



Mason Area
 Chamber of Commerce
 Mason, Michigan

MASON in Motion
UPDATE

August 17, 2011



Mason's Salute to Summer!
 "Live in the Moment!"

DOWNTOWN MASON
 HOMETOWN U.S.A.

Street Dance Friday evening, August 26th
 Great Music all Saturday afternoon
 and evening, August 27th

HOSTED BY THE
 MASON DOWNTOWN DEVELOPMENT AUTHORITY

This information appears on Channel 21 of the Broadstrips cable system in Mason and at www.masonchamber.org

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

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

Independent Bank presents

Thursday Night Live! *Weather Permitting*




BIG BAND

Courthouse Concerts
Twilight Memories
Thursday, August 25th - 6 PM

Concert sponsored by
Dart Container Corporation 

Information:
masonchamber@masonchamber.org



This information appears on Channel 21 of the Broadstripe cable system in Mason and at www.masonchamber.org

MASON'S THURSDAY NIGHT LIVE COURTHOUSE CONCERTS CONTINUE WITH TWILIGHT MEMORIES BAND

Bring your lawn chairs and blankets to downtown Mason on Thursday evening August 25 and enjoy the big band sound of Twilight Memories, a 17-piece community band. This free concert is sponsored by the **Dart Container Corporation** and hosted by the Mason Area Chamber of Commerce, and will feature the second new band in this year's Thursday Night Live Courthouse Concert series line-up.

The Chamber is nearing the end of their seventh season of hosting their summer series of live musical entertainment presented by **Independent Bank** on select Thursday evenings. These free outdoor concerts take place at 6:00 p.m. on the west **Ingham County** Courthouse lawn in downtown Mason. All concerts are weather permitting.

Mason's Optimist Club will be selling hot dogs; chips and pop nearby, so families can enjoy a picnic dinner during the concerts. Many concert-goers stop by restaurants and stores in Mason before and afterwards. Robin King-Fuller of **Independent Bank**, chair of the committee organizing the concerts, says that "the Chamber is hosting these concerts again as a way to bring more fun and excitement to downtown Mason." She is happy that most of the past six years' performers return for encore performances. "In addition, we've scheduled a couple of new groups this summer, like Twilight Memories, to add even more excitement," she says.

The series concludes with a concert by the **Mason High School** Band on Thursday, September 15, led by Beth Bousfield, **MHS** Band Director. The **Mason High School** Cheer Squad will join them in the program sponsored by **CP Federal Credit Union**. This last concert in September will also mark the beginning of Mason's "Down Home Days" festival.

The Chamber also is one of the sponsors of the second Sun Dried Music Fest; held two days later on Saturday, August 27 on the downtown Mason streets surrounding the **Ingham County** Courthouse. The free event is hosted by the **City of Mason** Downtown Development Authority and features nine bands playing from noon to midnight. Vendors and family attractions are also part of the Sun Dried Music Fest on Saturday. An old-fashioned street dance on Friday evening, August 26, will provide a bridge between the two music events.

Thursday, August 25th
Good Morning, Mason!
News and Networking
7:15 to 8:15 a.m.
Ingham County Fairgrounds Community Building
700 E. Ash Street
Admission \$5 members
\$7 nonmembers
includes continental breakfast
Sponsored by Dart Bank

Co-Sponsored by Bullen's Weight Loss

Mason Area Chamber of Commerce
Mason, Michigan

Dart Bank **Dart Mortgage Co.**
DART
Mason Holt South Lansing Grand Ledge

MASON

This information appears on Channel 21 of the Broadstripe cable system in Mason and at www.masonchamber.org

The Ingham Conservation District is promoting sponsorship of the Green Space 5k to Chamber members. Here is a link to sponsorship information: Green Space 5k - trail race on the ICD 200-acre conservation center in Mason.

<http://www.inghamconservation.com/?p=1459>

August Book Sale

The Friends of the Mason Library will hold a half-price book sale on Saturday August 27 during the Sun Dried Music Festival. The sale will be held in the Friends' bookstore, upstairs in the Mason Library, 145 West Ash Street, from 10 a.m. until 4 p.m. There are hundreds of books for all ages and all interests to choose from.

Merindorf Meats Annual Summerfest in Williamston!

Their Annual Summerfest will be Saturday, August 20, from 11 am to 5 pm. They will be giving out free hot dogs to customers. Banana Don, DJ from WITL, will be there from noon to 2 pm. Questions, call 517-655-2898.

Introducing a new resource for members to evaluate health insurance plans and services online

The Lansing Regional Chamber has launched a new website for members of the Mason Area Chamber of Commerce or the Lansing Chamber to engage in their Blue Cross Blue Shield of Michigan benefit program. MIBenefitAdvisor.com is focused on understanding your current health insurance circumstance, analyzing your needs, and providing you with detailed health plans and money-saving tips.

MACC offers the LRCC Blue Cross Blue Shield of Michigan as a benefit of "business level" membership. With the Blue Cross Blue Shield of Michigan program members are guaranteed the best available price. Members also have access to the broadest selection of plans which means maximum flexibility to manage healthcare costs plus many extras.

HR SolutionPoint and MIBenefitAdvisor are additional components of the Blue Cross Blue Shield of Michigan program. Each service is designed to assist in streamlining administration and connecting benefits in one convenient spot.

Blue Cross Blue Shield of Michigan Program- What is it? Most Options: Medical, prescription drugs, dental and vision coverage

Best Price: Guaranteed best available price

Greater Services: Compliance documents, eligibility transactions

HR SolutionPoint- What does it offer?

Full Service Administration: HRIS platform, enrollment, customer care

Integration: Easily link to carriers, payroll, accounting and other systems

Point Solutions: COBRA, employee wellness

MI Benefit Advisor- How does it work?

Educate: Understand current health insurance needs

Compare: Change a current plan or modify options within a plan

Quote: Receive detailed health plans and money-saving tips

For more information on these new features and services, please visit the Lansing Regional [Chamber's website](#) or contact Cynthia Eiseler at 517-853-6467.

EXTREME COUPONING **From the Business Perspective!**

Join the Greater Lansing Convention & Visitors Bureau for a FREE member seminar!



Wednesday, August 31, 2011

2:00-4:30 p.m.

Learn from a panel of experts how successful coupon promotions can help your business!

- Learning about different coupon opportunities (Social Media Tools & Tips, Groupon, and the GLCVB Coupon Program.)
- Making a coupon program that fits into your overall marketing strategy.
- The best timing of coupons.
- Free vs. paid coupon promotions.
- Measuring effectiveness of your coupon program.



Registration starts at 1:30 p.m.

The Henry Center
3535 Forest Road, Lansing

Light refreshments will be provided.

Please RSVP to Jennifer Hagen at
rsvp@lansing.org or 517-377-1416
by Tuesday, Friday, August 19th.

You know that social media marketing is important for your business. Maybe you're already doing it, or maybe you're looking for the best way to get started. Good news: Constant Contact has created a [simple collection of guides](#) to help you build online social connections fast. Click here to get started:
<http://www.socialquickstarter.com/>

Don't forget that as a Chamber member, you get discounts from Constant Contact. Access your Chamber member savings here:
<https://www.constantcontact.com/offer/partner/chamber/signup.jsp>



Community Visioning for the City of Mason, Michigan



The Mason Planning Commission and the Zoning and Development Department will be holding three (3) Community Visioning Workshops to obtain public input on the new Master Plan. You are invited to come share your thoughts and concerns about the future of our community. Your involvement will help create a strong vision for development and revitalization within the city of Mason.

Master Plan Community Visioning Workshops

September 12, 2011, 6:30 – 8:00pm

September 20, 2011, 10:00 – 11:30am

September 29, 2011, 6:30 – 8:00pm

All Workshops will be held at Mason City Hall



Development News

FROM: capitalgainsmedia.com - Wednesday, August 10, 2011

Mason's new "Extra" venue expands on local catering, deli and book businesses

The cluster of buildings known for great food, books and coffee in Mason is now giving locals and visitors another reason to visit - events and private parties. Jamie and Scott Robinson, owners of the **Vault Delicatessen** and **Bestsellers Books and Coffee** recently expanded into a third business on the same block, Extra.

"It's extra space for private parties, banquets, parties, classes," says Jamie Robinson. "Everybody loves it. They couldn't wait for it to be open. I had several parties booked in advance."

Though the **Vault Deli**, **Bestsellers** and the space now occupied by Extra have functioned like separate locations, the historic building in which they are located is in fact all connected. This allowed the Robinsons to connect their businesses by opening up doorways between them that had been covered over by drywall.

Other renovations made to new 1,000 square feet of dining space includes updates to the ceiling, fixtures, walls, wood flooring, carpeting and two handicap accessible bathrooms. Robinson estimates \$80,000 was invested in the renovations, many of which were done by her husband Scott.

"Everything is new," Robinson says. "It looks really nice."

Extra will give the Robinsons an on-site venue for their own catering businesses, which now includes a license for beer, wine and alcohol, as well as give Mason residents an events location that was formerly unavailable nearby.

Consumer Services, Inc. to bring up to 50 Jobs to West Michigan

Published: Wednesday, July 20, 2011, 3:16 PM

Updated: Wednesday, July 20, 2011, 3:31 PM

By [Jeff Kanan](#) | [The Grand Rapids Press](#)

GRAND RAPIDS - Non-profit mental health agency **Consumer Services, Inc.**, plans to expand to West Michigan in September and bring up to 50 jobs to the area.

The Mason, Mich.-based agency that provides support for services statewide, will fill staff and support personnel as it looks to provide case management services to Kent County residents beginning in September, according to a company press release.

A job fair will be held from 11 a.m. to 7 p.m. on July 26 at the Ramada Plaza Hotel, 3333 28th St. SE, for people wishing to apply for case manager or receptionist positions.

Interested applicants can view job descriptions at the company's Web site [here](#). Paper applications also are available online for interested applicants to fill out prior to arriving at the fair, and resumes will be accepted.

Local partnership creates unique new Mason Preschool and Child Care

SOURCE: capitalgainsmedia.com

The new **Mason Preschool and Childcare** on North Cedar is a partnership between two existing business owners who otherwise might have little in common. Sheryl Howard owns Dansville Preschool and Child Development Center, and Ryan Carter is the owner of **Snap Fitness** in Mason.

"Ryan wanted to be able to offer daycare to his gym members," says Deanna Mullin, director and lead teacher at the new Mason location. "We're unique because we offer flexible scheduling for families who may have difference work schedule, like nurses, construction workers or waitresses who don't know their schedules in advance."

The new facility also offers drop-in hours for pre-registered clients who utilized the **Snap Fitness** next door. "Our child development philosophy is different too," says Mullin. "We use the Reggio approach, which encourages curiosity in children. We take their curiosity and expand upon it."

Mason Preschool and Childcare opened on June 13 and celebrated a ribbon cutting with the Mason Area Chamber of Commerce on July 20. The business currently employs three, and a new teacher is in the process of being hired. According to Mullin, when operating at full capacity, the facility could service 63 children and employ up to 20 workers.

SECOND SUN DRIED MUSIC FEST IN DOWNTOWN MASON AUGUST 26 & 27

Hosted by the Downtown Development Authority of the **City of Mason**, the second annual Mason Sun Dried Music Fest is on Saturday, August 27 from noon through 11:40 PM. "Last year's first event was a success and hopes are high for an even better event this year," says Marco Broggio, executive director of the **Mason DDA**.

One example of how organizers have enhanced the music fest is that this year, during the evening prior to the Saturday event, there will also be an old-fashioned street dance on the streets of downtown Mason. This addition to the weekend festivities is on Friday, August 26, from 7:00 to 11:00 PM, and will be featuring the Full House Band. The refreshment tent will also be open Friday evening.

On Saturday, the music fest begins in earnest with nine bands playing one-hour sets. Bands include the Twangtown Prophets at 12:00 noon, Updraft at 1:20 PM, Smooth Daddy at 2:40 PM, Ballinger Family Band at 4:00 PM, Kathy Ford Band at 5:20 PM, Root Doctor at 6:40 PM, Backwoods Band at 8:00 PM, Ritmo at 9:20 PM, and Showdown at 10:40 PM. They all will be taking the stage at the corner of Maple and Jefferson Street in beautiful, picturesque, and historic downtown Mason.

A refreshment tent, vendors, and other attractions are part of the Saturday event. Special attractions for families and kids are also part of the event this year. The venue for all the events at Mason Sun Dried Music Fest is the downtown streets of Jefferson and Maple one block each way east and south from the intersection. Additional attractions and vendors will be on Barnes Street nearby.

Volunteers are needed for the event. Contact Teresa Forbush at (517) 676-9155 or e-mail her at teresaf@mason.mi.us or check www.masondda.com for more information. Volunteer shifts are in two hours increments or more, starting at from 4:00 PM up to 11:30 PM on Friday. Saturday shifts are longer with a 12:00 noon to 4:00 PM shift, a 4:00 PM to 8:00 PM shift, and an 8:00 PM to 12:00 midnight shift. Each shift will require about 20 people. Volunteers are encouraged to work more than one shift.

There will be a volunteer meeting at **City Limits** in Mason on Tuesday, August 23 at 6:00 PM. Volunteer t-shirts are provided and will be distributed the day of the event. Volunteers need to check in 30 minutes prior to their shift to pick up a t-shirt and final assignment.

MASON'S 38TH ANNUAL DOWN HOME DAYS EVENTS RUN SEPTEMBER 15 -18

Mason's 38th annual Down Home Days will be held Thursday through Sunday, on September 15 through 18. Go to www.masonchamber.org and click on the Community Events Calendar for the latest information.

Down Home Days starts off on Thursday, September 15 with the last concert in the seventh season of the Mason Area Chamber of Commerce's "Thursday Night Live" series sponsored by **Independent Bank**. This free concert on the Ingham County Courthouse lawn starts at 6:00 p.m. and is sponsored by **CP Federal Credit Union**. It features the **Mason High School Band** and **Cheer Squad**. The **Mason Optimist Club** will be selling hotdogs, chips and pop to benefit youth programs before and during the concert.

On Friday, September 16, everyone is encouraged to take a stroll on the **Hayhoe Riverwalk** with their friends, families and neighbors from 5:00 to 7:00 p.m. The 5th annual Family Walk will have the start/finish on the north side of Ash Street above **Lee Austin Park** where free food, giveaways and more will be available. The walk is hosted by the Mason Area Chamber of Commerce as part of the Chamber's "Hometown U.S.A." activities and is sponsored by **CAPEX Land Company** and other area businesses.

The signature event of Down Home Days begins the morning of Saturday, September 17, with the 38th annual Courthouse Show in downtown Mason, sponsored by **LAFUCU** and other area businesses. Aleasha Wood, a coordinator of the event hosted by the Mason Area Chamber of Commerce, says that "our estimates are that between 4,000 and 6,000 people attend the show each year." She added that "the show features a mix of arts and crafts, flea market, food vendors, entertainment, and community group booths." The show runs from 9 a.m. to 4:30 p.m. on Saturday only. Volunteers are needed to assist vendors and at the visitors center booth. Call the Chamber at (517) 676-1046 to sign up.

Elaine Ferris, the market master for the **Mason Farmers Market**, says that "the produce market will take place as it does every Saturday morning this time of year on Maple Street." She adds that "some vendors stay later than noon to continue selling during the afternoon hours." Also on Saturday, the **Mason Area Historical Society** will have their delicious Pie Sale at **Mason Area Historical Museum**, 200 E. Oak Street in Mason, starting at 10 a.m.

Rummage sales will abound in the Mason area during Down Home Days. Other events from other groups are in the planning stages. They should notify the Chamber as soon as possible. Check the Community Calendar at the www.masonchamber.org website for all the activities as they are announced.

Saturday, Aug 20, 2011 -- Mason Aviation Day

Mason Jewett Airport

All-U-Can Eat Pancake Breakfast served with eggs, sausage, juice and coffee from 7:30am to 11:30am and then a Grilled Steak Dinner from Noon to 4:00pm. Sandwiches also available. Many homebuilt, antique, warbird and general aviation aircraft are expected. Airplane, Helicopter Warbird rides available. Various displays and exhibits. Hosted by **EAA Chapter 55**.

Contact: Ken Vandenbelt
Phone: 517-589-5051
Website: <http://www.eaa55.org>
Email: p72kenv@yahoo.com
[Print out a Flyer!](#)

FROM: INGHAM COUNTY TREASURER ERIC SHERTZING

Tax Auction and Land Bank News

The **Ingham County** Treasurer will be conducting the annual Tax Auction on August 26th at the Lansing Center. 9 a.m. registration, 10 a.m. auction. Call 676-7220 to get email or mail of the auction rules and property listing. This is the 2nd auction in the annual cycle and opening bids are reduced. Several commercial properties are on the list including a maintenance garage and storage space at 1335 Lake Lansing Road and the former Metro Ford at 3512 South MLK. The Treasurer's office has environmental reports and appraisals on both properties. This information is available to help remove the uncertainty from auction purchases. Lake Lansing appraised at \$180,000 and MLK at over \$500,000. Contact the Treasurer for further information. Email Schertzing@aol.com or cell phone is 517.303.7233.

In July the **Ingham County** Land Bank unveiled another pathway to home ownership with their PROP program. The Property Rehabilitation and Ownership Program works with "as is" properties and favorable finance terms to encourage homeownership. More information at www.inghamprop.org. There are purchase agreements on 3 of the 9 PROP properties and they are working with the prospective buyers to make their home ownership experience a success. Sales of Land Bank renovated homes are up in 2011. In 2010 they sold 23 homes and to date they have closed on 22 homes and have pending purchase agreements on 9 more. Great homes at a great price are available! The next Land Bank home "Showcase" will be September 18th. List and pictures of available homes are at www.inghamlandbank.org. They also have a full page color ad in the City Pulse once a month.

FROM: **Orthopaedic Rehab Specialists** of Holt and Jackson

Get your kids and grandkids ready to go back to school!

Backpack Safety!

Orthopaedic Rehab Specialists wants to remind you about backpack safety as you get youngsters ready to go back to school! Here are 4 steps to safe backpack use: Step 1: Choose Right.

Choosing the right size backpack is the most important step to safe backpack use. Step 2: Pack Right.

The maximum weight of the loaded backpack should not exceed 15 % of your body weight, so pack only what is needed. Step 3: Lift Right.

Face the Pack - Bend at the Knees - Use both hands and check the weight of the pack. - Lift with the legs - Apply one shoulder strap and then the other.

Step 4: Wear Right.

Use both shoulder straps - snug, but not too tight.

Michigan business rankings climb

As the markets reacted to the nation's lowered credit rating, several Michigan business indicators have continued to rise. Michigan's general obligations bonds rating rose from "stable" to "positive," while the state is a national leader for job growth and just placed No. 1 in a new lending ranking of Small Business Administration loans.

Fitch Ratings said of Michigan: "The Positive Outlook reflects prudent budgeting and efforts to grow reserve levels in the context of an economy beginning to slowly rebound...The state has a demonstrated history of responding proactively to maintain fiscal balance despite continual revenue declines. The currently enacted budget was balanced without the use of one-time measures and management projects a return to structural balance. Monies have also been budgeted to begin to replenish the state's rainy day fund."

As part of a recently reinvigorated state economy, the ratings upgrade signals to investors and businesses that the state economic environment is improving. Michigan lenders are showing their confidence in the future of the state's small businesses as well. The U.S. Small Business

Administration (SBA) recently reported that the Michigan District for the SBA loaned more money to Michigan businesses than any other district in the United States - further evidence of a growing turnaround for Michigan businesses.

Compared to fiscal 2010, the number of loans has increased 42 percent so far this year, and the dollar amount of those loans is up 60 percent. All told, SBA loans are on track to reach \$1 billion for fiscal 2011 (through July, loans totaled \$635.2 million). This may be one of the reasons that in the July Monster.com Employment Index, the Detroit area bested all 28 other major metropolitan areas for job growth, showing a 34 percent increase in hiring.

Meanwhile, the U.S. Bureau of Labor Statistics just reported Michigan added 18,000 jobs in June, the third highest job gains of any state, trailing two mega states: Texas and California. Learn the latest business and jobs news by joining the conversation at [Facebook.com/MiAdvantage](https://www.facebook.com/MiAdvantage).

Source: Consumers Energy

Just Think About It- Steps to Making Good Business Decisions

No matter what type of business you are in, you have decisions to make; some are reasonably straightforward, while others can be quite complex. Those that are complex may encompass a variety of issues-uncertainty, high-risk, employee reaction, and so on-requiring a significant amount of thought and planning.

Complex decisions can be less stressful if an effective thought process is used. If your mind is clear, a well thought-out decision making process can lead to consistent, reliable results that will improve your business' reputation. To improve the quality of your decision-making process, create a logical and systematic approach that will help you focus on decisive elements. By organizing your approach beforehand, you are less likely to overlook important factors, enabling you to construct a thought pattern that will help you make a better decision. The six fundamental steps to effective decision making follow:

1. Create a Productive Setting

Determining your goals/objectives (what you want to achieve) will help you create a productive setting. The Vroom-Yetton-Jago model or the Five Whys technique, are useful tools that will help you identify underlying problems and determine which path to take. Once you have determined your goals/objectives, you need to determine if the decision will be yours alone or a team-based decision. If it will be a team-based decision, be sure to include all of the employees who will be affected and encourage everyone's participation in the decision-making process. The objective is to create a brainstorming process that will eventually determine the course of the company; it is not game where employees compete for the winning idea.

2. Create Worthy Alternatives

Good ideas are critical in making effective decisions, and brainstorming is by far the most popular method for creating ideas. Have participants look at the situation from different angles. An alternate method is reverse brainstorming, where everyone involved is instructed to think about ways to achieve the opposite of the desired results, then reverse the actions required to get there.

The Charette Procedure is an excellent prioritizing tool for group idea generation because it enables interactive groups to tackle several issues simultaneously. It works like this; several small groups look at various parts of the problem then pass their ideas on to another group, who in turn pass their ideas back to the other group. During the process, ideas are refined, enlarged, and prioritized, as the various groups examine the problem from different angles.

The anonymous slip writing technique is a simple, idea-generating tool that ensures that every employee's idea is given equal weight regardless of title or position. This technique enables individuals who might not want to share their ideas openly to contribute. Another process to consider is to look at ideas from different perspectives; especially if you have few options. A good way to do this is to have employees switch departments. For example, have someone from finance look at the situation from a production stand point and vice versa.

3. Organize and Explore the Ideas

When you have a variety of ideas to choose from it is helpful if you organize them into common themes, groups, or combine them into one all-inclusive alternative. Once the ideas are grouped, analyze them by looking at the risks, feasibility, and implications of each to find realistic solutions. Evaluate the pros and cons; determine what the potential consequences will be; decide whether the necessary resources are available; and for each idea, find solutions that will align with company objectives before making your decision.

4. Choosing the Best Idea

After you have analyzed and evaluated the ideas, you must choose between them. Sometimes the choice is obvious; sometimes it is not. Tools such as a decision matrix can help you evaluate the important factors associated with each idea. A decision tree may also be helpful; you can look at the different options, or branches, that are available to you and decide the probability of success or failure for each.

5. Examine Your Decision

After you have eliminated all other ideas, take another look at the one that was chosen. Make sure the selection was made without emotion, and that the idea has been thought through. Simply put, you must assure yourself that this is the correct decision; ensure that groupthink, over confidence, or the need to commit to a decision did not force the outcome. You want to be sure that you came to your decision logically before it is set into motion.

6. Make Your Decision Known

Once you are satisfied that you have made the right decision it is time to implement it. Let your decision be known to all affected parties, providing reasons for why it was chosen, why it must be implemented, the potential benefits, and so on; the more information you provide, the greater the chance that it will be accepted and supported.

Without a well-defined process, your decision making may be based on insufficient information, or even worse, quick conclusions that will likely lead to disaster. Remember, this decision will impact you, your company, and your employees. Think it through thoroughly, talk with everyone involved, research all possible scenarios, and be prepared for anything that might arise.

WIN UP TO \$15,000 CASH FOR JUST \$20*

LAFCU presents the **10th Annual**

Mason - It's a Wonderful Life!

MACC Raffle

The Mason Area Chamber of Commerce's 2011 Raffle & Party is a licensed event ML#R11409 with net proceeds going to the "Hometown USA" programs, especially for Christmas decorations on North Cedar Street. Only 2000 tickets available at \$20 each. *If at least 1500 Tickets are sold, \$3,000 minimum. Winners responsible for all taxes and withholding

10th Annual

MACC Raffle & Party

Thursday, October 13, 2011

Free party for ticketholders starts at 5 PM with snacks, soft drinks and cash bar. Top Prize Drawings at 8 PM at St. James Church Hall, 1010 S. Lansing Street in Mason. Get your tickets at the Chamber office: 148 E. Ash Street - M-F 9-3. Call (517) 676-1046 or see details at www.masonchamber.org

This information appears on Channel 21 of the Broadstripe cable system in Mason and at www.masonchamber.org

[Click here for 10th annual MACC Raffle information and request form in .pdf format](#)

\$25 million now available to support Michigan entrepreneurs

The Michigan Economic Development Corporation (MEDC) has announced that the Michigan Strategic Fund (MSF) is awarding \$25 million to eight organizations that will support entrepreneurs in launching and growing start-up companies throughout the state.

"Early-stage companies require seed capital and access to a strong network of public and private resources," said MEDC President and CEO Michael A. Finney. "We are confident that with the funding of these organizations and the types of programs - from federal grant support to business plan completion to providing services and angel and pre-seed funding - we will continue to accelerate the growth of innovative technology start-ups in Michigan."

The funding comes from the state's 21st Century Jobs fund, which is focused on the commercialization of competitive edge technologies in areas that include alternative energy, life sciences, homeland security and defense, advanced manufacturing and materials, agricultural processing, information technology, and other innovative sectors.

Organizations that received awards from the MSF include the following (funding is for two to three years):

- Ann Arbor SPARK, \$10.8 million: Michigan Pre-Seed Capital Fund, a statewide co-investment program in collaboration with all Michigan SmartZones that makes investments in pre-seed stage companies; Accelerate Michigan Innovation Competition, an annual business competition that awards \$1 million in cash prizes to start-up and emerging companies; and the Michigan Angel Fund, a new fund that will invest in Michigan start-up companies.
- Biosciences Research & Commercialization Center (BRCC) of Western Michigan University, Kalamazoo, \$3.8 million: Statewide pre-seed fund that will invest in life science start-ups.
- Biotechnology Business Consultants (BBC), Ann Arbor, \$1.6 million: Statewide support for Michigan companies to secure funding through federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.
- Detroit Creative Corridor Center (DC3), \$400,000: Creative Producers, a program that will deliver targeted business acceleration services to early and second stage businesses in the digital and media production fields.
- Great Lakes Entrepreneurs Quest (GLEQ), Lansing, \$1.1 million: Statewide annual business plan competition that provides a network of volunteer coaching, investor talent, and entrepreneurial support programs for early stage companies.
- Inforum Center for Leadership, Detroit and Grand Rapids, \$700,000: Implementation of two programs focused on high-growth women entrepreneurs: ACTiVATE, a technology commercialization curriculum, and Astia, a global network of mentors and investors.
- Michigan Small Business & Technology Development Center (SBTDC), Grand Rapids, \$3.5 million: Business Accelerator Fund, a fund that can be accessed by participating business accelerators statewide to provide specialized business acceleration services and resources regardless of their client's geography.
- Michigan Venture Capital Association (MVCA), Ann Arbor, \$3.1 million: Entrepreneur-in-Residence and CEO placement programs, to improve talent in entrepreneurial companies; the Michigan Venture Fellows program, to develop talent for Michigan venture capital firms; and the Angel Network Growth program, to strengthen angel investment networks across the state.

The 21st Century Jobs Fund, a 10-year initiative begun in 2005, is a Michigan Strategic Fund program that is administered by the Michigan Economic Development Corporation to accelerate the growth and diversification of Michigan's economy. The MEDC, a public-private partnership between the state and local communities, promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life. For more information on the MEDC's initiatives and programs, visit the website at MichiganAdvantage.org.

MI-SBTDC Presents Upcoming Training

Business Start-Up 1-2-3

Three FREE Start-Up Trainings in ONE day!

Business Start Up 1-2-3 was designed to give entrepreneurs the information and tools necessary to start a business by offering three informative seminars all in one day. The series begins in the morning with "Writing a Business Plan," a necessary first step for any entrepreneur. Then in the afternoon, you can attend "Marketing Your Business," and learn how to find and attract customers for your business. The series ends in the evening with "Business Legal Issues." This seminar addresses the legal concerns of a small business owner such as what form of business to choose and how to protect your intellectual property. However, if your schedule doesn't allow you to attend the full series, you can sign up for each seminar individually.

Tuesday, September 13, 2011

Writing a Business Plan

9:00AM to 1:00PM

Presenter: Kellie Hanford, Certified Business Consultant

Marketing Your Business

2:00PM to 4:30PM

Presenter: Tom Donaldson, Regional Director Business Legal Issues

6:00PM to 8:00PM

Presenter: James R. DUBY Jr., Attorney

REGISTER EARLY - SEATING IS LIMITED

To register: Click on the links above, or call 517-483-1921

Final Note:

Continuing a 38-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. 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 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.

Look ahead for upcoming events on:

www.masonchamber.org

AT THE HOME PAGE, CLICK ON THE
MASON AREA COMMUNITY EVENTS CALENDAR

**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

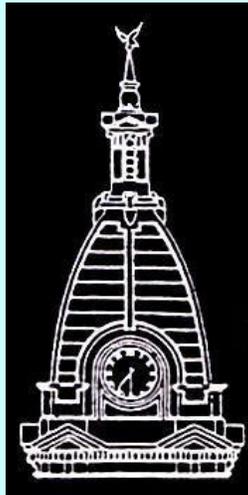
TO VIEW UPCOMING MASON AREA COMMUNITY CALENDAR EVENTS

Click on Community Events at: 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

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!



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