

APRIL 2011

Regional Connection

Macomb Restaurant Week April 25 - April 29

Participating Restaurants include:

Abuelo's Mexican Restaurant - Sterling Heights
Andiamo of Sterling Heights
Buffalo Wild Wings - Chesterfield
Cass Bar & Grill - Utica
Cheeseburger in Paradise - Sterling Heights
Green Street Tavern - New Baltimore
Hamlin Pub - 22 & Hayes
Hamlin Pub - 23 & Gratiot
Hamlin Pub - 25 & Van Dyke
Harbor Grille Bistro - Harrison Twp.
Loon River Cafe' - Sterling Heights
MacRay Harbor Grille Bistro - Harrison Twp.
Maceri's Soup and Scoop - Shelby Twp.
Wildwood Friendly Tavern - Macomb Twp.



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New Restaurant Week offers up a taste of Macomb County

reprinted courtesy of C and G News Cortney Casey.... C & G Staff Writer

The Chamber is hoping to give residents and visitors an appetite for Macomb County through an upcoming event promoting local eateries.

Preparations are under way for the first-ever **Marvelous Macomb Restaurant Week**, scheduled for April 25-29. The event will coordinate deals at restaurants throughout the area, encouraging diners to try new places and revisit old favorites.

“I think it’s a good idea,” said Wayne Oehmke, the Chamber’s president. “They have them in many other communities and they’re quite popular, and we just thought it would be a great idea if we could bring one of these to Macomb. It helps promote our members and helps promote the county, and hopefully, people will enjoy it.”

Lisa Edwards, the Chamber’s director of marketing, said the idea was borrowed from the Troy Chamber of Commerce, which holds multiple iterations of its own restaurant week annually, with a roster that includes The Melting Pot, McCormick & Schmick’s, Morton’s The Steakhouse and Ocean Prime.

“They had shared with us that it had been pretty successful,” said Edwards. “Restaurants are the No. 2 most searched category on our Chamber’s website, so I figured this was a way to support the restaurants that are a very important part of our Chamber.”

The endeavor falls under the auspices of the Marvelous Macomb initiative, a collaboration between the Chamber’s tourism and hospitality committee and the Detroit Metro Convention and Visitors Bureau. It’s intended to shine a spotlight on restaurants, hotels, recreational venues, merchants and other facets of local business through a branded campaign that launched last year.

Each Marvelous Macomb Restaurant Week participating establishment forks over \$150 for inclusion, \$50 of which goes to the Macomb Charitable Foundation, an organization assisting local children living at or below the poverty level.

While many communities have gone the prix fixe route, with all restaurant week businesses offering a limited selection of multi-course meals at a common, set price, most of Macomb’s

participants are giving percentage discounts - which vary from place to place - on their full menus. Some also are offering two-for-one deals.

“When we looked at the restaurants we have in the Chamber, there was such a variety of price ranges it would have been really hard to offer a fixed price,” explained Edwards. “We felt the discount would be the best way to go. It’s our first time, so we’ll see if that percentage works or if the fixed rate’s going to be a better fit next year.”

Signage at each location during the event will remind diners to ask about the specials unique to that particular place, she said.

According to Edwards, businesses already on board include **Abuelo’s Mexican Restaurant - Lakeside, Andiamo of Sterling Heights, Buffalo Wild Wings – Chesterfield Twp., Cass Bar & Grill in Utica, Cheeseburger in Paradise in Sterling Heights, Green Street Tavern in New Baltimore, Hamlin Pub- 22 & Hayes, Hamlin Pub – 23 Mile & Gratiot, Hamlin Pub – 25 & Van Dyke, Harbor Grille Bistro in Harrison Township, Loon River Café in Sterling Heights, MacRay Harbor Grille Bistro in Harrison Twp., Maceri’s Soup and Scoop in Macomb Township and Wildwood Friendly Tavern** and Organizers are hoping to enlist a few additional eateries in the coming weeks, said Edwards.

Susan Bullotta, director of sales and marketing for Best Western Plus Sterling Inn Banquet and Conference Center, where Loon River is located, said the event will give the restaurant a chance to tout its new menu and help expose people to culinary gems close to home.

“A lot of times, you find hidden secrets in your own backyard you didn’t know were there,” she said. Marvelous Macomb Restaurant Week also coincides with the Chamber’s Spring Grub Crawl, set for April 27, so it’ll be a very “food-centric” week, quipped Oehmke.

For more information, call (586) 731-5400, ext. 13 or 21, visit www.marvelousmacomb.com or search for “Marvelous Macomb Restaurant Week” on Facebook.



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SAVE THE DATE

Restaurant Week

Monday – Friday, April 25 – 29
See participating Macomb County
restaurants on the Chamber's website.

Spring Grub Crawl

Wednesday, Apr. 27
5:30 – 9:30 p.m.
Shuttle between participating restaurants
on Hall Rd. east of Schoenherr

Career Focus Luncheon

Wednesday & Thursday, May 4 & 5
Check-in 11:00 a.m.
Best Western Plus Sterling Inn
34911 Van Dyke, Sterling Heights

After 5

Wednesday, May 11
5:30 – 7:30 p.m.
Rosie O'Grady's
36759 Mound Rd., Sterling Heights

Michigan Week Spring Business Expo

Wednesday, May 25
10:00 a.m. – 3:00 p.m.
Best Western Plus Sterling Inn
34911 Van Dyke, Sterling Heights

To register please visit www.shrcci.com, call
Brenda Karafa at 586-731-5400 ext. 10 or bkarafa@shrcci.com or
Lisa Edwards at 586-731-5400 ext 13 or ledwards@shrcci.com

Registration is required to attend events.
A 48-hour cancellation notice is required,
or you will be charged for the event



Michigan's Rapid Response Team Here To Help Struggling Businesses

Many businesses in our region have been going through tough times

for a long time now. Many have lost business and been forced to lay people off, and others have even had to close their doors. To address these unfortunate realities, the State of Michigan provides confidential services to help businesses turn things around, avert layoffs and help employees being laid off.

In partnership with the Unemployment Insurance Agency and Michigan Works, the State of Michigan has teamed up to create the Rapid Response Team. Ron Olesky, a Rapid Response Consultant with the State of Michigan Rapid Response Section explains, "The State of Michigan is committed to helping at risk businesses stay in business, and to helping people who are being laid off understand all of the resources available to them."

If a business, nonprofit organization or even a government agency is struggling and being forced to lay off any of their employees, the Rapid Response Team will meet with members of their management team to explain what can be done to turn their business around, achieve financial stability and take advantage of new opportunities. They will help these businesses connect to State and Federal funds, and other resources designed to help businesses stay in business

To help meet the needs of employees who are being laid off, the Rapid Response Team will conduct Orientations for employees to explain how to apply for unemployment benefits, how to access the many Michigan Works Career Transition resources, how to develop a job search game plan and how to make a commitment to finding a new job.

Mr. Olesky shares, "And there are jobs out there. Michigan has made a huge commitment to diversifying our economy, creating jobs in exciting new industries in green technologies, film and advanced

manufacturing, just to name a few, Michigan has one of the most talented workforces in the nation, and it's attracting the attention of employers from around the world."

A Human Resource Director at a well known local company agrees, "Due to our company reorganization I had the opportunity to work with the Michigan Rapid Response Team. My previous apprehension was quickly set aside as I found the members of the team to be engaging informative and truly interested in making a difference. By the end of the initial meeting we established the framework to work together and scheduled sessions for the employees we were laying off. If you find yourself in the situation we did, these are definitely the people you want to have on your side."

If your company or organization is struggling, laying people off, or even being forced to go out of business, you can take action by calling the Rapid Response Team at 1-517-373-6234 today and asking to speak to a Rapid Response Specialist.

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*APR = Annual Percentage Rate

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April 18 – April 21, 2011

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Black Belt in Business: Follow Up Failure?



By Denny Strecker

Does your business suffer from follow up failure? I am amazed at the number of opportunities businesses miss resulting in lost sales. My wife and I have been customers of a certain business for the past year. During that time, we dealt primarily with the owner of that business and visited the business several times a week - EVERY week. Recently, something happened that prevented us from going to the business for two weeks. I found it odd that we did not receive a single call asking about our status. We were ready to go back to the business, but did not feel that it mattered if we did or did not. It has now been five weeks and still no call or email or letter. Now imagine how many other people - just like us - this business has lost simply because of their follow up failure - thousands of dollars lost in immediate sales.

Does your business have a system to keep in touch with clients and customers on a regular

basis? If not, you are suffering from follow up failure. The great thing is that you can start a system today and fix the problem. This is one of the few things you can add to your business that will have an immediate impact on your bottom line.

Your follow up system can be as simple or complex as you want to make it. You can even start simple and add steps as time goes on. The important part is to get started. Ask yourself this question, "What do I do when a customer or client misses an appointment or has not purchased from me in awhile?" If your answer is, "Nothing," then you definitely suffer from follow up failure. The good news is that you have a clean slate to fix it.

Here is an example of what happens in my business: If a prospect misses their appointment, they receive a phone call 30 minutes after the scheduled time to see if they are alright. If the caller gets voicemail,

a message is left and immediately followed with an email. The prospect is then put into my system to receive a call once every 24 hours for the next two days and then once a week for two weeks. Every time a voicemail is left, an email is also sent letting the person know we called. If we have not reached the person after these attempts, we send them a hand written note letting them know we are concerned. One week later, we send a card to the person. Then we add them to our "contact once a month" list. Each month they will receive something from me - it could be a story, a tip, a testimonial from a happy customer or an invitation to a special event. Now you may be saying to yourself, "Isn't that a lot of work?" and the answer is, "Yes." I don't see this as trouble; I see it as the reason my business continues to grow. You can either sit in your business and hope people will decide to do business with you, or you can get busy and make sure they do business with you. Which will it be?

Macomb University Center Open House

Enter a drawing for a chance to win a Kindle!

Attending the University Center Open House at Macomb Community College will provide you with information on how to complete your bachelor's degree, or start your master's or doctoral degree.

The open house will be from 4:30 – 7:30 p.m. on Monday, April 18 on Macomb's Center Campus, near Garfield and Hall roads, in Clinton Township. Enter off Garfield, ½ mile south of Hall Road.

You will be able to talk with representatives from nine different partner institutions including, Central Michigan University, Ferris State University, Madonna University, Michigan State University, Oakland University, Rochester College, University of Detroit Mercy, Walsh College and Wayne State University.



Learn more at these informative workshops during the open house: Pathways to Your Future; I Know What I Want, How Do I Pay For It?; and Transferring Made Easy.

For more information, call 866.Macomb1 (866.622.6621) or visit www.macomb.edu

Two great events designed to benefit students coming in May

*Annual Career Focus Luncheon a tradition for area
Annual business leaders - don't miss it!*



Rick Snyder

The 18th annual Career Focus Luncheon, the “must attend” event for area business leaders and 2,000 Utica Community Schools sixth graders, is set for Wednesday and Thursday, May 4-5, at Best Western PLUS Sterling Inn of Sterling Heights, 34911 Van Dyke (south of 15 Mile Road).

Keynote speaking honors will be shared by Danny Forster, Host of Build It Bigger and Rick Snyder, Governor, State of Michigan. Both will offer an inspiring message on the importance of education. The Career Focus Luncheon, partnered with the UCS Foundation for Educational Excellence, the Sterling Heights Regional Chamber of Commerce & Industry and the Advisor & Source Newspapers, has impacted the lives of literally thousands of young adults since its inception 18 years ago.

Adult participants share their professional expertise with a table of sixth graders from UCS. In turn, these students, on the brink of adulthood, will talk to their role models for the day about their hopes and aspirations. Proceeds from the event will benefit the Foundation’s work on behalf of students. Danny Forster is not only the host of the popular show Build It Bigger on the Science



Danny Forster

and Discovery channels, he also lectures nationally and internationally on architecture, education and sustainability.

Michigan’s newest 48th Governor for our state, Rick Snyder is also a successful business owner and CEO. You can be part of this exciting community event by participating in either one or both of the luncheon days. As a sponsor for this outstanding event, you will share your professional expertise and respond to career-related questions from students seated at your table. It is an excellent opportunity to help guide these students who are learning about the wide variety of career options that will be available to them.

Since its establishment in 1986, the Foundation has raised hundreds of thousands of dollars for students in the UCS. Scholarships provide students funds for college and technical school training. Summer literacy programs for elementary school students and after-school academic support for secondary students help them achieve.

For table sponsorship information contact Foundation Executive Director Ron Tavernit at 586.797.6953 or email him at ront@ucsfoundation.org



Help create a new singing sensation at the May 12 ARTS & IDOLS GALA

Participants of the Annual Arts & Idols Gala will have the chance to enjoy area singing sensations while raising funds for the Utica Community Schools Scholarship Fund, set for Thursday, May 12 at the Palazzo Grande Banquet and Event Center in Shelby Township.

The event features a full dinner, with refreshments included, live art auctions, and the chance to rub shoulders with current and future celebrities, culminating in the final competition between 11 “Idols,” adult singers who were selected in earlier auditions from among nearly 100 musical hopefuls.

Celebrity judges will select the winner for this years competition and they include WJR radio Personality and voice of U of M Football...Frank Beckmann, Radio Personality...Big Al, Former Red Wing and current Red Wings Commentator...Mickey Redmond, Former Detroit Tiger...Dave Rozema, Radio Personality...Jackie Puritan and Oakland County Executive...L. Brooks Patterson.

In addition, the work of talented student artists from district high schools will be displayed at the gala, and will be available as part of the live auction segment. The auction is the culmination of the district-wide Student Art Show, which is held each spring. The Arts & Idols Gala is sponsored by the UCS Foundation for Excellence and the Palazzo Grande. Individual tickets are \$65, available by logging on to www.artsandidols.com Additional sponsorship opportunities are still being accepted; information is posted on the Arts & Idols website. The Palazzo Grande Banquet and Event Center is located at 54660 Van Dyke, Shelby Township, at 25 Mile Road.

For additional information contact the Foundation office as well at 586.797.6953.

Snyder boosts Pure Michigan funding



Governor Rick Snyder recently gave the state's tourism industry a significant boost as he signed legislation that increases funding for the popular and productive Pure Michigan campaign.

Snyder asked the Legislature to make adequate funding for this promotion a priority during his Jan. 19 State of the State address. He signed the bill at the Henry Ford Museum, one of the state's top tourist attractions.

"The Pure Michigan campaign delivers results," Snyder said. "It is an investment that provides a positive return on our tax dollars by fueling tourism statewide. When we tell the rest of the country what Michigan is all about, it is clear that vacationers and job providers begin to see our state as the place to live, work and play. I applaud the Legislature

for its swift action in ensuring that this worthwhile program is adequately funded."

The new law provides Pure Michigan with a more permanent funding stream by establishing Michigan's 21st Century Jobs Fund as a legal funding source for tourism promotion. It also adds \$10 million to the Legislature's current Pure Michigan appropriation of \$15 million for this fiscal year. In addition, the law requires the Michigan Strategic Fund to annually report details of the campaign's expenditures to the House and Senate appropriations subcommittees that oversee economic development.

The award-winning radio and television promotion highlights Michigan as a travel destination and has generated nationwide praise since its launch about five years ago. However, the campaign has not had a steady and secure funding source.

Snyder also announced that the 2011 Pure Michigan national cable television advertising buy begins Monday, March 14 on 24 cable networks. The budget for this ad buy is \$11 million, the largest ever, with \$1 million of that coming from the private sector. This is the third year for national Pure Michigan advertising but the first time that private-sector advertising partners are included in the campaign.

The Henry Ford and Mackinac Island each contributed \$500,000 to participate in the national cable advertising, and there will be a commercial about each of them among the Pure Michigan commercials airing nationally. Pure Michigan television commercials will air nationally 4,500 times during this buy, which runs through June on the following cable networks: A&E, ABC Family, Animal Planet, Bravo, CMT, CNN, Cooking Channel, E!, Food Network, Fox, Golf Channel, HGTV, Lifetime, Lifetime Movie, MSNBC, Nick at Nite, OWN, Oxygen, Style, TLC, Travel Channel, USA, WE and the Weather Channel.

Pure Michigan is ranked among the Top 10 tourism campaigns of all time by Forbes magazine. It has enhanced Michigan's image as a travel destination and has increased the number of leisure trips to the state as well as the amount of spending by travelers and associated tax revenues, according to the Michigan Economic Development Corp. One private study shows that every dollar spent on Pure Michigan generates more than \$3 in revenue for the state.

Article supplied by Michigan Economic Development Corporation.

Michael Ward wins national award for his work with challenged adults.

The Enterline Foundation in Buford, Georgia, honored Chamber member Michael Ward, owner of Creative Technology and Training, LLC in Shelby Township with their "All-Star" award for his work in providing a "Michigan" sports experience to challenged adults from Toronto, Canada. Enterline Foundation became aware of Ward's work through an article in the Advisor/Source Newspapers that appeared in one of their October 2010 editions. The Enterline Foundation is a non-profit organization that is dedicated to enhancing the quality of lives of individuals with development disabilities. For the last ten years, Ward has organized and funded two trips a year to Michigan sporting event such Tiger, Pistons, and Michigan State University Football games. For the last few years his efforts have been supported by Sterling Heights Regional Chamber members Sunnybrook Golf, Bowl and Motel, Uno Chicago Grill, and Dave and Busters. He has also been assisted in his efforts by his friends in the community, Michael and Jill Lee, Joe Burke, Bob and Deb Labadie, Dave Ebeling, and his family members. Director of Programs for the Enterline Foundation, Janelle Jonas, says of Wards efforts, "We want to thank you for helping in improving the quality of the lives for these very special individuals". To see more of the Foundation's honoring of Michael Ward go to their website at www.enterlinefoundation.org.

Working together to provide a great Michigan Experience!



(pictured left to right) Michael Lee, Yvonne Lewis, Uno Chicago Grill's Dave Sheehy, Deb Ward, Michael Ward with his "Enterline Foundation" Award, Sunnybrook's John Casbar, Kristin Ward, and Bob and Deb Labadie.

Chamber's website is providing members a valuable advertising and marketing tool.

Why is it a good idea to be a Chamber member even if you can't attend meetings or go to events? In the past, Chamber membership offered programs like BRAG™, community support, luncheon events, and cost cutting programs, that some businesses could take advantage of. But for other businesses, attending these events was difficult. Now there is one benefit that all businesses look for from a Chamber of Commerce, help in advertising and promoting their company.

The Chamber's website has been around for almost 15 years. But our first website was mostly an on-line member directory and event bulletin board. Helpful, but not a dynamic advertising tool for members. That changed with the investment the Chamber made in our new, state-of-the-art site that came online in October, 2009.

The new site was created to be a 24/7 advertising and marketing tool for all of our members. Not just a pretty home page with a membership listing, but an effective advertising tool for our members. The Chamber began

running ads in the Macomb Daily, encouraging the general public to use the new website. Chamber Vice President Ron Current said, "We have created one of the most effective sites that will help consumers find top-notch businesses to work with. We want our site to be the premiere business search web site in Southeast Michigan." Television commercials will soon be added to promote the Chamber website. Newly added are the "Marvelous Macomb" pages that feature a focus on Macomb County restaurants, hotels and entertainment to encourage travel and tourism.

And the effort is working! Since the new site went live there has been a 41 percent increase in site visitors, and with the start of the newspaper ads in January, there has been a 70 percent increase in traffic. One Chamber member who has a very unique business learned that almost 400 searches were made to the Chamber's website, looking at her business classification. Of those, over 50 percent visited her website through the Chamber's link, and 30 percent clicked on the map locator to find out where

her shop was. All searches can be tracked, so that each member knows what kind of activity they're receiving. "Where can a business get this kind of advertising and marketing support for less than a dollar a day, plus all of the other benefits that we offer," said Chamber President Wayne Oehmke. The driving force behind developing these marketing programs is that fact that both Oehmke and Current come from extensive advertising and marketing backgrounds. Oehmke adds, "We want our Chamber to be The Chamber: a total business resource organization for your business needs."

So if you can't go to Chamber events - don't worry. The Chamber is there, driving customers to you while you run your business. We're all about giving the most value and the most pro-active business experience. Just what you would expect from Macomb County's largest business organization. For more information on how your business can be marketed through the Chamber website, call Marketing Director Lisa Edwards at 586-731-5400 extension 13 or email her at ledwards@shrci.com

Beaumont

Opens New Vein Center

Beaumont Hospital, Troy has opened a 3,500 square-foot outpatient center to treat adults with varicose veins. The Beaumont Vein Center is located across from the Troy hospital in the Physician Office Building at the Beaumont Medical Center, Sterling Heights.

Led by board-certified interventional and diagnostic radiologist, Michael Bischoff, M.D., the Beaumont Vein Center specializes in innovative, non-surgical solutions such as laser vein ablation, a minimally invasive treatment that uses laser energy to cauterize varicose veins in the legs; phlebectomy, the removal of veins through micro incisions; and sclerotherapy for the treatment of spider and varicose veins that uses a fine needle to inject a blocking agent.

Those with varicose veins experience symptoms that include: pain, aching, throbbing, heaviness, fatigue, itching, night cramps, restlessness, swelling, hyperpigmentation and in extreme cases, leg ulcers.

Laser vein ablation and most other procedures at the Beaumont Vein Center can be completed in under an hour.

"By delivering just the right wavelength of laser energy to the right tissue, the vein closes while the body automatically routes the blood

to other healthy veins," says Dr. Bischoff. "Vein ablation is proven to achieve excellent results; the treatment has minimal risks and patients' are fully recovered within days."

At the Beaumont Vein Center, patients will be assessed for vein disease by using a doppler



Michael Bischoff, M.D.

duplex scan to image the veins, followed by a recommendation for treatment and procedure.

The Beaumont Vein Center is open Monday - Friday from 8 a.m. to 4 p.m. A physician referral is not required, unless it is specified

by the patient's insurance carrier. For more information or to schedule a consultation appointment, call the Beaumont Vein Center at 248-964-2099.

Veins carry blood from the capillaries to the heart. In the legs, the blood has to flow against gravity and these veins have one-way valves to prevent the blood from flowing backward. Over time, these valves fail to close tightly, allowing the blood to pool, causing the bulging and twisting of veins.

Varicose veins most commonly develop in the legs and feet, because of the increased pressure in veins when standing and walking. For many people with varicose veins, the pain, aching, weakness and swelling associated with the condition limits their activities of daily living.

According to the Society of Interventional Radiology, about half of the U.S. population has vein disease. Of these, 20 to 25 percent of the women and 10 to 15 percent of men will have visible varicose veins. Varicose veins affect one out of two people age 50 and older, and 15 to 25 percent of all adults. Risk factors for a patient to develop vein disease and varicose veins include age, family history, gender (females) and pregnancy.

Chamber Ambassadors at work for you . . .

AM*BAS*SA*DOR - members volunteering to help the chamber, community and fellow members.

You may have recently had a visit from a peer member wearing their Ambassador badge proudly. With numerous benefit programs and events being continuously added, perhaps just 3 to 5 minutes with an Ambassador can inform you and encourage participation for not only yourself, but your staff as well.

Chaired again this year by Jeff Vollmar, Proprietor of A-1 Handyman, and a member since 2004 he not only realizes what he can do to support the Chamber, but what the Chamber can offer him as a business owner. His Co-Chair, David Beran, with B & B Insurance Services, and a member since 2007, credits much of his success from the exposure received by being involved with the Chamber. So this team, along with 28 others, finds time to not only visit your business, but congratulate and welcome newest members at their ribbon cuttings and grand opening events. You'll also find their smiling faces and outstretched hand greeting you at Chamber functions. What a great way to get a new business rolling! Ambassadors will help you meet more people and build alliances for your business. The chamber's "After 5"'s and "Breakfast & Businesses" are coordinated and set-up by Chamber staffer Linda Colton, and made possible with volunteer assistance from Ambassadors.

Doing a quick, drop-by visit, or presetting an appointment, may be their method, but please allow this individual, who is volunteering their time, to make sure your Chamber "experience" offers all that is possible. Ambassadors are the eyes and ears of our membership.



Our Ambassadors



David Beran and Jeff Vollmar

2011 Ambassadors

Joe Bauer – Joseph F. Bauer Studios
 David Beran – B & B Insurance Services
 Linda Colton – SHRCCI & ABCC - Staff Coordinator
 Angela Freeman – Flagstar Bank
 Bill Griffith – WJG Business Concepts
 Terry Hasty – Metro Trading Association
 Lindsey Hinz – Huntington National Bank
 Todd Ingoglia – Celebrations Party Rental
 Gary King – Ameriprise Financial Services, Inc.
 Yvonne Kniaz – yKnot Services, LLC

Mel Koch – ABCC - Insurance Advisors
 Mike Kramer – Mocerri & Company, P.C.
 Nancy Mashni – M.A.M Enterprises – Corporate Gifts & Incentives
 Doug Mazzola – Developmental Essential Services, Inc.
 Cindy McCann – Tedesco Building Services, Inc.
 Juanita Merling – Bright Side Painting & Construction, Inc.
 Joseph Nichols – DBC Company
 Mike Passmore – ABCC Edward Jones Investments
 Bill Rieger – Sonshine Travel Discounts
 Ken Rooks – RK Graphics, LLC

Darrell Seelinger – Oakland Pest Control
 Lisa Swiftney – Edge Solutions, LLC
 Jeff Vollmar – A-1 Handyman, Inc.
 Mike Weatherly – Complete Communications, Inc.
 Mike Weiss – M & M Funding Solutions
 Dawn Winter – Dawn to Dusk Cleaning Services LLC
 John Winter – Winter's International, E-Biz
 Melody Wroblewski – Green Flag / Receivable Consultant



Sterling Inn

BEST WESTERN STERLING INN EARNS BRAND'S "BEST WESTERN PLUS®" DESCRIPTOR

Name Change Communicates Enhanced Amenities, Experience



The former Best Western Sterling Inn is now the BEST WESTERN PLUS Sterling Inn after earning the "BEST WESTERN PLUS" descriptor from the World's Biggest Hotel FamilySM. The new descriptors, launched in 2010, give Best Western hotels the opportunity to earn the "BEST WESTERN PLUS" or "BEST WESTERN PREMIER®" designation by meeting specific design and amenity guidelines. "BEST WESTERN PLUS" indicates well appointed rooms with modern amenities, and an enhanced level of comfort for guests looking to get the most out of their stay.

"No two Best Western hotels are alike, so these new descriptors will help our guests choose the right hotel for their needs from among the brand's 2,200 North American properties," said David Kong, Best Western International president and CEO. "Hotels that earn the 'Plus' descriptor typically have a 3-Diamond rating from AAA, and offer a little something extra to make a guest's stay even more comfortable."

With 246 guestrooms and convenient guest services such as free high-speed internet access, an in-room refrigerator and available breakfast, the BEST WESTERN PLUS Sterling Inn is thoughtfully designed to suit the needs of any business or leisure traveler. The hotel is located at 34911 Van Dyke Avenue and 15 Mile Road on the Southwest Corner.

(Continued on page 15)

SMALL BUSINESS SPOTLIGHT

Our Motto: An ounce of prevention is worth a pound of cure!

Goodalls Herbs is a Holistic, Alternative Home Care Service. They provide home visits and workshops, which include herbal educational material, compass nutritional biofeedback (assessment), and nutritional consultations.

This company was founded by David Goodall in 2008, when he tried some herbs that a friend gave him to get rid of his kidney stone. He was scheduled for surgery to have the stone removed, but when he started to take the liquid herbs he passed the stone with no pain within hours of taking the herbs. His wife, Alice, was an RN working in home care for over 20 years, and had never heard of this. She was so impressed with this that she decided to learn more about the herbs and researched natural alternatives to help eliminate illness. To her amazement, there are many natural remedies out there that will help prevent sickness.

The compass is a biofeedback tool that is non evasive and only takes 5 to 10 minutes to do the test. This tool tells you what deficiencies you have in your body and the scan will match you with the herbal remedies to take which will bring you into balance, and therefore feel better. Goodalls Herbs has done the biofeedback on pets to find their deficiencies and has helped pets become healthier. They have helped children with behavioral issues such as hyperactivity, ADD, ADHD, etc. Goodalls Herbs offers herbs that alleviate health issues

COMPASS
The Natural Alternative Solution for
Dietary Needs and Behavioral Problems

Alice Goodall R.N., B.S.N.
586.646.0066
goodallsherbs@comcast.net
www.goodallsherbs4life.com

GOODALL'S
Herbs
the quality herbs that work!

like kidney stones, gallbladder issues, high blood pressure, diabetics, weight loss, depression, pain and menopause, with no side effects. Goodalls Herbs has so many testimonials of healing, that the medical doctors want to know how the herbs work!

Alice Goodall is a Holistic Home Care Nurse, and does natural medicine counseling and Diet Therapy. Natural herbal healing is based on the fact that plants have known healing properties, and is the oldest form of healing known to man. Herbs may be used for supporting organs or glands, and are also used to cleanse, rebuild, sooth, stimulate and some act as an astringent. So if you are looking for a natural approach to health and wellness and want to take control of your health, without all the chemical medications, call Goodalls Herbs and they can help!

Goodalls Herbs makes home visits in St Clair County, Macomb County and Oakland County. Rather the being reactive with your health, be proactive and call them at 586-646-0066 or visit us online at Goodallsherbs4life.com.

Co/op Optical
Vision Designs

NAMES A NEW PRESIDENT & CEO

Raymond Murphy, Chairman of the Board of Co/op Optical has announced that Benjamin L. Edwards, Jr. has been named President & CEO.

Mr. Edwards is a long-tenured employee at Co/op Optical, with over 25 years of service with the not-for-profit optical chain in Southeast Michigan. Ben has steadily moved up the ranks at Co/op, having started as an apprentice optician in the laboratory and proceeded to fill multiple Management roles including Director and Executive Vice President.

In his new role, Ben will oversee the operations of the company including Co/op vision insurance plans, their 11 retail stores (3 in Macomb County) and the optical laboratory.

Co/op Optical is one of the oldest optical chains in Southeast Michigan. Founded in 1960 under the principles of providing a quality product at an affordable price, Co/op Optical has succeeded by blending fair prices and fashionable products. In addition to the retail operations, Co/op Optical offers vision plans through a national network of providers.



Benjamin L. Edwards, Jr.



Anchor Bay Chamber of Commerce

Chesterfield Twp - New Baltimore - New Haven
Lenox Twp - Ira Twp



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(586) 421-1972
www.homevideostudio.com/chs
*Video Production

Hantz Bank

Sherry Lawfield
24668 Hall Rd
Clinton Twp, MI 48036
(586) 468-7501
www.hantzbank.com
*Banking
Financial Planning Services

Verizon Wireless

Will Jaboury
34834 23 Mile Rd
Chesterfield, MI 48047
(586) 725-3200
www.verizonwireless.com
*Cellular phone provider

Canam Consulting Placemat Advertising

Kathy Bastien
6290 Pleasant St
East China, MI 48054
(810) 531-3221
*Advertising & Promotions

Syntex Security Systems

Ben Wabich
9580 Anchor Drive
Algonac, MI 48001
(810) 794-3712
*Locksmith



NEW CHAMBER MEMBERS

ACN/Daniel Kelih

31342 Eveningside
Fraser, MI 48026
877-810-5369 – Daniel Kelih
Website: www.danielkelih.acnrep.com
Telecommunications
Phone Systems
VOIP

ACN/Pauline M. Kelly

No address listed
313-402-9962 – Pauline M. Kelly
Website: www.pmkelly.acnrep.com
Telecommunications
Phone Systems
Internet Services

Ameriprise Financial

51685 Van Dyke
Shelby Township, MI 48316
586-731-6800 – Robert Abraham
Website: www.ameriprise.com
Financial Advisor
Insurance

Baymont Inn Et Suites

7447 Convention Blvd.
Warren, MI 48092
586-977-7270 – Mary Ann Robertson
Website: www.baymontinns.com/hotel/43512
Hotel

Capital Building Systems, LLC

No address listed
586-752-0887 – Vince Pollock
Website: www.capitalbuildingsystems.com
Building Contractor
Custom Concrete
Renovations

Centennial Custom Homes, Inc.

No address listed
586-321-8868 – Mauro Fanone
Builder
General Contractor

Farmers Insurance/Michael Hannigan

32621 Utica Rd.
Fraser, MI 48026
586-871-2129
Website: www.farmersagent.com/mhannigan
Insurance/Auto/Commercial

F.E. Moran Alarm and Monitoring

33341 Kelly Rd.
Fraser, MI 48026
586-296-4300 – Brian Jahimiak
Website: www.femoranalarm.com
Security Systems
Alarm Monitoring
Alarms/Card Access

Gallo Companies

30555 Hoover Rd.
Warren, MI 48093
586-582-9500 – Tony Gallo
Website: www.gallocompanies.com
Builder/Construction
Shopping Center Management

General Steel Erectors, Inc.

37945 Commerce
Sterling Heights, MI 48312
586-264-6102 – Lorrie Parak
Steel Erectors
Steel Fabrication/Installation

Handy Bindery Co., Inc.

23170 Giacom
Clinton Township, MI 48036
586-469-2240 – Suzanne Canu
Website: www.handybindery.com
Bindery
Fulfillment
Packaging

Heart of Grace Home Care

13854 Lakeside Circle, Ste. 211
Sterling Heights, MI 48313
586-806-9248 – David Joseph
Website: www.heartofgracehomecare.com
Home Health Care
Assisted Living Services

Hensel HR Consulting

1171 Andante
Oxford, MI 48370
815-701-8700 – Shannon Hensel
Website: www.henselhrconsulting.com
Business Consultant
HR Outsourcing

Hulbee, Officiating, Weddings and Events

8401 18 Mile Rd., K186
Sterling Heights, MI 48313
586-291-6293 – Stephen Hulbert
Website: www.hul-bee.com
Officiating/Minister
Wedding Specialist
Event/Party Planner

Huntington National Bank

2032 19 Mile Rd.
Sterling Heights, MI 48314
586-254-6720 – Brandon Spangler
Bank

Jungle Java

44595 Enterprise Dr.
Clinton Township, MI 48038
586-203-0500 – Stephani Duncan
Website: www.junglejavaplay.com
Indoor Playground
Children's Birthday Party Facility

Krautner Photography

48582 Van Dyke
Shelby Township, MI 48317
586-747-3619 – Heather Krautner
Website: www.krautnerphotography.com
Photography
Wedding Specialists

Macomb Homeless Coalition

P.O. Box 856
Mt. Clemens, MI 48046
586-285-0400 – Debbie McPeck
Website: www.macombhomelesscoalition.com
Non-Profit

Main Street Bank

39600 Garfield, Ste. A
Clinton Township, MI 48038
586-412-3300 – Deborah McMahan
Website: www.mainstreetbankmi.com
Bank
Commercial Lending
Mortgages

Mathnasium of Shelby – Lakeside

45983 Hayes Rd.
Shelby Township, MI 48315
248-299-3000 – Bill Sobolewski
Website: www.mathnasium.com
Tutoring

Merrill Lynch – Paul Geyman

39577 Woodward, #100
Bloomfield Hills, MI 48304
248-645-7448 – Paul Geyman
Website: www.fa.ml.com/paul.geyman
Financial Planner
Investments
IRA/Retirement Programs

Mike's Clean Cut Landscaping, LLC

5750 Whitehaven Dr.
Troy, MI 48065
248-840-7832 – James Bell
Website: www.mikescleancut.com
Lawn Care
Landscaping
Snow Removal

Neat Containers

42308 Hayes
Clinton Township, MI 48038
586-630-3064 – Ron Ptaszek
Website: www.neatcontainers.com
586-630-3064 – Ron Ptaszek
Closet Organizing Systems
Organizing Services

Nu-Way Cleaning Services

47091 Chippenham
Shelby Township, MI 48315
586-677-1991 – Joe Sorrentino
Website: www.nuwaycarpetcleaning.com
Carpet/Upholstery Cleaning
Janitorial Services

Olives Mediterranean Restaurant

31531 Gratiot Ave.
Roseville, MI 48066
586-293-3444 – Jim Sage
Website: www.olivesrestaurant.org
Restaurant/Liquor
Banquet Facility

Panini Café

50505 Schoenherr
Shelby Township, MI 48315
586-323-6700 – Vince Sapienza
Restaurant – Café

Patch.com

No address listed
248-971-3188 – George Stager III
Website: www.patch.com
Publishers
Marketing/Promotion

Peggy Beattie Auto Sales

12321 Malburg Dr.
Sterling Heights, MI 48313
586-612-9324 – Peggy Beattie
Auto Sales

Platinum Professional Consultants, LLC

36897 Almont
Sterling Heights, MI 48310
586-268-4019 – John Pepperman
Website: www.ppconsults.com
Business Consultants
Debt Consolidation

Porta John

50633 Ryan Road
Utica, MI 48317
800-521-6310 – Joann Braxton
Website: www.toilets.com
Porta Johns

Sam's Sorrento Pizza/Washington Twp.

59900 Campground
Washington, MI 48094
586-781-4335 – Sal DeLuca
Website: www.sorrentopizza.com
Pizzeria

Sterling Plaza Bingo Hall

44605 Schoenherr
Sterling Heights, MI 48313
586-739-5300 – Giovanna Sulaka
Website: www.bingoplazahalls.com
Non-profit fundraising
Charity Poker

Thrive In Line Chiropractic

51309 Mound Road
Shelby Township, MI 48316
586-323-7904 – Kevin Michaels, D.C.
Website: www.thriveinline.com
Chiropractor

Triumph Detroit

50662 Van Dyke
Shelby Township, MI 48317
586-726-7400 – Dave Canu
Website: www.triumphdetroit.com
Motorcycle Sales

2011 FEBRUARY RENEWALS

A 360 Design	2004		
Adkison, Need & Allen, PLLC	2008		
Aligned Chiropractic & Wellness Center	2009		
All Around Pools	2003	Constructeam, Inc.	2007
All Phase Construction Services, LLC	2008	Creative Benefits & Insurance	2010
Anytime Fitness	2009	Dave & Buster	1998
Battery Warehouse Co.	2008	Dencap Dental Plans	2008
Bianchi Public Relations, Inc.	2006	Eitel Dahm Motor Group/BMW	2008
Brandlure, LLC	2010	Filipo Marc Winery	2004
Business Design Solutions	2009	Focal Point Business Coaching	2010
Candlewood Suites	2005	Fran Gillett	1999
Carrabba's Italian Grill	2004	Greater Life Ministries	2003
Centala Productions	2010	Heritage Early Learning Center/ Heritage Baptist Church	2010
Charter One Bank - 27777 Franklin Rd.	2004	Independent Nursing	2007
Charter One Bank - 27375 23 Mile Rd.	2004	Industrial Furnace Interiors, Inc.	1994
Charter One Bank - 36520 Moravian	2004	In Pro Insurance Group, Inc.	2006
Charter One Bank - 15341 19 Mile Rd.	2004	J.C. Penney's Co.	1978
Charter One Bank - 21555 21 Mile Rd.	2004	Kerby's Koney Island	2007
Charter One Bank - 15251 23 Mile Rd.	2004	Kopke Remodeling and Design	2008
Charter One Bank - 48950 Van Dyke	2004	Kuppe's Landscape Services	2010
Charter One Bank - 2270 16 Mile Rd.	2004	Leason's Dairy Bar & Grille	2010
Charter One Bank - 5775 E. 14 Mile Rd.	2004	Liberty Tax Service	2009
Charter One Bank - 36836 Van Dyke	2004	Lowe's Sterling Heights	2003
Charter One Bank - 13620 Northbay	2004	Macomb-Oakland Regional Center, Inc.	2000
Charter One Bank - 2225 18 Mile Rd.	2004	Malter Chiropractic Center	2006
Charter One Bank - 44547 Mound Rd.	2004	Maple Roofing & Construction	2005
Charter One Bank - 125 Stephenson Hwy.	2004	Mark W. Stepek, P.C.	2005
Charter One Bank - 28455 Schoenherr	2004	Michael W. Denys	2006
Charter One Bank - 26681 Hoover	2004	Michigan Floors, Inc.	2008
Charter One Bank - 2050 12 Mile Rd.	2004	Microtel Inn & Suites	2010
Charter One Bank - 13700 14 Mile Rd.	2004	Nasir Husain, M.D., P.C.	2007
Charter One Bank - 8424 E. 12 Mile Rd.	2004	Nationwide Insurance	2005
Charter One Bank - Business Banking, Franklin Rd.	2004	New Wave Laundromat	2002
City of Warren & It's Downtown Development Authority	2010	No Limit Fundraising	2009
		Nonna's Italian Kitchen	2009
		Paul Davis Restoration of Macomb & St. Clair County	2004
		Photography by Lois	2000
		Plum Brook Golf Club	1990
		Premium Home Inspections, LLC	2009
		Pre-Paid Legal Services, Inc./Wilma Forry	2007
		Real Estate One/Roy Ulbrich	2010
		Renewal by Andersen	2010
		Romeo Computer Company, Inc.	2007
		Santino's	2009
		Sherwood Brewing Company	2006
		Smart Products, Inc.	2003
		Sterling Heights Dodge, Inc.	1989
		Sterling Millwork, Inc.	2008
		Target #2544	2009
		Terri's Tax Service, LLC	2007
		Tile & Stone Works	2002
		Towne Place Suites by Marriott	2009
		V & W Motors	2009
		Value City Furniture	2004
		Wahl Tents	2010
		Wallcovering Plus	2006
		Walmart Super Center	2008
		Waste Management	2008
		Weathertech Consulting Group, Inc.	2002
		Wing Construction, Inc.	2001

(Best Western continued)

"We are proud to put the 'BEST WESTERN PLUS' sign on our door," said Victor Martin, general manager of the BEST WESTERN PLUS Sterling Inn "We offer the great service and provide Metro Detroit's Only hotel Indoor Water Park along with a banquet & conference center that seats up to 1,000 guests.

Guests who stay at the BEST WESTERN PLUS Sterling Inn can join and earn rewards from Best Western Rewards, one of the hotel industry's most generous hotel loyalty programs. Members can earn rewards that can be redeemed for free room nights around the globe with no

blackout dates, dining, shopping and entertainment gift cards, gas cards, airline miles and more. Membership is free.

To learn more or book a room at the BEST WESTERN PLUS Sterling Inn visit www.sterlinginn.com.



At Sterling Printing & Graphics we realize there is more to printing than simply accepting files and producing a quality printed piece. We believe in taking an active role in each project, and that is why Sterling Printing & Graphics is the only printer you should call for all your printing, graphic and marketing projects.

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