

Small town. Natural Wonders. Endless Opportunity.

Grand Ledge

Area Chamber of Commerce

Volume 6, Issue 7

July, 2012



From the President's Desk

Dear Members:

Welcome to July! It's amazing we are more than half way through 2012—time sure does fly when you're having fun .

Another Yankee Doodle Days has come and gone and I would like to thank everyone who helped volunteer. I would especially like to single out the efforts of Maris Brennan, Ken Black, Larry Austin and Sahwn VanSteeLand. Without their hard work, YDD wouldn't have been nearly as successful! While our revenues were about the same as last year, our net proceeds will likely be down from 2011 because we didn't have a sponsor for the fireworks like in years past which means the Chamber paid for them. We are hoping to correct that for next year, and as such, if your business would like to help sponsor them, please let us know.

The Chamber will be sponsoring a river clean up again this year. We are currently working with the City of Grand Ledge to determine the appropriate date to coincide with a drawdown of the river. Stay tuned for an E-mail from the Chamber for a day and time.

The Annual Golf Outing has been scheduled for Thursday, September 13th. This year's event will take place at the Grand Ledge Country Club. The application to play in the event is located on the Chamber website at

www.grandledgechamber.com. An application is also enclosed with this newsletter. We hope to see you there!

Lastly, the Chamber Board has decided to research the possibility of hiring an Executive Director. The first step in that process will be to come up with a list of job responsibilities and anticipated salary requirements by polling other Chambers of like size in our region. Once this has been accomplished, we will then review our budgetary situation to determine whether such a hiring would be financially prudent. If it is determined that the Chamber can afford such a position, we would then proceed to an open and fair hiring process looking at all interested candidates. Since the Chamber is a membership driven organization, if you have any input at any time throughout the process, please do not hesitate to contact me or any of the other Board members. You can reach me by E-mail at ericjdean1@yahoo.com or by calling (517) 449-0590.

As always, thanks for all you do for our community! Have a safe and successful July!

Eric Dean, President

Membership Benefits

In providing Membership Value we are able to share the Grand Ledge Area Chamber of Commerce benefits to you and your business.

~**Health Care Insurance** covering hospitalization, prescriptions, optical and dental with a variety of available carriers allows you various budget options.

~**Fleet Vehicle Insurance** provides you with an opportunity to save on insurance cost and have adequate fleet vehicle insurance.

~**Web Design/Hosting Service Plan** gives you an opportunity to touch your customers or clients not only in our market area, but both state and world wide.

~**Access On Line Chamber Information** and membership directory-at your fingertips daily.

~**Member To Member Value**** allows you an opportunity to obtain a benefit value from our membership businesses by shopping at Chamber members.

~**Referral Plan** is a program used by the Chamber to pass on referrals to our membership from current member, email and telephone inquiries, community residents and office walk-in visitors.

~**Business Cards and Brochures** can be displayed in the Chamber lobby promoting your business.

~ **Chamber Web Site** provides free business listings and additional opportunities for website links and promotions.

~**Business Visibility** is offered by the Chamber's Ambassadors Committee to organize and implement Grand Openings, Ground Breaking, and Ribbon Cutting events for businesses.

~**Demographic Information** is provided by the Chamber as well as other information about the community.

~**Networking Opportunities** are available through "Business After Hours" and "Good Morning, Grand Ledge". These are examples of an opportunity to interact with other area business people like you, swap secrets of the trade and meet decision makers of our community. Remember "word of mouth" is the most cost-effective way to advertise.

~**CRG Hometown Pages Telephone Directory** offers Chamber members free bold type with a lead-in of the chamber's logo to draw attention to your business, assuring that you will stand out! Those without a logo are not Chamber members and have to pay to get the bold print.

~**Ribbon Cutting** help in hosting and participation in ground breaking, ribbon cutting and open house events by our Ambassadors Committee.

~**Newsletter**—The Chamber publishes a monthly newsletter along with daily e-mail information notices to the membership. These newsletters inform our members of upcoming events, Chamber functions, new members, creative promotional ideas, advertising opportunities and updates from the Chamber Board meetings.

~**Event Sponsorship** provides opportunities to spotlight and promote your business through sponsorship of Chamber events such as Yankee Doodle Days, Annual Golf Outing, Color Cruise & Island Festival, Holiday Parade and Chamber's annual Dinner.

**Member to Member Value Program Offers listed on additional page.



Ribbon Cutting

Chamber and community members welcomed Great Lakes Assistance Dogs to Grand Ledge with a ribbon cutting on Tuesday, June 26th. Nikki Kersey would be happy to talk with anyone about how G.L.A.D. Dogs can be autism assistance dogs, mobility dogs and medical alert dogs. For more information call (517) 622-0011.



Business After Hours

Grand Ledge Chamber members network at Business After Hours on June 12 at Ledges Playhouse. Joe Dickson provided back stage tours and an opportunity to try out the seats. Thursday, September 6th is Chamber night at the theater. That is opening night for The 25th Annual Putnam County Spelling Bee, a musical comedy. Tickets are available at a special price for Chamber members. For more information or to purchase tickets, contact Karla Chamberlain at miriverboat@aol.com or (517) 626-8008 (wk).

SMALL TOWN. NATURAL WONDERS. ENDLESS OPPORTUNITY.

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This newsletter is a publication of the Grand Ledge Area Chamber of Commerce Public Relations Committee and brought to you courtesy of:



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GRAND LEDGE'S FINEST RETIREMENT LIVING COMMUNITY

What's Happening in Grand Ledge?

July 2012

July 5-15– Escanaba In Da Moonlight (written by Jeff Daniels) Over The Ledge Theatre Co, Fitzgerald Park

July 10—Business After Hours @ Independence Village, 5:30pm

July 14—23rd Annual Ledges Classic Auto & Craft Show, Fitzgerald Park, 9am-4pm

August, 2012

Aug. 2—12– The 39 Steps, Over the Ledge Theatre Co, Fitzgerald Park

Aug. 4– 39th Annual Island Art Fair

Aug. 6-11—Thornapple River Expedition 2012, more information on Eaton County Parks website

Aug. 26—Blue Oval Blast 2012– Mustang & Ford Show at Fitzgerald Park

September, 2012

Sept. 6– Chamber Night -25th Annual Putnam County Spelling Bee, Over The Ledge Theatre Co, Fitzgerald Park

Sept. 13– Chamber Annual Golf Outing

Sept. 30—2012 Grand Adventure Race (2 mi kayak, 12 mi bike, 3.1 mi run)

October, 2012

Oct. 12, 13, 14—Color Cruise and Island Festival, 10am—5pm each day, Island Park

Oct. 13– Vintage Vehicle Display, downtown Grand Ledge