau recommends owners train their staff to look out for seven common scams that prey on small companies.

Every year the BBB receives thousands of complaints from small business owners who fell for an invoicing scam or were misled into paying for products and services they didn't want. Scammers aren't always trying to steal money from a business; sometimes they are after a company's financial or customer data and will use many kinds of high and low-tech methods for getting it.

"Small business fraud can come from internal threats, such as employee fraud, or from external full-time scammers," said Ken Vander Meeden, President of the BBB Serving Western Michigan. "Because small business owners often lack the time and resources to fight fraud, they are a popular mark for any number of different scams."

The BBB is warning business owners to look out for the following seven scams that commonly target small companies:

1. **Directory Scams** – A perennial problem that has plagued businesses for decades involves deceptive sales for directories. Commonly the scammer will call the business claiming they just want to update the company's entry in an online directory or the scammer might lie about being with the Yellow Pages. The business is later billed hundreds of dollars for listing services they didn't agree to or for ads which they thought would be in the Yellow Pages.
2. **Office Supply Scams** – Some scammers prey on small business owners hoping that they won't notice a bill for office supplies like toner or paper which the company never ordered. Every year the BBB receives thousands of complaints from small business owners who were deceived by office supply companies and billed for products they didn't want.
3. **Overpayment Scams** – Be extremely cautious if a customer overpays using a check or credit card and then asks you to wire the extra money back to them or to a third party. Overpayment scams target any number of different companies including catering businesses, manufacturers, wholesalers and even sellers on sites like eBay, Craigslist and Etsy.
4. **Data Breaches** – No matter how vigilant your company is a data breach can still happen. Whether it's the result of hackers, negligence or a disgruntled employee, a data breach can have a severe impact on the level of trust customers have in your business. You can learn how to defend your company from a data breach for free with the BBB's Data Security – Made Simpler at [www.bbb.org/data-security](http://www.bbb.org/data-security).
5. **Vanity Awards** – While it's flattering to be recognized for your hard work, some awards are just money-making schemes and have no actual merit. If you are approached about receiving a business or leadership award, research the opportunity carefully and be wary if you're asked to pay money.
6. **Stolen Identity** – Scammers will often pretend to be a legitimate company for the purposes of ripping off consumers. When it comes to stolen identity, the company doesn't necessarily lose money, but their reputation is potentially tarnished as angry customers who were ripped off by the scammers think the real company is responsible.
7. **Phishing E-mails** – Some phishing e-mails specifically target small business owners with the goal of hacking into their computer or network. Common examples include e-mails pretending to be from the IRS claiming the company is being audited or phony e-mails from the BBB saying the company has received a complaint. If you receive a suspicious e-mail from a government agency or the BBB, don't click on any links or open any attachments. Contact the agency or the BBB directly to confirm the legitimacy of the e-mail.

For more advice on how to manage your business effectively, visit [www.bbb.org/us/Business-Resources/](http://www.bbb.org/us/Business-Resources/)



THESE ARE THE MEMBERS THAT MAKE THIS POSSIBLE

# PMcare

PMcare is an after hours clinic intended for non-emergency care when physician offices are closed. No appointment necessary.

**5-9pm, Mon-Fri and 11-3pm, Sat**  
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**269 651-3554**

Sturgis Area Chamber of Commerce

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 800-284-1986

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Natalie Setterblad  
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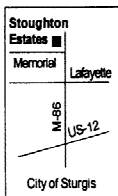
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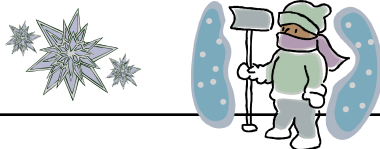


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# January 2011



Welcome our  
New Members

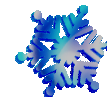


Sun Mon Tue Wed Thu Fri Sat

						New Years Day * JANUARY 1
2	3 Chamber Closed	4	5	6	7	8
9	10	11 HR Council <b>BAH</b>	12 Relay for Life mtg 6pm	13	14	15
16	17	18 Exec Bd Mtg- 11am Board Mtg- 11:45am	19	20	21	22 Carl Behrend 8pm SYA
23 30	24 31	25 Ambassador Retreat 8am-noon Roundtable 5:30pm-7:30pm	26	27	28	29

### Borkholder Vinyl LLC

Owner: Paul Borkholder  
62706 Nottawa Rd.  
Sturgis, MI 49091  
269-659-8588



### Frontier Communications

General Manager: George Meskowski  
601 N. US-131  
Three Rivers, MI 49093  
269-273-2400



### GT Independence

315 Broadus St.  
Sturgis, MI 49091  
269-651-4500



### Walworth Therapeutic Lifestyles

1101 E. Chicago Rd.  
Sturgis, MI 49091  
517-437-7667

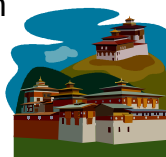


## Business After Hours

January 11 • 5pm-7pm  
Setterblad Concrete  
27058 Oak Dr., Sturgis

# Ambassador Retreat

January 25th ~ 8am-noon  
at Setterblad's home  
Food will be provided



**Advantage Printing** has moved! They are now located at 68838 Broadus St., Suite A, Sturgis. Their phone number remains the same at 269-651-5858.

# OPEN HOUSE

**Thurston Woods Village** will be having an "Apartment & Duplex" open house on Sunday, January 23rd from 1pm-4pm. They are located at 307 N. Franks Avenue in Sturgis. For more information, contact Chris Kline at 651-7841 or visit [www.thurstonwoods.org](http://www.thurstonwoods.org).

**Reyna's Salon** has also moved! They are now located at 301 E. Chicago Rd. (next to Jimi Jo's Ice Cream Shoppe). Reyna is offering new promotions in January, call 651-2642 for more information.



# Get FIT Challenge

Fitness Program towards a Longer, Stronger, Healthier Life!

**KICKOFF** Saturday, January 8th, 2011  
at the Doyle Center • 8am to 2pm  
thru Saturday, March 26, 2011

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Male & Female  
Winners**

**1<sup>ST</sup> PLACE**  
**\$400**  
& 1 Year Doyle  
Membership

**2<sup>ND</sup> PLACE**  
**\$100**  
& 6 Mo. Doyle  
Membership



**Saturday, January 22 ~ 8pm  
Sturges-Young Auditorium**

Singer, songwriter, author, storyteller, adventurer, Carl Behrend has become one of America's best loved Great Lakes balladeers! Carl's performances are educational as well as entertaining.

Tickets are \$15/adults and \$5/students.

Coming February 19th at 8pm: Grammy award winning Skip Martin presents an evening of hip, cool, funky and smooth jazz grooves. Skip has entertained millions of people as lead vocalist for both The Dazz Band and Kool and the Gang. Tickets for this show are \$25/adults and \$15/students.

For more information, contact Tim Peterson at 659-7211 or visit the Council of the Arts website at [www.sturgisarts.com](http://www.sturgisarts.com).

# SNOW SOFTBALL TOURNAMENT 5 v 5 v 5

**January 15, 2011 @ Spence Field**

Grab five of your friends and come on out to our first ever SNOW SOFTBALL TOURNAMENT.

**-Bats and Balls provided:** We will use a 16" softball and wood bat. Just bring your boots and gloves (if you want...)

**-5v5v5 Format:** Two teams will share fielding responsibilities while the other team bats. You don't need a full 10 person softball squad, just a few friends!

*Information packets with rules and registration forms for this tournament will be available in late December. The registration deadline will be January 12 at 10:00 pm.*

*Don't miss out on this event!!!*

If you would like registration information and rules sent to you in December, send your mailing or email address to: [amoreno@sturgismi.gov](mailto:amoreno@sturgismi.gov).



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