

DIRECTOR'S CORNER

~ Executive Director - Norman Snyder - 627-2383

~ Returning to the office the other day I could not help but notice how clean our community is this holiday season. People are getting their Christmas decorations out and finally got the leaves off the lawns. Visiting our membership businesses I observe the Christmas spirit is upon us.

~ I hope as we approach Christmas you will give serious thought to doing your Christmas shopping in Grand Ledge. Our retailers have many unique and family products that make wonderful gifts. Let's support our community businesses during the holiday. We do have Grand Ledge Shopping Dollars available at the Chamber office, which make a nice gift.

~ Some of our troops have returned home and can share Christmas with their families this year. During this holiday season let's take a moment to remember those men and women who are not home yet. Let's include them in our prayers and wishes this holiday season. Hopefully this time next year they will be home too.

~ As we share this holiday season, we at the Chamber office want to wish you and your family a Merry Christmas. I hope you enjoy the holidays with your family and you find much joy and happiness in this year's festive season.

~ I sincerely want to thank you for your support this year and truly wish you a Merry Christmas.



December's Sparkplug: This month it gives me great pleasure and joy to announce Marvin Hummel as this month's Sparkplug. His devotion is to Grand Ledge and making it a better community and place to call home. Marvin's work along the riverbank and park areas has been outstanding. Marvin, thank you!!!

EXECUTIVE COMMITTEE

~ Chair - Bill Atkin - 627-2531

I want to welcome all of our new members and thank you for making the investment of membership in the GLACC. I also want to thank all of you that have attended the ribbon cuttings and Sharing a Vision, After Hours events, especially those of you that have graciously hosted these events. The support that you give our Chamber through your involvement helps all of us, not to mention make being a member fun and enjoyable. We are getting ready to debut our first winter festival in February 2006. Some of the activities we are planning will require advance financial investment of the Chamber. This would be a very good time to consider being part of the President's Circle. This plan was designed to maximize the value of Chamber membership through exposure of your company or service on the Chamber website, in the Chamber office, and providing free access to many of the Chamber events including the annual dinner and golf outing while raising needed revenue to invest in events like "Snow Daze". What better time than now, the end of the year, to join the President's Circle and help your bottom line and your Chamber's...

MEMBERSHIP COMMITTEE

~ Chair - Staci Holmes - 627-6085

GRAND LEDGE OPERA HOUSE

~ Co-Chairs - Walt Eschtruth - 627-7554 and Bill Ferrigan - 627-8431

AMBASSADORS

~ Chair - Sheila Laing - 627-3882

Next meeting: Wednesday, November 30 - 7:30 AM - Blake Room - Opera House. There are no ribbon cuttings scheduled at this time.

SHARING A VISION, AFTER HOURS

~ Executive Director - Norman Snyder - 627-2383

The Chamber's Sharing A Vision, After Hours will start at 5:30 PM and go until 7:00 PM or whenever. They promise to be excellent evenings for networking and promoting your business among the Chamber membership. Refreshments, beverages, and entertainment will be provided.

December 21, 2005

Loursel Day Spa

Sheila Laing

January 18, 2006

MacDowell's Flower Shop

Bruce MacDowell

February 15, 2006

Lowe's Reload Center

Mark Stewart

March 15, 2006

Reno's Sports Bar

Dixie Henneman

PUBLIC RELATIONS

~ Co-Chairs - Deb Pozega-Osburn - 381-1900 and Karla Chamberlain - 627-2154

Meetings: Thursday, December 15 (third Thursday) - 11:30 AM - Blake Room. The committee has agreed on a potential tagline for the Chamber and now is compiling usage standards and guidelines. It expects to test the tagline to see how people respond to it before finalizing it. The committee also is considering various advertising and promotional initiatives for the upcoming year, pending budget approval. Committee members will begin assessing responses to the newsletter questionnaire as they arrive and will use those responses to make changes to the newsletter if warranted.

DOWNTOWN DEVELOPMENT AUTHORITY

Meetings: Wednesday, December 14 (second Wednesday) - 6:00 PM - City Hall.

GOVERNMENT AFFAIRS

~ Chair - Jon Bayless - 627-2149

Next meeting: Tuesday, December 20 (third Tuesday) - 7:30 AM - A&W.

GRAND LEDGE AREA RETAILERS

~ Chair - Marilyn Smith - 627-5170

Meetings: Every Wednesday - 8:30 AM - Opera House. Thanks to all who worked so hard on the Holiday Kick-Off. There were 300 Christmas cards signed with messages to guardsmen deployed from Grand Ledge. Special thanks to Ron Nichols who designed and provided special Opera House/Grand Ledge cards. They are on their way. Check the Independent for a story. Colleen Austin oversaw providing a \$100 gift certificate for a Thanksgiving dinner for a local Guard family. Becca Mischler is working on a Christmas basket. Joni Henretty won the \$300 in Shopping Dollars from the Kick-Off participants. Remember, shop Grand Ledge for Christmas presents. Shopping dollars are now available at the Chamber office in \$10 increments. Image Projections has added a new and updated community section to its

www.imageprojections.com web site (select the Community button). The community area shows images from various community and high school events. The site features an easy online ordering system for those who would like to view or purchase images.

SNOW DAZE WINTER FEST - Chair - Karla Chamberlain - 627-2154

The 1st Annual Snow Daze Winter Fest is scheduled to debut on Friday & Saturday, February 10 & 11, 2006. After a year of planning, some of the activities scheduled include: Texas Hold 'Em Poker Tournament, concert by the Sea Cruisers, ice sculpting, chain saw carving, demo by GL Police K-9 unit, GL Fire Department river rescue, martial arts demo, spaghetti dinner, Women's World Expo, remote with Rich Michaels, and more. This committee needs the help of Chamber members, both as workers and with financial support. Opportunities to provide advertising for your business/company are available by underwriting the cost of tickets, flyers, banners, ice blocks, donations to chain saw exhibitors, cost for licenses/fees, auditorium rental, band, etc. Please help us get this new event off to a successful start. If you can contribute financial support or time, please contact me or committee members Susan Sasse and Judy Walters.

LEDGES PLAYHOUSE RESTORATION COMMITTEE - Chair - Cheri Locker - 627-8600

Meetings: Tuesday, December 6 (first Tuesday) - 8:00 AM - Opera House. Our committee is participating with the city to find a new tenant for the theatre. We are also utilizing the GM Job Crew to do some maintenance things around the theatre.

COLOR CRUISE AND ISLAND FESTIVAL - Chair - Marilyn Smith-627-5170

Not all figures and bills are complete, but we made at least \$10,000.

JANUARY 2006 CHAMBER NEWSLETTER - Susan Sasse - 321-1000, Ext. 328

Attention Chairs: Please submit all newsletter information to newsletter@grandledgemi.com by the 25th of the month.



Complete Health
Chiropractic, PC

Imperial Mobile
Homes, Inc.



UPCOMING FESTIVALS AND EVENTS - Please visit the www.grandledgemi.com for more detailed information

- Dec. 11 ~ Holiday Wishes @ First Congregational United Church of Christ
- Dec. 13 ~ Grand Ledge Night @ Potter Park Zoo
- Dec. 14 ~ Grand Ledge Shopping Tour
- Dec 16 ~ "Welcome Christmas, Rejoice in Song" @ Grand Ledge Opera House
- Dec 16 ~ Night Owl Shopping (Sponsored by GLAR)
- Dec. 17 ~ Breakfast with Santa @ McDonald's
- Dec. 21 ~ Sharing A Vision, After Hours @ Loursel Day Spa
- Jan. 18 ~ Sharing a Vision, After Hours @ MacDowell's Flower Shop
- Jan. 22 ~ Bob Milne, Ragtime Pianist @ Grand Ledge Opera House
- Jan. 29 ~ Earl Nelson Singers @ Grand Ledge Opera House
- Feb. 10-11 ~ 1st Annual Snow Daze Winter Fest





HELLO FELLOW CHAMBER MEMBERS!



Introducing the Grand Ledge Shopping Dollars

Grand Ledge Shopping Dollars are available now. These certificates are a way to support Grand Ledge area businesses during the Holiday Season. They make great stocking stuffers!

How do they work?

Certificates are very much like a personal check. Once you receive a certificate, you place it in your deposit account, as you would any other check. The certificates will need to have the Business Name filled in on the "Payable to Line". Certificates are issued in increments of \$10.00 and are valid on any purchase of \$10.00 or more. Multiple certificates can be used on any purchase. Certificates are not redeemable for cash. These certificates can be redeemed at any participating member of the Grand Ledge Chamber of Commerce.

A full listing of chamber members can be viewed at www.grandledgemi.com.

Where can you get the Grand Ledge Shopping Dollars?

The certificates can be purchased at:

Grand Ledge Area Chamber of Commerce

121 South Bridge Street

Grand Ledge, MI 48837

For questions, please call the Chamber at: (517) 627-2383



121 S. Bridge Street
Grand Ledge, MI 48837
www.grandledgemi.com



Member Survey

121 South Bridge Street
Grand Ledge, MI 48837
517-627-2383
glacc@grandledgemi.com
www.grandledgemi.com

The Public Relations Committee of the Grand Ledge Area Chamber of Commerce seeks your input regarding the monthly Chamber newsletter. Please respond to the following questions and return the survey to the PR Committee. You may fax your completed survey to (517) 381-1950 or mail it back to the Chamber at 121 South Bridge Street, Grand Ledge, MI 48837.

1. How do you currently receive the Grand Ledge Area Chamber of Commerce newsletter?

- A) Via e-mail
- B) I seek it out through the Web site when I need it
- C) On paper through the mail
- D) On paper via fax
- E) I don't receive it

2. How would you like to receive the newsletter?

- A) Via e-mail
- B) I prefer to seek it out through the Web site when I need it
- C) On paper through the mail
- D) On paper via fax
- E) I would rather not receive it

3. If you prefer to receive it electronically, which of the following do you prefer?

- A) Text only via e-mail
- B) A link to the Web version via e-mail
- C) HTML (graphics-based) e-mail
- D) An attached document via e-mail

4. How often do you read the Grand Ledge Area Chamber of Commerce newsletter?

- A) Every time I receive it
- B) Occasionally, as time permits
- C) I don't read it

5. When you read the newsletter, what items do you read first?

- A) Director's Corner
- B) Committee reports
- C) Short items on events and activities
- D) Calendar listing of events and activities
- E) I read the newsletter from beginning to end as printed

6. What types of stories are most useful to you?

- A) Reports from the director
- B) News from the committees
- C) Lists and calendars
- D) Short features on members
- E) Stories about successful business practices

7. What types of stories are the least useful to you?

- A) Reports from the director
- B) News from the committees
- C) Lists and calendars
- D) Short features on members
- E) Stories about successful business practices

8. What else would you like to see in the newsletter?

9. If you could change one thing about the newsletter, what would it be?

10. Are you a Chamber member?

- A) Yes
- B) No
- C) I am a former member
- D) I am not a member but I would like to become a member

11. Should the newsletter be distributed to non-members?

- A) Yes, it would help others be more aware of what is happening in Grand Ledge
- B) Yes, it might help us recruit new members
- C) No, it would not be useful to people who are not Chamber members
- D) No, it should be a benefit of membership and those who want to receive it should join the Chamber



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