

FEBRUARY 2011

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“BWE EXPO”

Thursday, March 24

Keynote Speaker

Lisa Diggs

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Chamber of Commerce & Industry
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Lisa Diggs is Keynote Speaker

“BWE EXPO”

March 24 • 10 a.m. – 3 p.m.



“Buy Michigan Now” founder Lisa Diggs will be the keynote speaker at the Chamber Business Women’s Expo Lunch

She poses the challenge to State residents and friends to take the pledge to buy Michigan products and services to support the State’s struggling economy. Lisa Diggs, president of the Catalyst Company L.L.C. a performance consulting firm based in Livonia founded the “Buy Michigan Now” campaign as a grassroots effort that was initiated to help educate people of all ages about the benefits of buying locally and to stimulate action. Buy Michigan Now’s goal was to have 5,000 people log onto www.buymichigannow.com and take the pledge. Diggs states, “We started this campaign to spread hope and a positive message about the future of this great state.”

Diggs is an alumnus of Michigan State University as well as the University of Michigan-Dearborn. As a nearly

lifelong resident of Michigan she feels a deep sense of responsibility to promote, protect, and develop the state for future generations. Diggs has spoken before business, community, and school groups about the Buy Michigan Now campaign and what we can do to help move the state forward. Diggs brings her promote Michigan message to Macomb County at the Sterling Heights Regional Chamber of Commerce’s Annual Business Women’s Exchange Luncheon and Business Expo on Thursday, March 24 at the Best Western Sterling Inn in Sterling Heights.

The Business Expo runs from 10 am until 3 pm with the Luncheon featuring Diggs at noon. The Lunch cost is \$30 for SHRCCI & ABCC members and \$40 for non-members. To register on-line go to www.shrcci.com or call the Chamber at 586-731-5400 extensions 10 or 13. For exhibit space call Patty Le Duc 586-731-5400 x21

Sponsored by...BCBSM, Maria Elena Manzor, D.D.S. and Wayne State University.... If you’re interested in sponsorship of this great event, please call Ron Current 586-731-5400 x16

Chamber member

Biggby Coffee in Shelby Twp.

founds 5K run/walk to help Shelby Lions Club.

One of the longest area outreach programs received a real boost this year from Chamber member Biggby Coffee of Shelby Twp. with the inaugural “Biggby Coffee 5K Jingle Bell Run” that they plan on making an annual event. For over 30 years the Shelby Lions Club, also a Chamber member, has been helping needy families with food baskets during the holidays. This year’s program was assisted by the \$2,000 collected from entry fees of the 200 runners and walkers who participated in the first Biggby Run on December 19. This along with other donations helped to provide baskets for over one hundred area families.



MEMBER BENEFIT OF THE MONTH



Free Legal Consultation

The Chamber offers a lawyer referral service as another benefit to its members and their employees. Chamber member attorneys represent some of the finest firms in the area. Attorneys who are members in good standing with the Chamber and the State Bar Association offer Chamber members and their employees a one half hour consultation on a professional and confidential level. Not only does this program provide members and their employees with a valuable service at no cost, it also provides member attorneys with access to prospective clients. This is a program for you and your employees and affords the client an opportunity to personally speak with a reputable and experienced attorney who specializes in your area of concern before you agree to their services.

The Chamber's attorney referral list offers expertise in all areas of law; bankruptcy, employment law, unemployment compensation, corporations, partnerships, real estate, family law, and many more legal specialties. For a complete list of attorneys and their specialties or if you are an attorney and want to be added to our referral list, please call Patty at the chamber 586.731.5400 x21 or e-mail her at pleduc@shrcci.com.

SAVE THE DATE

Chamber's Annual Meeting

Thursday, Feb. 17
7:30 – 9:30 a.m.
Heritage Church
44625 Schoenherr, South of Hall Rd.
Sterling Heights

Breakfast & Business

Wednesday, Feb. 23
7:30 a.m. check-in
(pre-registration required)
Dave & Buster's
45511 Park Ave., Utica

ABCC Member Lunch

Thursday, Mar. 10
1:00 p.m.
Leong's 21 Chinese Restaurant
46590 Gratiot Ave., Chesterfield

BWE Business Expo

Thursday, Mar. 24
10:00 a.m. – 3:00 p.m.
Best Western Sterling Inn

Network & Learn

Tuesday, Mar. 29
5:30 p.m.
Zuccaro's of Clinton Twp.
20400 S. Nunneley, Clinton Twp.

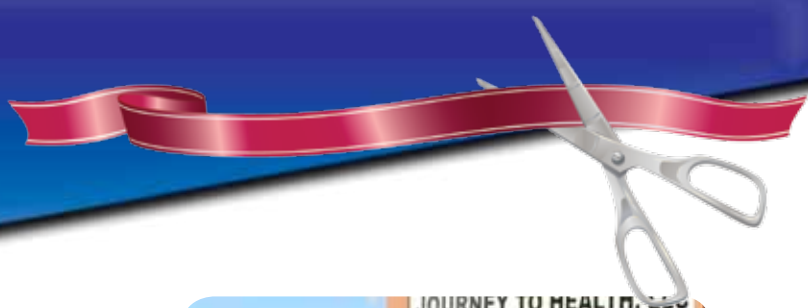
Chamber's 50th Anniversary Gala

Friday, Apr. 1
Doors open at 6:00 p.m.
Villa Penna
43985 Hayes, Sterling Heights

To register please visit www.shrcci.com, call
Sandy Hennessey at 586-731-5400 ext. 10 or shennessey@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

PHOTO GALLERY

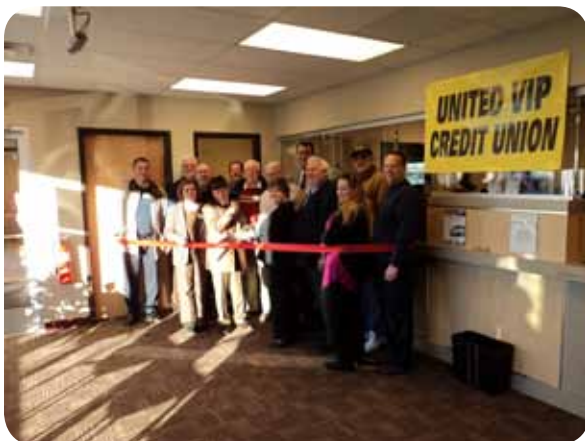


Journey to Health, L.L.C. owners Aaron & Rachel Rice, Mayor Richard Notte and the Chamber Ambassadors recently celebrated their ribbon cutting and grand opening in Sterling Heights. Journey to Health is a husband-wife run and owned wellness office that implements a holistic approach to health that chiropractic has promoted for over 100 years. In Journey to Health's office they acknowledge and support that the body has an innate recuperative ability to heal itself. They support and foster health in their office by offering chiropractic care, massage therapy (relaxation and therapeutic), nutrition counseling and classes/workshops. Journey to Health wants to be the source of health information for Sterling Heights and surrounding communities by offering each and every family a warm and educational facility to regain, retain and improve one's health. Their doctors are trained for exceptional care and hold advance certifications in pediatrics and women's health (pregnancy), nutrition and wellness training. For more information call 586-264-9470.



Maceri's Italian Kitchen owners, Tom & Fran Maceri & daughter Maria Ahee Wines, Mayor Richard Notte, Councilwoman Yvonne Kniaz, and the Sterling Heights Regional Chamber of Commerce Ambassadors recently celebrated their ribbon cutting and grand opening in Sterling Heights. This is Maceri's 4th eating establishment, everything is freshly prepared to order, so call ahead and they'll have your order waiting for you when you arrive. They offer traditional Italian dinners, along with BBQ Ribs, Chicken, Subs, Salads, and the best Pizza, period. For your carry out and delivery order call 586-268-8660.

G-Force Computer owners Kerry Brown & Matt Vagasky, Chamber Director Bryant Goodreau, and Chamber Ambassadors recently celebrated their ribbon cutting and grand opening in Warren. G-Force services all major brands of computer systems and makes house calls to your office or home to service your computer systems. They also can pick-up and deliver your computers, and offer the following services: Virus & spyware removal, Free Diagnostic, Upgrades, Software & Hardware installations, laptop repairs, security cameras, home theatre installations, Windows small business servers 2000, 2003 & 2008, network service, reformat & reload of operating systems, backup service and hard drive recovery. G-Force offers discounts to Senior Citizens and Police and Firefighters. Stop in G-Force today with your computer or laptop or call for more information 586.585.1911.



Sterling Heights Mayor Richard Notte and Councilwoman Yvonne Kniaz, along with our dedicated Chamber Ambassadors celebrated the Grand Opening of United VIP Credit Union's new Sterling Heights location with a Ribbon Cutting. Seeing the need for a larger and more member-friendly location, they purchased a vacant party store at 8045 Constitution Blvd., just east of Van Dyke for their new offices. For more information call 586-268-4790

Black Belt in Business: Manage Your Business Reputation Part 1

By Denny Strecker



Do you know what customers are saying about your business? With everyone having access to a computer and the internet, it is easier than ever for people to leave their thoughts, opinions and experiences on a web site for others to find. If you are not monitoring what information is being said about your company, you are losing hundreds – or maybe even thousands – of dollars in business and not even know it.

I was looking at Google Maps to confirm that my business, Denny Strecker's Karate, was listed as it should be. I then entered a search term for another business that I'm familiar with. When I looked at their map I also found a dozen comments about the business – and they were all negative! Even worse, the reviews were from several different websites.

The comments were "SCAM!" "Awful Company" and, "Worst Experience Ever." Each comment went on to say how the company did not deliver the promised product and how bad the experience was dealing with them. One of

the most powerful forms of marketing is social proof. The term, "social proof" means that you are using the words of another person to sell your product or service for you. The most common example would be a testimonial. Unfortunately as in the case above, the negative comments will drive prospects away and fast!

Think about it. If you were looking for a business and everything you found about the company said how terrible they were, would you still call them to get more information? I don't think so. The odd part about this type of social proof is that you do not know the person who left the comment nor the circumstances of their purchase and experience. BUT, you are inclined to believe it just because you read it on the internet. Having one or two negative comments is not the end of the world. You just want to make sure there are five to ten positive comments to balance the negative ones.

At the end of the day, the reputation of your business is all you have. If you do not manage it

well, you won't have to worry about it, because more than likely you won't have a job for very long. Make sure someone at your company is responsible for managing the reputation of your company so that negative comments are minimized. Currently, my business listing has 33 reviews and each of them is a positive one with a story. Anyone looking at my karate school and wondering if it is the right choice for them are put at ease once they see all the positive feedback about my business.

Next month I will show you where to find comments about your business, how to get positive testimonials from your customers and how to use social proof to help your business grow in 2011.

Denny Strecker is a well-known business owner and community leader. You can find more pearls of wisdom from Denny on his weekly blog. To find out more about Denny Strecker and to subscribe to the free business tips go to his website www.DennyStrecker.com.

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SMALL BUSINESS SPOTLIGHT

Winter's International E-Biz...shopping from the couch!

Chamber Board Member and Ambassador John Winter has a unique business as his license plate E-Biz tells you. In these busy times. John says most everyone is turning to the internet for conveniences. John offers customers full service Internet shopping ability...just like going to the mall, you can shop in the privacy and convenience of your own home and "Shop at home from over 600 Partner Stores like Sears, Best Buy, Office Depot, Amway and have delivery service," and he offers unlimited products, both unique and everyday items. You can shop for products such as Nutrilite health supplements, XS Energy drinks, Perfect Water, Gift Albums, Artistry personal care products, a complete line of cleaning items, laundry products, clothing, shoes, gifts and even food can easily be ordered. Every 7 seconds someone shops online and it is anticipated that online spending will exceed \$1 trillion annually in 2011. Another opportunity offered through John's online shopping business is that you can also buy your own personal E-Biz franchise with very little investment, which allows you to "shop on-line instead of in-line" and GET PAID \$\$\$\$ while you're doing it.



John Winter

John also devotes a great deal of his personal time to giving back to the community. He donates time to the Macomb County Sheriff's Mounted & Bike Divisions and has been a rider/member since 1986. He is also an active member of the Utica/Shelby Kiwanis Club. John also notes that...he is very proud to be affiliated with the well organized, enthusiastic and creative staff at the Chamber. He truly enjoys being a Chamber Ambassador, BRAG™ member, and is looking forward to developing additional business relationships with and through his Chamber membership connections. If you want to find out more information on how to shop online or how to develop your own personal shopping franchise, "check out" www.wintersebiz.com or call John for a one on one appointment at 586-489-4663 or contact him through e-mail at johnwinter@comcast.net.

"Big Scissors"



Chamber President Wayne Oehmke and Ambassador Chairman Jeff Vollmar flank the display case Vollmar built to display the now-retired "Big Scissors" currently on display in the Chamber lobby.

Created for our Chamber by the folks at the City of Sterling Heights many years ago, our four-foot long "Grand Opening" scissors always attracted a lot of attention, smiles and comments due to their size, and the ability to actually cut a ribbon. But, after serving for more than 15 years, and helping cut the ribbons at more than 1,500 Grand Openings and special events, along with countless repairs and repainting, the official "cut-ups" finally needed to be replaced. A number of people thought that it would be appropriate to create a place of honor to house the retired scissors, and Vollmar, owner of A-1 Handyman, who has personally performed as "Scissorhands" at numerous ribbon cuttings, voluntarily stepped forward and crafted our very sharp new display case. Vollmar not only donated the display case, but also the new Big Scissors; and while not quite as large at three feet, they're made of stainless steel and will have a long and productive life helping to welcome new members to our Chamber.

Thank you Jeff!



Anchor Bay Chamber of Commerce

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



NEW MEMBERS

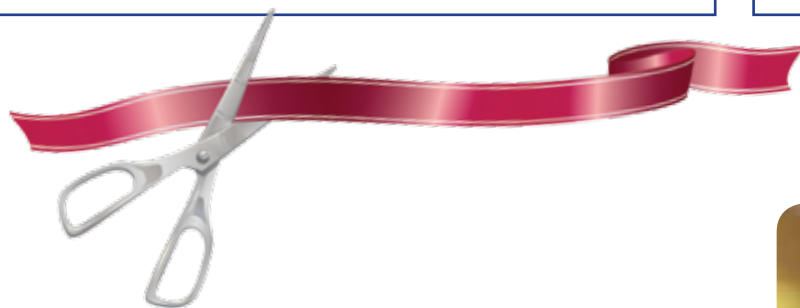
Buffalo Wild Wings
 Luke Maiuri
 51346 Gratiot Ave
 Chesterfield, MI 48051
 (586) 349-9464
www.buffalowildwings.com

Georgio's Fine Jewelry
 George Paylozyan
 27929 23 Mile Rd
 Chesterfield Twp, MI 48051
 (586) 421-9995

2010 DECEMBER RENEWALS

The Macomb Daily
 The McNish Group
 Office Depot
 TCF Bank

Thank-you for your continued support!



GEORGIO'S FINE JEWELRY

Georgio's Fine Jewelry owner, George Paylozyan & family, Chesterfield Township Supervisor, Michael E. Lovelock and the Anchor Bay & Sterling Heights Regional Chamber of Commerce Board of Directors & Ambassadors recently celebrated their ribbon cutting and grand opening in Chesterfield Township. Georgio's Fine Jewelry is a full service jewelry store, licensed gold and diamond buyer at top dollar, an authorized Chamilia retailer, and a paragon of the perfect jewelry retailer. Georgio's has fifteen years of experience which allows them to provide quality service for all of your jewelry needs. Please visit their website to see our store hours and specials @ www.georgiosfinejewelry.com or call (586) 421-9995.



Washington Street Wine House

Washington Street Wine House owner, Cyndie Busuttill and sister Lisa McGuire, Major Larry Smith, City Clerk Marcia Shinska, Treasurer Jeanne Bade, Economic Development Director Judy Sproat, city council members and the Anchor Bay Chamber of Commerce Board of Directors & Ambassadors recently celebrated their ribbon cutting and grand opening in New Baltimore. Washington Street Wine House is a Petit Winery where all the wine offered is made on the premises and, best of all, complimentary tasting is offered daily! Washington Street Wine House is a fun place to sample wine before you buy or to help YOU and your friends decide what varital you would like to make yourself! Washington Street Wine House's gift items are constantly growing and gift baskets are available for any occasion. Wine – it's what they do! Come to downtown New Baltimore soon and visit Washington Street Wine House or call for more information 586.273.7140.

NEW CHAMBER MEMBERS

A Nanny Network Inc.

P.O. Box 182192
Shelby Twp., MI 48318
(586) 739-2100 – Debi Weaver
Website: www.anannynetwork.com
Nanny Placement Agency
Employee Leasing
Payroll Services

All Benefit Insurance Agency

Rochester Hills, MI
(248) 974-8200 – Barbara Leffel
Website: www.allbenefit.com
Insurance
Employee Benefits

B's Hairbenders

30831 Hoover Rd.
Warren, MI 48093
(586) 751-0220 – Brittney Lewis
Hair Salon
Nail Salon
Waxing

Before and After Interiors

45145 Cass Ave.
Utica, MI 48317
(586) 322-4467 – Beverly Stephens
Antiques
Home Accessories
Furniture

Cass Bar & Grill

45108 Cass Ave.
Utica, MI 48317
John Sattmann
Restaurant / Liquor
Bar

Freddy's

40000 Garfield Rd.
Clinton Twp., MI 48038
(586) 416-7777 – Fred Craprotta
Website: www.freddys40000.com
Bar
Restaurant / Liquor

Gold Star Jewelers

29239 Mound Rd.
Warren, MI 48092
(586) 558-8220 – Nykole Pfaff
Website: www.goldstargold.com
Gold Buyers

Inside America Foundation Thrift Store

31926 Van Dyke Ave.
Warren, MI 48089
(586) 274-1008 – Debbie Sparks
Website: www.insideamericafoundation.org
Food Pantry
Resale Shop
Non-Profit Service Organization

International House of Pancakes (IHOP)

13785 Lakeside Circle
Sterling Hgts., MI 48313
(586) 566-5554 – Robert Henderson
Website: www.ihop.com
Restaurant

Universal Health Group / Jesse R. Snider, D.C.

2311 15 Mile Rd., Ste. C
Sterling Hgts., MI 48310
(586) 446-2225 – Jesse Snider
Website: www.universalhealthgroup.net
Chiropractor
Physical Therapy
Massage Therapy

Jimmy's 5 Star Auto Clinic

30451 Little Mack Ave.
Roseville, MI 48066
(586) 944-2187 – Jimmy Saad
Auto Repair / Service
Truck Repair / Service
Auto Detailing

Jump Start Consulting & Associates

P.O. Box 3429
Center Line, MI 48015
(586) 215-1230 – Andie Jump
Website: www.jumpstart-consulting.com
Business Coach
Schools / Non-Profit

Kahvi Coffee

8397 Old 13 Mile Rd.
Warren, MI 48093
(586) 838-4844 – Dave Kitts
Website: www.kahvicoffee.com
Coffee Shop
Ice Cream Shop
Restaurant

Kofano

Warren, MI 48093
(248) 636-8448 – Kofi Wisdom Annorth
Organic Products
Holistic Services
Referred by Annette Rose – Michigan Works

Macomb Charitable Foundation

18215 24 Mile Rd.
Macomb, MI 48042
(586) 232-3473 – Shelly Penzien
Website: www.macombcharitablefoundation.org
Non-Profit Service Organization
Referred by Wayne Oehmke – Sterling Hgts. Regional Chamber of Commerce & Industry

Macomb County Provider Alliance

P.O. Box 180825
Utica, MI 48318-0825
(248) 672-3412 – Tim Joy
Home / Health Care
Mental Health
Non-Profit Service Organization

Mancini, Schreuder, Kline & Conrad, P.C.

28225 Mound Rd.
Warren, MI 48022
(586) 751-3900 – Michael J. Dennis
Website: www.mancini-law.com
Attorneys
Law Firm

Michigan Youth Flag Football

20 Mill Street
Pontiac, MI 48342
(248) 454-9700 – Francis Meram
Website: www.michiganflagfootball.com
Recreational Sports League

Paragon Ready Mix Inc.

48000 Hixson
Utica, MI 48317
(586) 731-8000 – Steven Simpson
Website: www.paragonreadymix.com
Manufacturers / Suppliers / Processors
Ready Mix Concrete

Primerica Financial Services / Susan Woonton

11111 Hall Rd., Ste. 100
Utica, MI 48317
(586) 909-1450 – Susan Woonton
Financial Planning / Services
Insurance / Life
Investments
Referred by Consumer Expo Ad

Proper Garage Doors, LLC

8536 28 Mile Rd.
Washington, MI 48094
(586) 531-6764 – Chris Sramek
Website: www.propergaragedoors.net
Doors – Commercial
Doors – Overhead
Referred by Juanita Merling – Bright Side Construction, Inc.

SDS – Security Door Systems

17969 Hall Rd.
Macomb, MI 48044
(586) 741-8715 – Doug Worley
Website: www.sds-door.com
Doors – Commercial
Doors – Overhead
Referred by Brad Patrick – Home Mortgage Negotiators

Sure Medical Equipment, LLC

41150 Technology Park, Ste. 106A
Sterling Hgts., MI 48314
(586) 323-0903 – Saima Farrukh
Medical Equipment / Supplies

United VIP Credit Union

22248 Van Dyke Ave.
Warren, MI 48089
(586) 757-5305 – Janet Rosol
Website: www.vipcu.com
Credit Union

Utica Community Schools

11303 Greendale Rd.
Sterling Hgts., MI 48312
(586) 797-1100 – Dr. Christine Johns
Website: www.uticak12.org
School District

Vintiques

45155 Cass Ave.
Utica, MI 48317
(586) 997-3100 – Sandra Smith
Antiques
Home Accessories
Furniture

Willow Springs Holistic Therapies

P.O. Box 3429
Center Line, MI 48015
(586) 275-7087 – Stephanie Bennett
Website: www.willowsprings.massagetherapy.com
Holistic Services
Massage Therapy

2010 DECEMBER RENEWALS

AAA Michigan – Utica	1974		
Ace Finishing, Inc.	2008		
Acousti-Clean MI, LLC	2008		
Andiamo Sterling Heights	2004	Jo-Mar Enterprises, Inc.	1999
ARC Services of Macomb, Inc.	2008	K & K Die, Inc.	1998
Atlas Jewelers	2008	Key Bank – 50310 Schoenherr Rd.	2005
Axa Advisors – Troy	1996	Lakeside Advantage Mortgage, Inc.	2008
Bercich Realty	1991	Louca Mold Company	2002
Birmingham Jewelry Bridal & Gifts	1996	Lucid Business Strategies	2000
Charter Township of Shelby	1991	Macomb Intermediate Schools	1988
Classic Carpet One	1994	Metro Lawn Sprinkler Service, LLC	1992
Clovers Collision & Mechanical Repair, LLC	2005	Millwork, Inc.	2004
Commercial Building & Retrofit, Inc.	2007	MNP Corporation	1981
DAS Architects	1989	Oakland University – Macomb	2008
Derderian, Kann, Seyferth & Salucci, P.C.	2006	Patrie Construction	1985
D-M Fabrication, Inc.	2006	Photography by Licata	1978
Edward Jones / Berni Oakes	2009	R & E Automated Systems, LLC	2007
Enterprise Rent-A-Car	1994	Richland Maintenance, Inc.	2003
Fraser Design Group, LLC	2007	Right Way Services	2009
Graphite Payments	2009	Sam's Wholesale Club	1992
Greenflag / Receivable Consultant / Melody Wroblewski	2004	Saroli & Poliuto Landscaping	2009
Ideal Business Innovations, Inc.	2004	Shelby Macomb Pediatrics, P.C.	2009
Independence Mortgage Co., A Division of First Independence Bank	2009	Slifko & Associates, Inc.	2008
Jarzyna Farms Fine Meats & Deli, LLC	2008	Staybridge Suites	1999
		Stifel, Nicolaus & Company	2009
		Summer Breeze Lawn Care, Inc.	2004
		The Sherwin – Williams Paint Co. – Sterling Hgts.	2008
		Thermatrix – Sterling Heights Center	2006
		Uncle Squeegee's Window Cleaning	2004
		Value Center Marketplace	2008
		Vendetti's Spanky House	2007
		Walter G. Bojan, CPA, P.C.	2009
		Waltonwood of Lakeside	2005
		White Star Movers	1998
		Wireless Zone	2007
		Wynwood of Utica	1996

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BONUS PROGRAMS

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All advertisements will be produced in full color. Ad copy can be changed monthly if desired as long as ad copy is sent before production deadline. You will not be contacted for your ad changes. If no changes are submitted, the previous month's ad will be printed.

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- **1/4 Page Bonus Includes:** Two email blasts.

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Each issue is available online. Hard copies are available at the Chamber office and are included in every new member packet.

Magazine Ad Rates

Premium Advertisement Inside Covers or Back Cover

Size: 8.625 x 11.125

1 Year* \$1,800	6 Months \$1,050	3 Months \$600
\$150 a month	\$175 a month	\$200 a month

1/2 Page

Size: 7.75 x 4.75

1 Year* \$1,500	6 Months \$900	3 Months \$525
\$125 a month	\$150 a month	\$175 a month

1/4 Page

Size: 3.75 x 4.75

1 Year* \$1,200	6 Months \$750
\$100 a month	\$125 a month

3 Months \$450
\$150 a month



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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