



*Mason Area*  
Chamber of Commerce  
Mason, Michigan

**MASON in Motion**  
**UPDATE**  
**January 16, 2012**

Mid-Month Supplement to the Monthly "Mason in Motion" Newsletter

Mason Area Chamber of Commerce  
148 E. Ash Street, Mason, MI 48854  
Phone 517-676-1046 -- Fax 517-676-8504  
masonchamber@masonchamber.org  
[www.masonchamber.org](http://www.masonchamber.org)

A reminder: **Names** of MACC members are usually in **bold type** in our publications.

**2012 AWARD WINNERS TO BE HONORED ON FEBRUARY 8<sup>TH</sup>**

Each year, the Mason Area Chamber of Commerce recognizes excellence in the Mason area at our annual Awards Dinner. Awards are presented for Citizen of the Year, Excellence in Education, Excellence in Business, President's Award, and Special Recognition. The Chamber's 2012 Annual Awards Dinner will be held the evening of Wednesday, February 8, 2012 at the **Eldorado Golf Course** Banquet Center at 3750 W. Howell Road. Approximately 185 people attend the event to honor those awarded. This year, the following awards will be given to deserving businesses, groups, and individuals:

Jeff Haueter of the **Mason A&W**, a member of **Mason Optimist Club**, **Knights of Columbus Council 9182**, and **St. James Church**, is selected the Mason Area Chamber of Commerce's 2012 Citizen of the Year. This annual award recognizes individuals who have made significant contributions to the community over several years through their caring and concern.

His community leadership and hard work are evident in so many places in our community. At the annual fish fries at St. James, he has been the "fish head." He is currently the Grand Knight of **Council 9182**. A past president and long-serving member of the Mason Area Chamber of Commerce Board of Directors, his contributions to the Chamber were honored with a President's Award in 2000. His tireless management for many years has led to the **Mason A&W** becoming a consistent bright spot for customers and community.

Jeff Haueter's assistance to the **Mason Firefighters** and sponsorship of Mason Cares each year since 2002 also led to his being presented with the Chamber's Special Recognition Award in 2007. Volunteering and leadership of the **Mason Optimists** has also been a priority for him through the years.

**Dart Bank**, a charter member of the Mason Area Chamber of Commerce, is selected for the MACC 2012 Excellence in Business award. This award is presented to a business for innovation, risk and growth that represents the entrepreneurial spirit of business development.

The **Dart Bank** is central to the history of Ingham County. Their charter as a commercial bank dates from 1925 -- also the year Chairman Emeritus and Community Relations Officer Rollin B. Dart was born. Dart Bank has been considered a family bank since the beginning, but ownership has changed somewhat through the years. Today, this community bank's shares are more widely disbursed.

The **Dart Bank's** participation in enhancing the community's quality of life is also commendable. They are the sponsor and organizer of Mason Cares, and provide sponsorship and volunteers for the **American Cancer Society**, **Mason Promise Scholarship**, **Mason Area Chamber**, and **Mason Area Community Fund** -- among so many other community groups and causes.

Jeremy Mills of **Mason Summit High School** is selected as the recipient of the Mason Area Chamber's 2012 Excellence in Education award. This award recognizes an educator who best exemplifies the qualities that inspire students to learn and value education. He teaches English at the school and says he is "continually striving for improvement, in and out of school. Whenever possible, I convey this message to my students. As long as they are making progress in the right direction, no matter how small the accomplishments, they should be proud."

Robin King-Fuller, manager of our local **Independent Bank** branch is selected to receive the 2012 MACC President's Award. This award recognizes the contributions made by an individual to the Mason Area Chamber's goals in recent years. In particular, the Chamber recognizes her many professional and personal contributions to the Thursday Night Live series of Courthouse Concerts, now entering their eighth year in 2012.

The **Mason Public Schools Foundation** is selected for one of the Chamber's 2012 Special Recognition awards due to their continuing support of the teachers and students in **Mason Public Schools**. The Foundation is heavily involved each year in fundraising for equipment and other classroom needs. Proceeds from the annual **Mason State Bank 5K Race** go to Foundation causes, which have included classroom technology enhancements.

Scott Shattuck is selected for the other 2012 Special Recognition award in appreciation for his leadership and hard work to share with others the military heritage of the Mason area community. He involves many of his students at **Mason Middle School** in Civil War reenactments at so many of our local parades and ceremonies. He also assists our veterans groups in recognizing the contributions of local heroes past and present and enlightens visitors through displays at his private military history museum in Mason.

The MACC Awards Dinner is generously presented by Mason's **Ace Hardware** and is sponsored by a select number of Chamber members. Individual and group awards are sponsored by many other Chamber members. See the February "Mason in Motion" newsletter for a listing of all our generous sponsors.

As part of the event, recognition is also given to retiring Chamber Board members and 2011 volunteers. This year, special presentations to mark the 40th anniversary of the Mason Area Chamber of Commerce will be made to Past Presidents and MACC Charter Members. Prepaid dinner reservations are \$35 per person. Since only a limited number of places are available, businesses, organizations and individuals are well advised to send their checks well before the 1:00 p.m. Friday, January 27 reservation deadline. Credit card prepaid reservations are taken in person and by phone at (517) 676-1046.

The flyer is titled "Healthy Start" in a green banner at the top. Below this, the year "2012" is written in large, bold, red 3D-style numbers. Underneath the year, the text reads "Allegiance Health Invites You to Start the New Year Right". The event date is "Thursday, January 19" from "8 a.m. - Noon" at the "Ingham County Fair Grounds Community Building, 700 E. Ash Street, Mason". It features a "Tour the new Allegiance Mobile Health Coach" and "Free health screens" including blood sugar, balance testing, blood pressure, and varicose vein leg screening (by appointment only). A note mentions an opportunity to "Ask the Expert" with Marcos Iza, MD, and Wanda Iza, MD, along with other health care providers. The footer includes the website "AllegianceHealth.org", the "Allegiance HEALTH" logo, and a circular logo for "MASON AREA CHAMBER OF COMMERCE".

Healthy Start

# 2012

**Allegiance Health Invites You to Start the New Year Right**

**Thursday, January 19**  
8 a.m. - Noon  
Ingham County Fair Grounds Community Building  
700 E. Ash Street, Mason

**Tour the new Allegiance Mobile Health Coach**

**Free health screens**

- Blood sugar
- Balance testing
- Blood pressure
- Varicose vein leg screening - by appointment only, please call (888) 335-7241

Don't miss your opportunity to "Ask the Expert" with Marcos Iza, MD, and Wanda Iza, MD, of Allegiance Family Medicine - Mason, along with health care providers from Allegiance Health's Heart and Vascular Center, Osteoporosis Center, Gayle M. Jacob Cancer Center and more. These caring professionals welcome your health questions.

AllegianceHealth.org

 **Allegiance HEALTH**



This information appears on Channel 21 of the Broadstripe cable system in Mason and at [www.masonchamber.org](http://www.masonchamber.org)



Join us for the first  
Breakfast for Business of 2012.

Tuesday, January 31, 2012  
7:30 to 9 a.m.

Cascades Manor House,  
1970 Kibby Road, Jackson

RSVP by  
Thursday, January 26, 2012  
by calling (888) 335-7241.

We welcome you to invite a colleague to join you.

## What you need to know about growing Jackson.

A strong community health system and a vibrant community college are essential drivers for invigorating Jackson.

Please join us for our joint presentation by Jackson Community College and Allegiance Health. Learn how education and health care can help define our community in the 21st century.

Presented by:

Daniel Phelan  
President, Jackson Community College

Georgia Fojtasek  
President and CEO, Allegiance Health



Reprinted from Wall Street Journal

[http://online.wsj.com/article/SB10001424052970204464404577114792428726720.html?mod=WSJ\\_SmallBusiness\\_LEFTTopStories#printMode](http://online.wsj.com/article/SB10001424052970204464404577114792428726720.html?mod=WSJ_SmallBusiness_LEFTTopStories#printMode)

- [SMALL BUSINESS](#)
- DECEMBER 27, 2011
- 'Cash Mobs' Help Ignite Buy-Local Effort By [EMILY MALTBY](#)

At 6:30 p.m. last Tuesday, Michelle Murrain showed up at a downtown Oakland, Calif., street corner to meet with 15 strangers who had organized themselves over Facebook. Many showed up with \$20 bills. Their mission was to descend on Marion & Rose's Workshop, a gifts boutique, to spend money. Ms. Murrain and her compatriots are among hundreds of devotees of the "cash mob," a new social-networking-and-shopping movement aimed at increasing sales at selected small businesses.

Similar cash mobs have materialized in more than 20 cities from Norman, Okla., to Muskegon, Mich., most arranged by individuals who establish followings on Facebook and Twitter. The cash-mob organizers don't get any benefit in return. The Oakland event, for instance, was organized by Alex Haider-Winnett, a paralegal and participant in the Occupy Oakland movement.

Cash mobs are one of many buy-local campaigns that recently have spread to communities across the country. One in four business owners say poor sales is their top business problem, ahead of any other issue, according to a November survey from the National Federation of Independent Business, a small-business lobby group.

Last month, in an event called Small Business Saturday, [American Express](#) Co. provided its cardholders with a \$25 credit if they used the card at small retailers the day after Black Friday. Hundreds of thousands of consumers registered their cards to participate in that promotion, according to American Express, the event's sponsor.

In contrast, cash mobs spring up organically through social media outlets and have no corporate sponsor or formal advertisements. (At least one cash mob, in Grand Rapids, Mich., was organized by the local Chamber of Commerce, however.)

The first known cash mob was the brainchild of Chris Smith, an engineer for [Oracle](#) Corp. The 37-year-old from Buffalo, N.Y., says the idea stemmed from his realization that consumers, including his wife, tend to flock to smaller establishments when a bargain is available through the daily-deal social-networking sites including [Groupon](#) Inc. and LivingSocial Inc. "Why do we need a discount to support good, solid, local businesses?" he asks.

He used Twitter and Facebook to rally more than 100 people to purchase wine at City Wine Merchant on Aug. 5. Business that day tripled, according to the store's president, Eric Genau. "We have clients that would have taken a lot longer to get here or never would have gotten here at all if not for that," Mr. Genau says.

Several weeks later, a group of young professionals in Cleveland say they independently came up with the same concept and the same name. Their first event, on Nov. 16, drew about 40 people to a bookstore and, afterward, to a bar for drinks. They launched a blog, and the idea began to catch on in Albuquerque, San Diego and elsewhere.

In some areas, Occupy Wall Street affiliates have embraced the idea. The Cleveland group has distanced itself from that cause, noting on its blog that cash mob "isn't a political or social organization ... or meant to be an answer to economic crisis."

Sarah Ditzenberger, owner of Fischberger's Variety, a gifts store in Milwaukee, says one cash mob that showed up to spend money at her store earlier this month boosted sales by \$1,200, roughly doubling an average day. The extra cash will help to pay off inventory and other business debts, she says.

Sales at the Oakland gift store last Tuesday were around \$450, or about double the store's typical sales. Ms. Murrain, a 52-year-old Web developer, said she purchased herbal tea and greeting cards during the Oakland cash mob event, spending \$30.

Some cash mob groups are planning to continue their events in January and February. Mr. Smith of Buffalo, who has organized mobs at a beer store, a restaurant, a bookstore and a coffee shop, plans to ask his Twitter followers to nominate a business for another cash mob to be held Friday, Jan. 6.

Ed. Note: Neat idea, huh?

A promotional graphic for the 4th Annual "Soup-Off" event at Maple Street Mall. The background is a photograph of a three-story brick building with white window frames. Overlaid on the left side is a dark green vertical rectangle containing white and yellow text. The text includes the mall's name, address, event details, and contact information.

*Maple Street Mall*  
**108 W. Maple Street**  
...in downtown Mason

**4th Annual "Soup-Off"**  
**Saturday, January 21<sup>st</sup> from 10 to 5**  
**Sample homemade soups throughout**  
**the store and vote for your favorite!**

Hours: MTWF 10-6, Th 10-8, Sa 10-5, Su 12-5  
[www.maplestreetmall.com](http://www.maplestreetmall.com) – [info@maplestreetmall.com](mailto:info@maplestreetmall.com)

## Inventory Control: Back to Basics

From: Consumers Energy

<http://members.questline.com/Newsletter.aspx?accountID=4676&nl=12030&userID=1561031>

Source: [www.sxc.hu](http://www.sxc.hu)

In spite of today's high-tech world, there are times when simple, low-tech methods work best. Take inventory management, for example. After investing thousands of dollars in computer hardware and software, and spending months implementing automated systems, companies often find the programs hard to use and impractical. For those companies, basic, time-honored methods of inventory control often prove to be the most effective.

### Two Bin Reordering Systems

This system works well for the replenishment of everything from product inventory that has relatively stable usage rates to consumable supplies like office products. Using two bins filled with the same part, the first bin is stacked on top of (or in front of) the second bin, and parts are taken from the first bin only. When the first bin is empty, parts are taken from the second bin and an order is placed to replenish the empty one. In addition to parts, each bin contains a card that provides all of the information necessary for reordering, including the following:

- Part number
- Part description
- Lead time
- Supplier name
- Supplier part number
- Minimum reorder quantity

The information contained on the card makes reordering easy, and helps to ensure replenishment of the first bin before the second bin is empty. If you choose this method, you may want to rely on the supplier to determine the reorder amount and lead-time, based on past orders.

### Fixed Time or Fixed Order Cycle Systems

Periodic (annual, monthly, or weekly) requirements for low bulk, low value items are estimated and reordered on a routine reorder cycle basis. This system works well for materials that are used at a relatively constant, reliable rate. Typically, a maximum stock level is set (the average demand for the designated time period plus some margin of safety stock). When the designated reorder time arrives, subtract the current stock level from the maximum to determine the amount of stock to order.

### Supplier-Managed Inventory

The concept behind this method-contracting with suppliers and having them assume the responsibility for delivering the right amount of products at just the right time-was perfected by Wal-Mart, but can benefit companies of any size as long as you carefully weigh the advantages and disadvantages. For example, you can save a considerable amount of time, money, and warehouse space for consumables and machine parts if you have a solid relationship with your supplier. Moreover, this method enables suppliers to increase their inventory, forecast sales more accurately, and it provides them with more flexibility in manufacturing. On the other hand, you lose the opportunity to *shop around* for suppliers, and production scheduling may need to be adjusted if you are used to working with an inventory. Before you contract with a supplier you will want to be sure the supplier is capable of servicing all of your locations.



## All – You – Can – Eat SPAGHETTI DINNER

Includes spaghetti, salad, breadsticks,  
and beverages with meat or meatless sauce

**Proceeds to benefit Mason FFA Alumni Scholarship Fund**  
**Sunday, January 29<sup>th</sup> - 11:30 AM - 2:00 PM**  
**Ingham County Fairgrounds Community Building**  
**700 E. Ash Street – Mason - Come and Bid at the Dessert Auction!**

\$6.00 donation for Advance Adult Ticket (\$7.00 at the door)

\$3.00 donation for Child Ticket (5 and under FREE)

**Advance tickets available from any FFA**

**Alumni Member or at Merindorf Meats, Mason**

**Elevator, or Sheridan Realty & Auction Service**

**Please call Jessica at 202-2198 for info**



## Humanity Volunteer Opportunity

Habitat has volunteer opportunities at their current Habitat build site located at 524 S. Main Street in Leslie. Contact the Habitat office at 517-655-1872 if you are available. They need volunteers to sign up in advance as framing shifts may fill up quickly, and they need to notify in case of shift cancellation due to weather, material delays, leadership illness, etc.



**Mason Madness Extravaganza**  
Presented by the Mason Public Schools Foundation

March 24, 2012  
7:00 pm to Midnight

Ingham County Fairgrounds  
700 E. Ash Street, Mason

A fun, casual, adult-only fundraising event benefiting the students of Mason Public Schools

Catering by The Vault Deli, Cash Bar, Live & Silent Auctions

Tickets \$30 each are available at:  
<http://mpsf.blogspot.com/>

Generously sponsored by  
Sheridan Auction & Realty

DJ Entertainment by  
Matt Corrette

### Final Note:

Continuing a 39-year tradition, the Mason Area Chamber of Commerce publishes its "MASON in Motion" printed and mailed newsletter near the end of each month. This hard-copy newsletter has information about Chamber events and programs, new Chamber members, news from member businesses and organizations, and more - in a short four-page format. The several insert pages included in the newsletter each month are designed to be removed for easy sharing or posting within a business or organization. For this reason, the Chamber has decided to continue distributing this newsletter in the conventional manner with no opt-out. This also maintains value for limited advertising.

Advertising inserts are just \$100 per insertion to reach 430 key decision-makers in the Mason area. This newsletter is mailed to all contact people for Chamber members, Chamber volunteers, and select stakeholders. A .pdf copy of the newsletter is also available to all the same day it is delivered by the post office at the Chamber's website [www.masonchamber.org](http://www.masonchamber.org). Deadline is the 20th of the month for all submissions. Items are included as space is available and submissions are edited for space and consistency of the publication.

Since August of 2006, the Chamber also publishes a mid-month "MASON in Motion UPDATE" newsletter electronically. This e-mailed newsletter is forwarded to all who have submitted their e-mail addresses to the Chamber, provided they are associated with a Chamber member, are a Chamber volunteer, or are a select stakeholder. A link to the archive on the website for the .pdf copies of the printed and mailed "MASON in Motion" newsletter is included in the UPDATE. A .html copy of this UPDATE newsletter is also available to all at the Chamber's website [www.masonchamber.org](http://www.masonchamber.org) under the "Newsletters" tab. Deadline is the 10th of the month for all UPDATE submissions. All items submitted are included, subject to minor editing for publication consistency.

It is the intention of the Chamber to limit broadcast e-mails to those who have e-mail addresses submitted to the Chamber to 24 times per year at most. Of course, those who are Chamber leaders and volunteers get much more frequent information e-mailed to them.

-----

**FEEL FREE TO FORWARD THIS NEWSLETTER UPDATE TO OTHERS AND INVITE THEM TO SEE OUR REGULAR MONTHLY NEWSLETTER ONLINE**

**CLICK ON NEWS AT:**

**[www.masonchamber.org](http://www.masonchamber.org)**

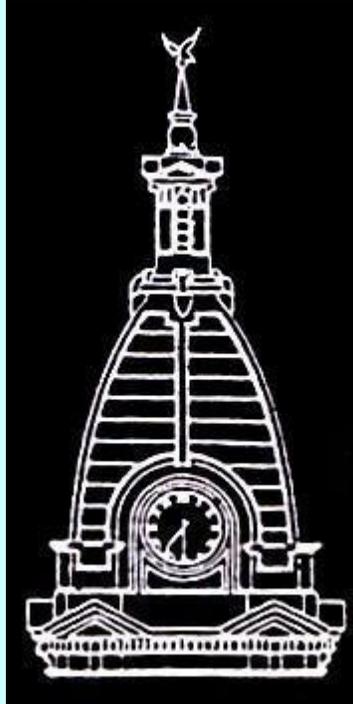
**TO VIEW UPCOMING MASON AREA COMMUNITY CALENDAR EVENTS**

**Click on Community Events at: [www.masonchamber.org](http://www.masonchamber.org)**

MACC now distributes UPDATE in "Constant Contact." This "Mason in Motion Update" bulletin is being sent to those who have e-mail addresses registered with the Mason Area Chamber of Commerce as contact people for Chamber members, associates of Chamber members, and select Chamber stakeholders.

To be removed from this list automatically and ***permanently***, do NOT reply to this e-mail. Instead, use the UNSUBSCRIBE button or send a new e-mail with the word "unsubscribe" in the subject line to: [masonchamber@masonchamber.org](mailto:masonchamber@masonchamber.org)

Also, whenever you know of anyone who isn't getting this, but should be getting this by e-mail, just let us know. We'll be glad to add their e-mail address to the list!



Join Our Mailing List!

**FOR A .pdf FILE OF LAST MONTH'S PRINTED "MASON IN MOTION" NEWSLETTER AND OTHER MASON AREA COMMUNITY INFORMATION, GO ONLINE AND CLICK ON NEWS AT [WWW.MASONCHAMBER.ORG](http://WWW.MASONCHAMBER.ORG)**

[Forward email](#)



Try it FREE today.

This email was sent to dougklein@masonchamber.org by [masonchamber@masonchamber.org](mailto:masonchamber@masonchamber.org) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).  
Mason Area Chamber of Commerce | 148 E. Ash Street | Mason | MI | 48854