



Mason Area Chamber of Commerce

Mason, Michigan

MASON in Motion UPDATE

June 15, 2012



Independent Bank presents

Thursday Night Live!

Courthouse
Concert

Weather
Permitting



CONCERT SPONSORED BY



The Sea Cruisers

Thursday, June 21st - 6 PM

masonchamber@masonchamber.org



This information appears on Channel 21 of the cable system in Mason and at www.masonchamber.org

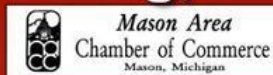
Mid-Month Supplement to the Monthly "Mason in Motion" Newsletter

Mason Area Chamber of Commerce
148 E. Ash Street, Mason, MI 48854
Phone 517-676-1046 -- Fax 517-676-8504
masonchamber@masonchamber.org

www.masonchamber.org

A reminder: **Names** of MACC members are usually in **bold type** in our publications.

Sponsored by Dart Bank
Thursday, June 28th
**Good Morning,
Mason!**



"News and Networking"
7:15 to 8:15 AM

Ingham County Fairgrounds
Community Building at
700 E. Ash Street

Admission \$5 for members or \$7 for
nonmembers at the door ~ continental
breakfast provided. All area businesses
and organizations are invited!



This information appears on Channel 21 of the cable system in Mason and at www.masonchamber.org

JUNE 28 "GOOD MORNING, MASON!" TO WELCOME "MASON VALUES" NEIGHBORS

All Mason area businesspeople are being invited to join us for our next "Good Morning, Mason!" on Thursday, June 28. **Dart Container Corporation** will be co-sponsoring the program that morning to discuss their recent acquisition of Solo Cups. A special invitation has therefore been made to nonmembers to also attend as guests of our current MACC members.

Since 1996, the Chamber has held over ninety-eight consecutive "Good Morning Mason!" news and networking programs every other month. These take place at the **Ingham County Fairgrounds Community Building**, 700 E. Ash Street in Mason at 7:15 AM on the last Thursdays of February, April, June, August, October and the second Thursday of December. They are organized by members of the Chamber's Ambassadors committee.

Sponsored and supported by **Dart Bank** since the very beginning, Good Morning Mason! is also the Chamber's most popular networking event. Attendees have the opportunity to meet and greet each other before they sit down to hear two-minute news and information snippets. Those new to GMM introduce themselves as part of the program in case they missed meeting anyone earlier. Often, a co-sponsor reserves a five-minute segment to discuss their own business' products and services. Please consider a co-sponsorship at an upcoming GMM for your business or organization.

INDEPENDENCE DAY CELEBRATION ON JULY 4

Most people probably won't be going out of town on Wednesday, July 4th -- even though they'll have the day off of work. We expect many more people than usual to stick around to enjoy the great Independence Day family celebration in Mason this year.

They'll take in the car show from 10:00 a.m. to about 4:00 p.m. in the beautiful setting of Mason's downtown around the **Ingham County Courthouse** square, hosted by the **County Seat Old Car Club**. Streets downtown are closed to traffic so cars can be on display in a relaxed atmosphere for families to view. The car show features over 200 vehicles and oldies music. Food and beverages will be available all day from vendors, service groups, and downtown eateries.

They'll come back after dinner to watch mid-Michigan's only evening July 4th parade, hosted by the Mason Area Chamber of Commerce and presented by **CP Federal Credit Union**. The open parade steps off at 7:30 p.m. from **Mason High School** and proceeds to the downtown area, goes around the **Courthouse**, and then returns to the school's west parking lot. The parade actually forms much earlier at 6:00 p.m. in the **Mason High School's** south parking lot.

Fireworks begin at dusk at the **Ingham County Fairgrounds** on the east side of Mason. The fireworks are hosted by the **City of Mason Fire Department**, **Dansville Fire Department**, and the **Mason Firefighters Association**. Donations are gratefully accepted to help cover costs.



Parade Sponsor: **CP Federal CREDIT UNION**

Mason Michigan
HOMETOWN U.S.A.

MASON'S INDEPENDENCE DAY CELEBRATION
Wednesday, July 4, 2012

Parade steps off at 7:30 PM
open parade assembles at
Mason High School south lot at
6 PM -- goes through downtown
and returns to the High School

Fireworks begin at dusk
at Ingham County
Fairgrounds

This information appears on Channel 21 of the cable system in Mason and at www.masonchamber.org

Sign up online to volunteer
at the July 4th Parade by
clicking below:

<http://www.volunteerspot.com/login/entry/402345632199576078>

Applying for an MPLP Fellowship

The Michigan Political Leadership Program (MPLP) at Michigan State University (MSU) is distinguished as one of only a handful of multi-partisan leadership training programs in the nation. Graduates take with them the knowledge and skills needed to make sound public policy decisions and to be effective leaders of the future. Applications are sought from individuals who are interested in enhancing their leadership and political skills in order to better serve communities, constituencies, or causes. The program is administered and supported by MSU's Institute for Public Policy and Social Research in the College of Social Science.

Annually, a diverse group of 24 individuals are awarded the opportunity to participate in a hands-on curriculum that incorporates personal leadership development, public policy process and analysis, governance, and campaigning. Practical skills training are emphasized. Fellows participate in team and coalition-building activities to foster communication and the exchange of ideas. The MPLP faculty is comprised of elected officials, political activists, MSU faculty, media, and business professionals from across Michigan.

MPLP fellows are required to attend one weekend session per month from February thru November, generally beginning with dinner at 6 p.m. Friday evening and meeting through Saturday afternoon until 4 p.m.

Considerable financial resources and time are donated to support each fellowship which is valued at \$12,000. The fellowship covers the participants' lodging, meals and program costs, however, accepted Fellows are asked to pay an administrative fee of \$1,000 to participate in this program. Travel and some parking expenses are the responsibility of the participant.

To apply for a MPLP Fellowship you may download an application from our website at www.ippsr.msu.edu/MPLP and mail the completed application along with supporting documentation to Program Administrator, Linda Cleary, Michigan State University, Michigan Political Leadership Program, 509 East Circle Drive, Room 321, East Lansing, MI 48824-1111. Applications must be received no later than Friday, August 31, 2012 for consideration.

Should you have any questions regarding the application process or the MPLP Program please contact, Linda Cleary, Program Administrator, at clearyl@msu.edu or by phone at (517) 353-0891.

Bob Evans®



Community Fundraiser for projects of the
Mason Kiwanis Club - Golden K
Saturday, June 23rd - 8 AM to 8 PM
at Bob Evans Restaurant

900 American Road (Cedar & I96) in south Lansing
Pick up a flyer at the Mason Chamber
Visitors Center or local businesses to
have Bob Evans donate 15% of sales



This information appears on Channel 21 of the cable system in Mason and at www.masonchamber.org

Dear Friend of Transportation:

Your voice is needed to help revise our state's long-range transportation plan, *MI Transportation Plan: Moving Michigan Forward*. Through the convenience of the Internet, the Michigan Department of Transportation is conducting three interactive webinars on June 21 and 26 designed to engage tribal governments, resource agencies, stakeholders and the general public in setting the course for Michigan's transportation investments through 2035.

See the flier below for the dates and times of each webinar or visit www.michigan.gov/slrp.

To help facilitate discussion, each of the three webinars will be customized for a specific audience, but participants are welcome to join any or all three webinars. There will be opportunities to ask questions live with state officials working on the plan revision, plus an invitation to participate in an on-line survey near the end of the webinar.

Registrations are being taken on-line now at www.michigan.gov/slrp. We also encourage you to read the brief white papers being prepared for each of the technical reports used in the 2005-2030 plan, such as socioeconomic, travel characteristics and highway safety. The white papers will form the basis for the revised plan document to be released in August. We welcome your comments and questions, and look forward to your participation in the June webinars.

Sincerely,

Bob Parsons
Public Involvement and Hearings Officer
Michigan Department of Transportation
517-373-9534
parsonsb@michigan.gov

PS: Please pass this on to others you feel would welcome this opportunity to help shape Michigan's transportation future!

Area health organizations join to measure health of residents in Ingham, Clinton, Eaton counties

Local health departments and hospitals are joining forces to measure the community's health through Healthy! Capital Counties, an initiative to improve the health and well-being of residents in Ingham, Clinton, and Eaton counties. Community leaders are working together to identify how healthy residents are in the tri-county area, what health conditions are prevalent, and the root causes of those health problems. The leaders are from the **Ingham County Health Department**, Barry-Eaton District Health Department, Mid-Michigan District Health Department, along with **Sparrow Health System**, McLaren-Greater Lansing, Hayes Green Beach Memorial Hospital, and Eaton Rapids Medical Center.

"Once we identify those priority health needs, we will develop a plan to improve health across the whole community where we live, work, learn and play," said Anne Barna, Project Coordinator.

The consortium is looking at surveys, vital records, and program and facility data, and conducted eight focus groups throughout the three counties. The results of the research will be published in the Community Health Profile Report in mid-May. The public report will offer detailed data on the health needs and concerns of residents in Ingham, Eaton and Clinton counties, including medically underserved people.

(continued)

"In June, the public will be invited to examine the report and take part in discussions at various community dialogues," Barna said. "Together we will decide what is most important and develop an action plan for improvement."

Healthy! Capital Counties was developed in answer to a new mandate under the health reform law to conduct a community health needs assessment every three years beginning in 2012. Local health organizations have traditionally conducted these kinds of assessments individually.

"Instead of working independently of each other, it made more sense to work together to save time and money, and to be able to have the greatest impact on our community," Barna said.

The initiative is funded by each of the participants as well as through a Demonstration Site grant from the National Association of County and City Health Officials through funding from the Robert Wood Johnson Foundation.

Find more information about Healthy! Capital Counties at www.healthycapitalcounties.org. The public may sign up to find out about a community meeting in their area or to view the report by visiting the website.

Kiwanis Club of Mason BLOOD DRIVE

Thursday, June 28th



***at St. James Church
1010 S. Lansing St. in Mason
from 11:30 AM to 5:15 PM***

CALL 1-800-REDCROSS TO MAKE AN APPOINTMENT

*All community
donors are
welcome!*



**American
Red Cross**



This information appears on Channel 21 of the cable system in Mason and at www.masonchamber.org

Please Note New Address:

Leo's Bail Bonds

700 N. Cedar Street

Mason, MI 48854

(517) 676-1021

www.leosbailbonds.com

*(That's the old Pizza Hut building.
Leo also has some additional
office space there to lease.)*

Michigan's top firefighter gear supplier expands to Mason space, adds four jobs

From: www.capitalgainsmedia.com

Walt Holden and Dan Hamel know a thing or two about firefighter protective equipment. The retired firefighters both sat on safety committees and instructed their peers on safety equipment during their firefighting careers. And, since 2007 they have been selling a variety of municipal protective equipment through their business [First Due](#).

In just five years, **First Due** has become the largest supplier of firefighter protective equipment in the state. They currently service 300 municipalities across the state and have a goal of reaching 500 - half of Michigan's departments - in the next two years.

"We have been doubling in size every year," says Holden. "We needed to move to have more space. We needed some warehouse space, but mainly office space."

In order to accommodate those needs, Holden and Hamel have moved from their Leslie location into a 1,400 square foot facility in Mason on Kipp Road.

"We could have put it anywhere in Michigan, but we liked the [Mason](#) area," says Holden. "Because we have so many fire departments in this area, it made it very central for them."

With all of their growth, **First Due** has added four new sales positions over the last year. That number should continue to climb as Holden expects the company's growth to continue for some time.

"We're picking up three to four new departments per week," says Holden. "We couldn't be happier."

MASON'S INDEPENDENCE
DAY CELEBRATION

"Cruise Back in Time"

Car Show

Wednesday, July 4th
10 AM to 4 PM

Downtown Mason
around the
Ingham County
Courthouse Square

For information, call
Jeff Ryan at (517) 712-2026



This information appears on Channel 21 of the cable system in Mason and at www.masonchamber.org

Mason Library raises \$42,000 for renovations

From: www.capitalgainsmedia.com

The [Capital Area District Library](#) branch in Mason was faced with a problem. The 1938 building that housed the [Mason Library](#) was in dire need of repair, but with local government budgets as tight as they've been for many years, Branch Head Sheryl Bass didn't see any assistance in sight.

"The building had been a little neglected for a number of years," says Bass. "There was just no money. People need fire and police, so we knew we needed to go out there and get the money ourselves."

That is exactly what Bass and her staff did. The \$42,000 in renovations that was recently completed began with the donation from former library patron Margaret Doolittle upon her death of \$10,000. When a **Dart Foundation** Challenge Grant of \$13,000 followed, Bass knew things were headed in the right direction.

After about a year of fundraising and three solid weeks of renovations, the **Mason Library** reopened on June 4 with new carpeting, furniture, paint, countertops and a refinished circulation desk. The building also received roof repairs, landscaping, windows and energy-efficient lighting.

"It looks like night and day here," says Bass. "I'm just delighted."

Judging by the 200 people who came out to celebrate the reopening of the **Mason Library** on June 4, the community was pretty excited to have their new and improved library back as well.

"It was fun to see the community support," says Bass. "It's just a really nice thing that has happened in our community."



Please Join Us!

Webinar to Discuss Revising the State Long-Range Transportation Plan

The Michigan Department of Transportation (MDOT) needs your help with revising the state's long-range transportation plan, "MI Transportation Plan: Moving Michigan Forward." MDOT is evaluating the inputs, forecasts and strategies contained in the current 2005-2030 plan and extending the planning horizon to 2035.

What's changed since 2005? How will Michigan meet its transportation challenges over the next 25 years?

Objectives:

- Provide a brief overview of the plan and revision
- Offer information about the comment solicitation process
- Engage in an extended question/answer session with participants



To Participate:

Thursday, June 21, 2012

OR

Tuesday, June 26, 2012

OR

Tuesday, June 26, 2012

10 a.m. to noon, EDT

1 to 3 p.m., EDT

6 to 8 p.m., EDT

Primary Audience: Tribal Governments and Resource Agencies

Primary Audience: Stakeholders

Primary Audience: General Public

Register at www.michigan.gov/slrp or call 517-373-9534

Audio will be by phone

Once registered, information will be sent on how to connect, including the phone number and access code for either of the Webinars.

Read the plan and all supporting documents: www.michigan.gov/slrp

You may submit comments on draft white papers through July 24, 2012.

2035 MI Transportation Plan and final drafts will be available for a 30-day comment period starting the first week of August.

New Mason gift store features vintage treasures

From: www.capitalgainsmedia.com

Downtown Mason's new [Ballyhoo Vintage Shoppe](#) is a unique little store with roots planted firmly in fun.

"We've been in Mason for about 27 years, and we just thought it would be fun to have a little shop," says owner Amy Bowden.

The approximately 350-square foot store opened on May 14 on South Jefferson in Mason and features both antique and new items with a vintage feel. Products include cupboards, furniture and style items.

According to Bowden, choosing the right location for Ballyhoo was fairly easy, as Downtown Mason hardly had any vacancies left.

"It was one of the only places available," Bowden says, "and we loved it. We get a lot of traffic down here from Los Tres, and I'm sure we'll get even more when the [Brewery opens](#)."

Ballyhoo is currently operated by Bowden herself and family members. Already, she reports a good response from shoppers, and attributes some that early success to her downtown neighbors.

"The other businesses in the community have been great," she says. "I wasn't sure what to expect when I came in, but it's a super community atmosphere. The other stores send people down my way. It's been fun."



City of Mason

NOTICE OF COMMUNITY RECREATION PLAN WORKSHOPS

The City of Mason invites you to participate in a Community Workshop to gather your ideas on recreation opportunities within our City. Your input will help us update our Five-Year Recreation Plan. Choose either **Thursday, June 21 or 28, 2012 at 6:30 to 8 PM** in the **Second Floor Training Room of Mason City Hall, 201 W. Ash Street.**

For more information, please contact Nate Henne at 676-9155 ext. 299 or visit www.mason.mi.us



Sparrow announces partnership with famed Mayo Clinic

From: www.capitalgains.com

It's a big year for partnerships at Sparrow Health System. Just weeks after launching The Center for Innovation with Michigan State University, **Sparrow** has now announced it will be the first health system in Michigan and one of the first five organizations nationwide to become a member of the Mayo Clinic Care Network.

"What this network is really about is connecting physicians to physicians," says Executive Director of Marketing and Public Relations John Berg. "[**Sparrow** doctors] will have a set of tools that will allow them to reach out and compare treatment plans and pathways that have been developed at the Mayo Clinic."

The formal relationship between **Sparrow** and the Mayo Clinic will bring the famed Rochester, Minnesota-based medical research group's expertise and clinical care resources to Lansing. Another benefit, Berg adds, is that should a medical case require advanced, specialty care beyond the **Sparrow Health System**, Mayo Clinic physicians will already be well-versed the patient's case and able to provide a continuum of care.

Sparrow's inclusion in the Mayo Clinic Care Network came after rigorous review and evaluation, but began less formally, when a group of **Sparrow** Physicians visited the Mayo Clinic a year ago to study the center's best practices.

"They began getting a good understanding of who we are when we reached out to them," says Berg. "They are looking for organizations that are focused on quality."

In addition, says Berg, Sparrow was chosen for the program after having received a number of awards and recognitions including being named a top health system in the United States by Thomson Reuters and earning the Nurse Magnet Distinction from the American Nurses Credentialing Center.

New 2,000 sq ft Mason party store features Broasted Chicken, deli

FROM: Capital Gains

Susan Barkley used to visit a certain party store when her daughter raced at Spartan Speedway in [Mason](#) years ago, and it always struck her fancy.

"We used to come in here and I thought it would be a fun place to own one day," says Barkley.

Now she has the chance to find out just how much fun it is, as Barkley recently celebrated the grand opening of Git Some Party Store on North Cedar, that very same store she used to dream of owning. Barkley now offers Broasted Chicken and a deli at the new 2,000 square foot store.

"I have always loved Broasted Chicken," Barkley says. "There hasn't been a chicken place in this area since for awhile, so I thought people would like that."

Barkley hopes to add ice cream and liquor sales to her inventory. Currently, the store is operated by Barkley, her family and one employee. The store has only been open for a few weeks, but it's already living up to Barkley's expectations.

"It's been a lot of fun," she says. "We're just going to continue to move forward and provide good food for everybody."

2012 Sun Dried Music Festival

Attention Local Business Owners,

We are in the process of planning the 2012 Sun Dried Music Festival which will take place August 24th & 25th. This will be the 3rd year of the festival which has been a huge success in the past. Last year's Festival was attended by an estimated 8,000-10,000 people. This was a significant increase over the prior year. Our hope is to increase that number by an additional 20% this year.

Just as in the past we are asking local businesses to support this year's Festival by making a monetary donation. As a Festival Sponsor you will receive many advertising opportunities based on your level of donation. As a sponsor of any level, with your permission, we will add your logo, a description of your business, and a hyperlink to your website to the Sun Dried Music Festival Website. This will be a great opportunity to direct more traffic to your website and will make it easy for customers to learn more about your business and the products or services that you offer.

We look forward to hearing from you very soon. Please note that only those donations received by May 31st were able to make the deadline for all flyers, posters, and other publications. If you have any questions or concerns please feel free to call Joel at 517-676-3595 or e-mail director@sundriedmusicfestival.com.

Sincerely, **The 2012 Sun Dried Festival Committee**



REGISTER NOW FREE VETERAN HIRING FAIR

June 26-28, 2012 • Detroit's COBO Center
One Washington Boulevard, Detroit, MI 48226

Register Now at
VAforVets.VA.gov/Detroit
and learn about all the tools that VA for Vets has
created to help you succeed.

This event is more than just a typical job fair:

- Onsite interviews and career opportunities with federal agencies and private sector employers
- Build a federal resume and learn successful interview techniques
- Receive career coaching

All experience levels and career types welcome.

To prepare for the event visit the VA for Vets
Career Center to:

- Assess and communicate your unique skills
- Translate military skills into civilian qualifications
- Build a federal resume



Register Now at
VAforVets.VA.gov/Detroit

On the day of the event, bring multiple copies of the following:

- Federal Resume • Statement of Service • Separation/Retirement Orders
- Department of Defense Form 214 (DD 214) • Unofficial/Official college transcripts*
- Licenses/certificates* • VA service-connected disability/Civil Service preference letter*
- Schedule A letter*

** If applicable*



U.S. Department
of Veterans Affairs

MI-SBTDC Free Seminars!

JUNE

Branding Tool Kit for the Small Business Owner

Wednesday, June 20, 2012

9:00 AM to 11:30 PM

For any small business to stand out from the competition, it's essential to develop a strong, identifiable brand. In this workshop we'll discuss what branding is, why it matters and the importance of both visual and verbal branding. We'll give you the tools to sketch out key branding components that define your company's brand personality, insights and position, tagline and key marketing messages. You'll walk away with a strong framework for developing your company's own verbal brand.

Speaker: Laurie Lonsdorf, Senior Business Consultant

Location: MI-SBTDC Capitol Region Office (309 N. Washington Sq., Lansing)

Cost: FREE

To Register: Call (517) 483-1921 or visit our website [HERE](#)

Fundamentals of Writing a Business Plan

Thursday, June 28, 2012

9:00 AM to 1:00 PM

This course covers business planning in detail for individuals who want to increase their chances for successful self-employment, or business launch. Specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are the key components of this workshop. The first steps for creating a business plan draft will be included. Live examples of effective business plans are used as course material.

Speaker: Kellie Hanford, Certified Business Consultant

Location: MI-SBTDC Capitol Region Office (309 N. Washington Sq., Lansing)

Cost: FREE

To Register: Call (517) 483-1921 or visit our website [HERE](#)

JULY

Fundamentals of Starting a Business

Tuesday, July 17, 2012

9:00 AM to 11:00 AM

This course is designed for individuals who are considering self-employment, or are at the beginning stages of starting their business. Delivered in a workshop format, this introductory session helps aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products/services. The basics of business ownership are introduced, along with resources available to help launch new ventures in Michigan.

Speaker: Kellie Hanford, Certified Business Consultant

Location: MI-SBTDC Capitol Region Office (309 N. Washington Sq., Lansing)

Cost: FREE

To Register: Call (517) 483-1921 or visit our website [HERE](#)

Fundamentals of Marketing Your Business

Wednesday, July 24, 2012

9:30 AM to 12:00 PM

This course presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing is demonstrated, with several examples of effective hands-on marketing techniques. Focus is on the business's customers - creating and keeping them.

Speaker: Laurie Lonsdorf, Senior Business Consultant

Location: MI-SBTDC Capitol Region Office (309 N. Washington Sq., Lansing)

Cost: FREE

To Register: Call (517) 483-1921 or visit our website [HERE](#)

AUGUST

Fundamentals of Writing a Business Plan

Wednesday, August 1, 2012

9:00 AM to 1:00 PM

This course covers business planning in detail for individuals who want to increase their chances for successful self-employment or business launch. Specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are the key components of this workshop. The first steps for creating a business plan draft will be included. Live examples of effective business plans are used as course material.

Speaker: Kellie Hanford

Location: MI-SBTDC Capitol Region Office (309 N. Washington Sq., Lansing)

Cost: FREE

To Register: Call (517) 483-1921 or visit our website [HERE](#)

Fundamentals of Starting a Business

Tuesday, August 21, 2012

9:00 AM to 11:00 AM

This course is designed for individuals who are considering self-employment, or are at the beginning stages of starting their business. Delivered in a workshop format, this introductory session helps aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products/services. The basics of business ownership are introduced, along with resources available to help launch new ventures in Michigan.

Speaker: Kellie Hanford

Location: MI-SBTDC Capitol region Office (309 N. Washington Sq., Lansing)

Cost: FREE

To Register: Call (517) 483-1921 or visit our website [HERE](#)

UPCOMING SBTDC PARTNER EVENT

Lansing Community College

June Speakers Bureau

Wednesday, June 27, 2012

West Campus Rm. S151

7:30AM to 8:30AM

Lean Processing

This interactive presentation will illustrate some of the inner-workings of Lean Processing - what it means, best practices, effective applications in healthcare, manufacturing, and other industries. Be prepared to have fun, learn, and quickly apply these crucial concepts.

About the Presenter: Michael T. Gilreath has been associated with LCC since 1990. A senior member of the American Society for Quality, Michael is certified as both a Quality Engineer and a Six Sigma Black Belt. He has provided consulting & training in all aspects of Lean, Six Sigma and quality assurance to over 100 organizations.

RSVP: Adrienne Jenkins at jenkina6@email.lcc.edu

-

Did you know?

Studies Promote Chamber Membership

In a past issue we talked about the Cortera Study, which showed chamber member companies have, on average, a credit rating about 70 points higher than that of an average company. That is powerful ammunition to promote chamber membership. A mirror study to that one is called the Schapiro Study. It shows that 63 percent of consumers prefer to buy from companies they think are chamber members. Put these ACCE-initiated studies together and you have strong evidence that chamber membership means something!

- Cortera Study link: <http://www.acce.org/news/2010/02/acce-news/new-study-shows-chamber-of-commerce-members-offer-safer-bet-when-it-comes-to-business-credit-risk/>
- Schapiro Study link: http://www.acce.org/uploadedFiles/Research_and_Benchmarking/Schapiro%20Group%20ACCE%20Report.pdf

The Schapiro Group and Market Street Services cooperated on the study and that the work was supported by IBM, Administaff, and the Small Business Network.

More on the Value of Chambers

What do Rhett Butler, Charles Lindbergh, Miss America, and Al Capone have in common? Find out the fascinating answer here. Hint: chambers of commerce have done more than you might think! See this item from NewGeography.com:

<http://www.newgeography.com/content/001881-the-other-chambers-commerce>

Final Note:

Continuing a 40-year tradition, the Mason Area Chamber of Commerce publishes its "MASON in Motion" printed and mailed newsletter near the end of each month. This hard-copy newsletter has information about Chamber events and programs, new Chamber members, news from member businesses and organizations, and more - in a short four-page format. The several insert pages included in the newsletter each month are designed to be removed for easy sharing or posting within a business or organization. For this reason, the Chamber has decided to continue distributing this newsletter in the conventional manner with no opt-out. This also maintains value for limited advertising.

Advertising inserts are just \$100 per insertion to reach 430 key decision-makers in the Mason area. This newsletter is mailed to all contact people for Chamber members, Chamber volunteers, and select stakeholders. A .pdf copy of the newsletter is also available to all the same day it is delivered by the post office at the Chamber's website www.masonchamber.org. Deadline is the 20th of the month for all submissions. Items are included as space is available and submissions are edited for space and consistency of the publication.

Since August of 2006, the Chamber also publishes a mid-month "MASON in Motion UPDATE" newsletter electronically. This e-mailed newsletter is forwarded to all who have submitted their e-mail addresses to the Chamber, provided they are associated with a Chamber member, are a Chamber volunteer, or are a select stakeholder. A link to the archive on the website for the .pdf copies of the printed and mailed "MASON in Motion" newsletter is included in the UPDATE. A .pdf copy of this UPDATE newsletter is also available to all at the Chamber's website www.masonchamber.org under the "Newsletters" tab. Deadline is the 10th of the month for all UPDATE submissions. All items submitted are included, subject to minor editing for publication consistency.

It is the intention of the Chamber to limit broadcast e-mails to those who have e-mail addresses submitted to the Chamber to 24 times per year at most. Of course, those who are Chamber leaders and volunteers get much more frequent information e-mailed to them.

Look ahead for upcoming events on:

www.masonchamber.org

AT THE HOME PAGE, CLICK ON THE
MASON AREA COMMUNITY EVENTS CALENDAR

YOU CAN'T
BUY HAPPINESS,
BUT
YOU CAN
BUY LOCAL
AND THAT'S KIND OF
THE SAME THING.



www.farmerspal.com

FEEL FREE TO FORWARD THIS NEWSLETTER UPDATE TO OTHERS AND INVITE THEM TO SEE OUR REGULAR MONTHLY NEWSLETTER ONLINE

CLICK ON NEWS AT:

www.masonchamber.org

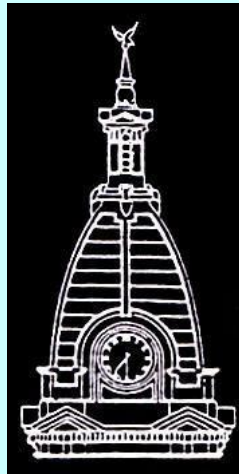
TO VIEW UPCOMING MASON AREA COMMUNITY CALENDAR EVENTS

Click on Community Events at: www.masonchamber.org

MACC now distributes UPDATE in "Constant Contact." This "Mason in Motion Update" bulletin is being sent to those who have e-mail addresses registered with the Mason Area Chamber of Commerce as contact people for Chamber members, associates of Chamber members, and select Chamber stakeholders.

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