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VOLUME 10 NUMBER 10

Jackson County Chamber of Commerce CHAMBER News

2012/2013
DECEMBER/JANUARY

CHAIRMAN'S LETTER

Relentless Reinvention

The reinvention of Michigan is clearly underway and picking up steam.

This reinvention is guided by ten principles outlined by the Governor and shared across the legislature. The principle, **"Winning in Michigan through Relentless Positive Action"** is the one that really resonates with me and was the cornerstone of my Annual Meeting address.

Now you may recall that I referred to it as having more unity in our community. Unity in terms of striving for excellence, showing appreciation and looking out for each other.

Reinventing anything is not a spectator sport.

As we prepare for this holiday season, let's give thanks for what we have achieved and prepare for what lies ahead. Together we will make our community a place where everyone wants to be!

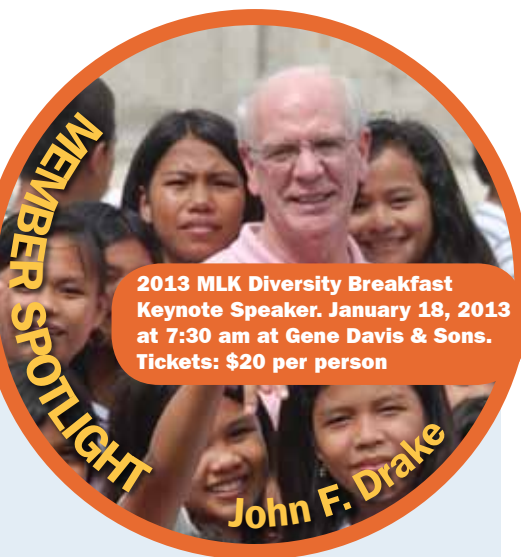
~ MICHAEL JONES

Driving Job Creation in Jackson

Over 80% of job growth results from the success and investment of existing businesses, and The Enterprise Group understands the value of providing resources to existing businesses so they can thrive and succeed in the community.

We believe Jackson County is unique with its approximately 240 manufacturers and other leading businesses which have the **capabilities to imagine, learn, develop, and build almost anything!** By regularly calling on these businesses, we are able to monitor the pulse of the vitality of the economy, but more importantly, are able to deliver services, programs and resources to assist them in their success. This has a positive ripple effect on our community. Having access to resources is important because businesses that are left to struggle on their own become prime targets for recruitment from other areas.

The visits we make to Jackson's largest employers and manufacturers are part of our retention/expansion Business Success Program. Teamed with the Michigan Economic Development Corporation, **we are able to meet with business owners to confidentially discuss issues such as taxes, financing, growth, training, revenues, competitors, succession plans, etc. and then line them up with opportunities or referrals to our partners:** the Jackson Area Manufacturers Association (JAMA); the Academy for Manufacturing Careers (AMC); the Procurement and Technical Assistance Center; and many others, to overcome obstacles to their growth. Some of our services include: site and building searches; land assembly; confidential research and project management; compilation of demographics and data; workforce and training assistance; governmental interface; incentive packaging;



**2013 MLK Diversity Breakfast
Keynote Speaker. January 18, 2013
at 7:30 am at Gene Davis & Sons.
Tickets: \$20 per person**

ing; Brownfield assistance; revolving loan funds; and governmental contracting.

An example of how all of these services can come together for our local companies is that in 2012, of the 12 companies which received tax abatements for plant expansions or machinery/equipment investment: nine were assisted by the Economic Development Division; ten are JAMA members; six have registered apprentices with the AMC; and nine qualified for the Pure Michigan – Site Selection Governors Cup 2012.

Retention visit conversations remain confidential and we take that commitment very seriously. However, because of those conversations and connections we make, we are often facilitators for other business opportunities. Dennis DeCosta, P.E., President of Commonwealth & Associates observed, **"Simple but wise words from EG Staff brought two good companies together, both located right here in Jackson. Thank you for all of the assistance The Enterprise Group has given Commonwealth. Your organization has many benefits which are often hidden from public view and may not be fully appreciated in the community."**

Our goal is to be recognized and accessed as a business resource year-round for our clients. To see more detail about Enterprise Group activities, visit the following link to review the most recent EG Dashboard: http://www.enterprisegroup.org/images/uploads/SAP_Crystal_Reports_-_October_2012_Dashboard.pdf

Contributor: Amy L. Torres, Vice President of Economic Development, The Enterprise Group of Jackson, Inc.

CHAMBERSTAFF

PRESIDENT/CEO

Mindy Bradish-Orta | Mindy@JacksonChamber.org

EVENTS COORDINATOR

Angela Machnik | Angela@JacksonChamber.org

ACCOUNTANT & HUMAN RESOURCES

Mary Schuessler | Mary@JacksonChamber.org

MEMBERSHIP COORDINATOR

Emily Garrison | Emily@JacksonChamber.org

EDUCATION & COMMUNICATIONS COORDINATOR

Susan Franck | Susan@JacksonChamber.org

RECEPTIONIST

Elizabeth James | Reception@JacksonChamber.org

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Chamber in Action



November 1st Speed Networking, held at the Commonwealth Commerce Center, was sponsored by the Procurement Technical Assistance Center. PTAC can help your business get set up to obtain government contracts to expand your business.... for free!



Jackson OnTrack, a 'new' professionals group sponsored by the Chamber, enjoyed a tour of our old prison with the Jackson Journeys Historic Prison Tour.



The Canadian Consul General Roy Norton and the Citizen's for Protecting Michigan's Constitution came to encourage a 'no' vote on Ballot Proposals 2, 3, 4, 6. We learned that International trade with Canada has an impact on 3000 Jackson jobs.



The well attended All Candidate Meet n Greet on November 1st, sponsored by AT&T, gave Jackson County residents a chance to meet and question the candidates running for office.



About 60 chamber members attended the Business After Hours on November 8th held at EECU, A Community Credit Union on Parnall Rd.



Guests enjoy open networking, a delicious hot breakfast and an entertaining line up of sponsors who are interviewed during the morning drive time. The Good Morning! Greater Jackson show is on the 4th Tuesday of the month.



500 students from twelve county middle schools, daVinci Institute and Jackson Catholic Middle School participated in Challenge Day on November 5, 6, 7 and 8 at the Lily Missions Center.

Traditions and Relevance

Traditions saturate the holiday season. We all have favorite ones that we look forward to year after year. Traditions are a source of comfort that help us connect with the people who are important to us.

Eventually, some traditions change. Sometimes it is regretfully; as the song goes, 'you don't know what you've got 'til it's gone', and other times you wonder what took so long. Many times we hang onto irrelevant 'traditions' just because it is 'tradition'. For families, this does not cause the world to end. For businesses, it could.

In families or business, connecting with people is the most important element to maintain. With the rapid acceleration of change in today's world, businesses must reevaluate the effectiveness of the methods they use to connect with their customers, staff and support systems.

For example, websites have become an integral part of the way your customers interact with you and yet even this tool may now be irrelevant. In a recent interview on MondayMorningRadio.com, Rieva Lesonsky, a pioneering journalist who spent almost 25 years as the editorial director at *Entrepreneur* magazine said that **one of the biggest mistakes that businesses are making today is that their websites are not optimized for mobile devices.** She went on to note that today the numbers of people who are web surfing from their phones and tablets is exploding. If this is where your audience is ... it is where you need to be too.

If you are like me, this technological learning curve continues to be a daunting and ongoing

task. Yet, connecting with people motivates us to continue the struggle. It is more about connecting with your audience, your 'people', rather than maintaining a level of comfort.

It is no different than a speaker taking the time to find ways to connect with his/her audience and planning ways to make their points clear and relevant. Or salesmen and marketers crafting their message so their target audience is intrigued and can readily identify the benefits they will gain. Or learning to lead and develop your employees' skills to create higher engagement which leads to more profits.

Jackson has many locally grown businesses that have been around for generations. They have learned to keep the best of the 'mom & pop' type of traditional service, customer and community connections while somehow managing the changes that time forces upon them. They will tell you that **it is all about the 'people' in our lives. The tools to connect are just that, tools and they are subject to change.**

This holiday season create new traditions and enjoy the old ones. Most of all cherish the 'people' around you.

BY SUSAN FRANCK



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Editor: Susan Franck, Communications Coordinator

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Know your Market and Adjust

It takes time to connect with a new client, be patient. Approach the client with an element of education. If you are in a service industry designed to provide an intangible, the value of your purpose is not always clear or apparent to the client.

Try to have an understanding of your offer as well as the offer of your competitor. If you simply dismiss the offer of your competitor, you will learn nothing.

You reach your initial goal when given a chance to talk about what you do. **If you use education to build trust, the client will see you as an ally and not a person simply out for the sale.**

Be open, listening and learning about your competitor every chance you get. The more you know about their product or offer, the better you can adjust. If your product or service is not the best, take the information you have learned and improve it. The best thing about competition is that the client is usually the benefactor.

An educated client is a person that will challenge you from time to time and give you the chance to defend your service or product offer to the next guy in line.

In the world of sales, the best approach is to put the customers' interest first. Give an honest assessment, offer an honest price and provide the services you promised.

Contributor: Jeff Eccleton, Volunteer Energy Services



POWER POINTS

'Power Points from Peers' is a series of short articles sharing best business practices, recommendations and lessons learned from various Chamber member businesses.

Best Practices=Rewards

"If I was down to my last dollar, I'd spend it on Public Relations," said Bill Gates, founder of Microsoft. Successful businesses require third party advocates, and outside sources to influence amongst community and business atmospheres. In order to acquire those I would encourage business leaders to adopt the ideal of the 3 "R's" in said order:

Responsibility, Reputation, and Relationships.

- (1) The business has a responsibility to perform a service
- (2) The business acquires reputation based on the integrity of said service

- (3) The business acquires relationships based on the reputation of how said service is conducted

A leader who possesses strong business insight recognizes that their reputation is more valuable than their service because their reputation will develop their relationships. Those relationships will establish a loyal/disloyal community or customer base that will or will not utilize their service.

Influence is a very powerful tool for any business, and media is a catalyst for influence and control over perception. Third party sources allow others to willingly receive a perception about people, places, or things without persuasion from the direct source. As a result, the first time that a potential customer chooses to accept a third party perception as their own; the relationship has already begun between that potential customer and the organization regardless of a transaction being experienced.

Utilizing these best practices has allowed EverLast® to forge partnerships with companies such as Consumers Energy, DTE, and Bosch whom are helping us achieve the 4th "R".

Reward.

Contributor: Kyle Leighton, Public Relations Co., EverLast® Lighting



FROM PEERS

Windows 8

Microsoft's latest version of the Windows operating system, Windows 8, became generally available to the public on October 26th, 2012. There is a lot of excitement about Windows 8, but there are also questions about how the new OS fits in the world of the typical business user.

With Windows 8, Microsoft introduced several significant changes to the user interface. Windows 8 is designed to work well with a touch input. This change was made in response to the growing popularity of tablet devices such as the iPad or Kindle Fire. As a part of this change, Microsoft completely redesigned the Start Menu, creating what is now called the Start Screen. The Start Screen is a full screen application menu that scrolls from left to right. (For a look at the new Start Screen, go to Google and do an image search for "Microsoft Windows 8 style UI.") Certain applications run directly from the Start Screen, while others require opening up the Windows Desktop by clicking the Desktop icon from the Start Screen.

Changing the functionality of the Start Menu may be a great decision in the long run. Microsoft sees the market of personal computers heading down the path of tablets and touch interfaces. The new Start Screen provides a better experience for the tablet user. Windows 8 also presents a challenge to the typical business user who needs to use a mouse, keyboard, and number pad to perform his or her daily tasks. This user will need training on the new interfaces in Windows 8, and the time and cost surrounded by that training may not be insignificant.

Contributor: Jeff Bowes is the Director of Operations for NuWave Technology Partners and co-host of Technically Speaking on the Michigan Business Network. His opinions are his own.



Why Join a Chamber of Commerce?

Is it to network or meet influential civic leaders? I was not sure, at first, when I joined the Chamber what purpose it would serve. I grew up in Jackson but moved away after high school to pursue higher education and my career. After 15 years, I decided to move my family and my financial advising practice back to the area but had lost my feel for Jackson. Things had changed so much since I left that I did not know where to begin. I knew I wanted to grow my business while also helping improve the town I loved as a child.

Joining the Jackson Chamber has allowed me to grow new relationships while allowing me to be more involved in the community. As a financial advisor, relationship building is very important to meeting the needs of my clients and growing a successful business. Becoming a chamber member gave me the opportunity to reconnect with Jackson at the professional level. Since joining in June, I have formed relationships within the law and medical fields, social media and real estate. Not only has this helped to grow my client base, I have been able to share my ideas for improving our community with like-minded professionals who are committed to seeing Jackson regain its status as one of Michigan's best cities.

The Jackson Chamber has allowed me to "Rediscover" Jackson.

Contributor: Josh Larsen, Merrill Lynch



C Jackson County Chamber of Commerce CALENDAR



To Register: Unless otherwise noted, R.S.V.P. for events to Mary at Mary@JacksonChamber.org or 517-782-8221 (please have your credit card information handy when you call). All cancellations must be received with a 24-hour notice or no shows will be billed. Non-members are encouraged to attend no more than two networking events before joining. **All Chamber events are posted online at www.JacksonChamber.org under Events**

DECEMBER EVENTS

MON., DECEMBER 3 ECONOMIC CLUB LUNCHEON

Join us for the final Economic Club Luncheon of 2012 as we hear Tim Rogers, the new Executive Director of the Enterprise Group of Jackson, Inc. discuss the future of economic development in Jackson County.

- **Where:** Bella Notte Ristorante
(137 W. Michigan Ave.)
- **When:** 11:30-1:00 p.m.
- **Cost:** Members: \$25 in advance;
\$30 at the door

THURS., DECEMBER 6 LEADERSHIP ACADEMY ALUMNI ASSOCIATION MEETING

Connect with past Leadership Academy participants and discover the many opportunities to use your Leadership Academy training to benefit yourself and the Jackson community. Please join us!

- **Where:** Jackson Coffee Co.
(201 S. Mechanic St.)

- **When:** 11:30-12:30 p.m.
- **Cost:** Free

THURS., DECEMBER 6 BUSINESS AFTER HOURS - 30 AND UNDER WITH JACKSON MAGAZINE

Who is Jackson's best and brightest? Join us for the big reveal! We will also congratulate Jackson Magazine on five years of celebrating Jackson's young professionals.

- **Where:** Ella Sharp Community Room
(3225 Fourth St.)
- **When:** 5:00-7:00 p.m.
- **Cost:** Free

JANUARY EVENTS

WED., JANUARY 9 COFFEE WITH THE CHAMBER

Join the Chamber for coffee, a light breakfast, and relaxed networking all before you start your work day! This morning event is a great chance to connect with potential customers, chat with old friends, and make new ones.

- **Where:** Chamber Office

- **When:** 7:30-8:30 a.m.
- **Cost:** FREE

WED., JANUARY 16 SPEED NETWORKING

We guarantee that you will meet more people than you typically do during the same amount of time in an unstructured networking setting!

- **Where:** Commonwealth Commerce Center
(209 E. Washington Ave.)
- **When:** 2:00-6:00 p.m.
- **Cost:** \$15 Chamber Members/ \$25 Potential Members

FRI., JANUARY 18 MLK DIVERSITY BREAKFAST

Featured speaker is John F. Drake of The Lingap Center. Meet and greet over 350 community and business leaders while honoring our youth as we remember and celebrate the birthday of a great icon, Dr. Martin Luther King, Jr

- **Where:** Gene Davis & Sons (3575 Francis St.)
- **When:** 7:30 -9:00 a.m.
- **Cost:** \$20 per person (includes breakfast)
- **Other:** We do sell out, so reserve your seat now!





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TUES., JANUARY 22

Good Morning! Greater Jackson
Attend this live radio program that features 5 members. The January sponsors are: Gilbert Chocolates; Kiwanis Club of Jackson; Servicemaster Cleaning and Restoration Services; The Augustine Group at Morgan Stanley and The Protection Center

- **Where:** Bella Notte Ristorante (137 W. Michigan Ave.)
- **When:** 7:30-8:30 a.m.
- **Cost:** \$10 for Members/ \$20 for Potential Members
- **Other:** Open networking and hot breakfast included.

THURS., JANUARY 24 104TH ANNUAL MEETING

The Chamber's Annual Meeting is the time when we recognize and honor the Board of Directors and select businesses for their outstanding work in the community. We will be presenting awards for the Ambassador of the Year, the Brick Award, the Entrepreneurial Vision Award (sponsored by South Central Michigan Works!), Athena Award (Sponsored by Lloyd Ganton Retirement Centers) and the Small Business Person of the Year (Sponsored by Fifth Third Bank).

- **Where:** Jackson Community College Potter Center (2111 Emmons Rd.)
- **When:** 5:30-9:00 p.m.
- **Cost:** \$50 per person (includes heavy appetizers and beverages)

MON., FEBRUARY 4 JACKSON RETAIL SUCCESS ACADEMY BEGINS

They say you don't know what you don't know. Let experienced retailers help you succeed. This

8 session program will give you the tools for taking your business to the next level. Class is held on Monday nights.

- **Where:** Jackson District Library Auditorium (244 W. Michigan Ave.)
- **When:** 6:00-8:30 p.m.
- **Cost:** \$425 per business
- **Other:** To learn more visit: jacksonchamber.org/get-involved/professional-development

DECEMBER MEETINGS

WEDNESDAY, DECEMBER 5

Leadership Academy Session Seven
Where: Baker College Welcome Center
When: 8:00-10:00 a.m.

FRIDAY, DECEMBER 7

Ambassador Committee
Where: Allegiance Health Specialty Center
When: 12:00-1:00 p.m.

MONDAY, DECEMBER 10

Legislative Committee
Where: County Commission Chambers
When: 12:00-1:00 p.m.

TUESDAY, DECEMBER 18

Chamber Board of Directors
Where: Allegiance Health Specialty Center
When: 7:30-8:30 a.m.

WEDNESDAY, DECEMBER 19

Leadership Academy Session Eight
Where: Baker College Welcome Center
When: 8:00-10:00 a.m.

WEDNESDAY, DECEMBER 19

Economic Club Committee
Where: Chamber Office
When: 4:00-5:00 p.m.

THURSDAY, DECEMBER 20

MLK Diversity/Challenge Day Committee
Where: Chamber Office
When: 8:00-9:00 a.m.

THURSDAY, DECEMBER 20

JAXPO Committee
Where: Chamber Office
When: 12:00-1:00 p.m.

MON., TUES., DECEMBER 24, 25

Chamber Office Closed Christmas Eve/Day

MONDAY, DECEMBER 31

Chamber Office Closed on New Years Eve

JANUARY MEETINGS

TUESDAY, JANUARY 1

Chamber Office Closed on New Years Day

WEDNESDAY, JANUARY 2

Leadership Academy Session Nine
Where: Baker College Welcome Center
When: 8:00-10:00 a.m.

FRIDAY, JANUARY 4

Ambassador Committee
Where: Allegiance Health Specialty Center
When: 12:00-1:00 p.m.

TUESDAY, JANUARY 8

Leadership Academy Committee
Where: Chamber Office
When: 4:00-5:00 p.m.

TUESDAY, JANUARY 15

Chamber Board of Directors
Where: Allegiance Health Specialty Center
When: 7:30-8:30 a.m.

TELL ME A TALE ABOUT A BRAND

Every brand has a story to tell - a tale of history, a tale of purpose, or a tale of the future. A great storyteller connects your audience and story emotionally, intellectually and aesthetically. Brands don't lack the story, they lack the storyteller. If your story has been lost, or isn't being told well enough to connect with your audience, it's time to call RjM and hear the little tale of mutation we tell.

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Focus on Fundamentals - That's Where the Money Is!



Turning your staff into a customer focused selling machine will do lots more to build your bank account than any single marketing tactic including social media.

Listen to what Jamie Bush, co-owner of Point Of Origin, a home accessories and gift shop in Lakeway, Texas, says about sales training ...

"We were very nervous that we were going out of business. Every month was going down. We knew that if we didn't make a change we wouldn't make it to the end of the year. We needed to generate more sales. We needed more cash flow. And quickly.

"You know, it seemed we were just too busy for sales training. But we decided to get serious about it because we had to."

"It wasn't an easy process. My staff came into it with reservations. They didn't want to seem pushy, or be a nuisance. We had to make it fun and it took several of weeks of effort, but it was really worth it."

The proof of success is in her sales numbers. "After we got serious about sales training our numbers just kept growing. Our sales were up 32% the first year after sales training and we're tracking to be up over 30% again this year."

I love Facebook and encourage every independent retailer to have a Page, but I can tell you that you won't get a 30% annual sales increase from it. No matter how well you use it!

Stay committed to the fundamentals. That's where the money is.

By Susan Negen in an excerpt from the WhizBangTraining.com/blog

The 'Sales' module is one of 11 Whiz Bang training modules that the Chamber has available to loan out to businesses in our community-a month at a time with a \$250 deposit. The complete set retails for \$2497. For more information contact: Susan@JacksonChamber.org, call 517-782-8221



The Lally Group, CPA's is pleased to announce that John Cross has joined our team. John has 45 years of CPA service assisting small and mid-size businesses in their tax and accounting needs. John is now located in our office at 110 1st Street in Downtown Jackson.



John Cross,
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Sign Up Today!

Jackson Retail Success Academy to Start Soon!

**February 4 - March 25th
6-8:30 p.m.**

**Jackson District Library Auditorium
(244 W. Michigan Ave.)**

If you are a business owner, looking to strengthen your business skills so that you can make more money....

The Jackson Retail Success Academy™ is for you.

If you have a manager or passing your business on to the next generation.... The Jackson Retail Success Academy™ (JRSA) can help.

If you need to hear testimonials about the effectiveness and value of the time spent, there is a nice article about the JRSA program in the November issue of the Jackson Magazine.

To our knowledge, within Michigan, the JRSA is a program unique to Jackson and the Chamber has received numerous inquiries from other Michigan counties and out-of-state chambers of commerce on how to duplicate the program.

The upfront investment is \$425 and twenty hours of your time spread out over eight weeks. Your return on this investment is a year's membership with the Chamber \$275, the Midtown Association \$50, advertising and educational credits \$200, a year long mentor and information that you can put to use immediately.

To suit the needs of the participants we customize each years session of the JRSA and seats are limited because of this.

To learn more and sign up for this opportunity please contact Susan Franck 517-782-8221 or email Susan@JacksonChamber.org or visit JacksonChamber.org/ Get Involved/ Professional Development/ JRSA



DID YOU
KNOW?

Did you know?

How to Take Advantage of your Chamber Benefits

My Chamber Advantage

Did you know that your Chamber Membership could help you save on your Blue Cross/Blue Shield of Michigan policy? Visit www.mychamberadvantage.com for information on discounts.



Market Your Business

Did you know that as a member of the Chamber, you have an opportunity to do three (3) email blasts a year for \$200 each and one (1) eNewsletter sponsorship a quarter for \$50? Reservations for 2013 are being taken and the schedule is filling up. Don't miss out on the right time to promote your business! Contact Beth James at Reception@JacksonChamber.org for more information.

Did you know that when you sponsor a Chamber event or program your company benefits from: publicity; brand association; access to new business relationships; customized sponsorships; and much more. For more information about sponsorship opportunities contact Angela Machnik at Angela@JacksonChamber.org.

Additionally, you can find print and website opportunities at JacksonChamber.org/MarketYourBusiness

Member-To-Member Discounts

"The Jackson County Chamber of Commerce is committed to growing local business with the Member 2 Member Discount Program. We want to promote a sense of community and encourage Chamber Members to utilize the goods and services of fellow Chamber Members."

For details on the savings, visit JacksonChamber.org.

Chamber Referral Program

"Refer a local business to our Membership Coordinator, Emily Garrison and once they become a Jackson County Chamber member YOU will receive a complete set of member mailing labels. Please contact Emily at Emily@JacksonChamber.org for more information or a lead

Grow your bottom line with Chamber Partners

Jackson County Chamber of Commerce Partners offer exclusive benefits and valuable discounts to members. Contact the Chamber for more information about these programs.



Your Chamber in Your Pocket: My ChamberApp

MyChamberApp is a mobile directory built for the Jackson Chamber of Commerce community. Chamber members can find and promote local Chamber businesses, events, and network within their local community. The app is equipped with location based mobile technology, the information is instantly geographically relevant, making it a great way to find a new salon, a place to get your oil changed, or the closest coffee shop all on-the-go!



Download it today for free on the iPhone, iPad, Android, or Blackberry.

Convenient Bill Payment Options

Did you know the Chamber has several options that can simplify the payment process?

Visit www.JacksonChamber.org to register and pay for events online by credit card.

Send a check in advance for an amount of your choosing. Then when you register for an event by phone or email we apply the credit to the new invoice.

Keep a credit card on file for all your Chamber opportunities. Use it when you register or sponsor events, place advertisements, or renew your membership.

Contact Mary Schuessler, Mary@JacksonChamber.org with questions or to make arrangements.

Winter classes @ JCC

Registration for winter classes @ JCC is just around the corner! JCC's winter semester starts on Jan. 7, 2013 but registration for classes begins in November.

- Nov. 14, for returning students with 30 or more JCC credits
- Nov. 15, for returning students with 12 or more JCC credits
- Nov. 16, for new and returning students

Advance your career, continue the education you started or retrain for a new job.

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(517) 784-5602
www.huntington.com
 Banks/Banking Associations
 At Huntington, we provide a broad array of financial services for individuals and families, small businesses, and middle market businesses and not-for-profit businesses.

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3775 Kimmel Road, Horton
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www.schaferdrycleaning.com
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Sherwin Williams
Bruce Flippo
1605 N. Wisner Street
(517) 787-8113
www.sherwin-williams.com
 Paint & Paint Supplies
 We are a full service paint store who caters to homeowners & professionals alike. We carry paint, wallpaper books, caulking and any supplies needed for a successful painting project. We have been in business since 1866 & offer contractor discounts.

T C Restoration
Todd Carr
413 Laurence Avenue
(517) 395-4006
http://www.facebook.com/pages/TC-Restoration/182247168541037
 Disaster Recovery
 TC Restoration offers emergency water, fire and smoke damage restoration services 24 hours a day, 365 days a year, servicing the Mid-Michigan and surrounding areas. Our immediate response team of certified and experienced technicians use the most up to date equipment. Todd, the owner, has 20 years of experience in the restoration business.

The Bounce Castle
Staci Marinack
1850 W. Michigan Avenue

(517) 817-5437
www.thebouncecastle.com
 Recreation / Entertainment
 Get out of the house and come play with us! The Bounce Castle has lots of fun things to do for your birthday or every day! Come climb on the super tall slides and jump in the bounce houses while mom and dad have a great cup of coffee and relax. Free Wi-Fi, Direct TV sports package with flat-screen and comfy furniture. Snacks and treats on site. Reserve a special birthday room for a party today!

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(517) 787-7550
www.twomenandatruck.com
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Walt's Health Food
Justin Shuberg
102 W. Michigan Avenue
(517) 784-0568
www.waltshealthfoods.com
 Health Food
 We are pleased to be serving the greater Jackson area. We offer products to support healthful living from supplements to specialty foods. Walt's also features the ever popular Fruit Baskets that are available year round for any occasion. They are great for that hard to buy for individual. The fruit baskets can be delivered locally, shipped anywhere throughout the country, or even picked up. We encourage all to buy locally and to support our great community.

THANK YOU

Renewing October Members

1-5 YEARS	Priority Health
A Frame Above	Quality Life Hearing Center, LLC
AARP	Robert Dorogi
Applegate Heating & AC Inc.	"Spoil Me" Pet Accessories
Brent D. Kelley Enterprises	The Sugar Cookie, LLC
Copper Orchid Design, LLC	U-Store of Jackson
Detail Man	Volunteer Energy Services
First Baptist Church of Jackson	Winslow Construction
Fry Krisp Food Products, Inc.	6-10 YEARS
G & C Sales LLC	Capital Region
Gillmore's Heating & Cooling, LLC	International Airport
Guidance HR Solutions	Fifth Third Bank, Downtown Loan Center
Inosencio Fisk, PLLC	Finally Friday Payroll Service, Inc.
Kiwanis Club of Jackson	Gene Davis & Sons
Larry Lloyd	Banquet & Convention Center
Liberty Title	Great Lakes Graphics Inc.
LJ Ross Associates, Inc.	Hirst Electric Company
Martinrea Industries	Jackson Truck Service, Inc.
Mary Kay Cosmetics - Margaret Duffy	Johnny's Tree Service Inc.
MVP Sports Store / Michigan Custom Embroidery	Patrick Properties, Inc.
New Passages	11-15 YEARS
	Aware, Inc.
	Paragon Charter Academy
	56 YEARS
	Kelly Services, Inc.



Comerica Bank

Testimonials

Happy with my Chamber Membership

The day we sponsored Good Morning! Greater Jackson, three new patients called to schedule appointments. "Wow!" is all I could say. In this and many other ways the Chamber of Commerce has been one of my best business investments.

The Chamber provides great exposure and I meet many local business owners with lots of good advice. The staff is always quick to respond if I have a question or need information. The Chamber has been helpful in the promotion of Cassity Chiropractic in a positive light. I sponsored a Business After Hours, and had a blast. I owe much thanks to the Chamber for connecting me with Jackson's thriving business community. Thank you to Susan, Angela and all my fellow chamber members who have had confidence in Cassity Chiropractic. I appreciate your genuine sincerity in helping with the success of my family Chiropractic office. I will be a life long member.

My new motto, when it comes to the chamber, is "How can I help you?" not "how can you help me?"

~Thanks, Dr. Vernie Cassity

"The Chamber has a lot to offer and it's underutilized. People need to get more involved and attend events. It's great networking," said **John Campau, of Comtronics**. "The Chamber helps you network and build business. I'm a big fan of the Chamber."

"Relationships, relationships and more relationships are built and rekindled at each Chamber event we attend," said **Larry Bamm, Sam's Club**. "I also like that the Chamber keeps members updated on local, state and national items that may impact our business community and encourages feedback."

The Chamber is a group of professionals that is constantly promoting your business in the community, "Said **Brad Brelinkski, Curtis & Curtis, P.C.** "I say, 'professionals' because the chamber has a great group that truly is top notch."

"I love the Chamber because there are events that fit each person's needs, schedules and expectations." **Dr. Michelle Shields, Jackson Community College**.



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104th ANNUAL MEETING
County Jackson
CHAMBER OF COMMERCE

This is the Chamber's Annual Meeting of all members and is the time when we recognize and honor the Board of Directors and select businesses for their outstanding work in the community.

We will be presenting awards for the **Ambassador of the Year**, the **Brick Award**, the **Entrepreneurial Vision Award** (sponsored by South Central Michigan Works!), **Athena Award** (Sponsored by Lloyd Ganton Retirement Centers) and the **Small Business Person of the Year** (Sponsored by Fifth Third Bank).

\$50 pp to RSVP call 517.782.8221



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