

July 16, 2007

MASON IN MOTION UPDATE

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

Mason Area Chamber of Commerce

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Welcome A New Member – Extend welcome to a new Chamber member who joined since the July "Mason in Motion" printed newsletter was published. The **Fairfield Inn - Lansing West** has now joined the Chamber. Details will be in August's MIM newsletter. Remind non-members that there is no financial advantage to waiting until the first of the year to join the Chamber. Everyone gets credit for a full 12 months of membership when they join! We're sending a mailing to select non-members this next week to remind them.

Thursday Night Live Again on July 26 – Bring your lawn chairs and blankets to downtown Mason select Thursday evenings and enjoy the sounds of the live music on the Courthouse lawn. Concerts start after 6 PM in this third year of Thursday Night Live!, a summer series of musical entertainment held weather permitting. This series is generously sponsored by **Independent Bank**. The July 26th concert is Mason's own Backwoods Band and the concert's sponsor is **LAFCU**. Come hungry because the **Mason Optimist Club** will be selling hot dogs, chips, and pop on the lawn and many other goodies are just across and down the street in our Mason downtown.

Market Break also on Thursday, July 26 – The next free workshop to help members sharpen their marketing efforts will be on Thursday morning, July 26th. The topic will be "**Effective Signage**." This workshop is ideal for those interested in selling more to existing customers or clients, aiding word-of-mouth, and attracting new people to their businesses or organizations. The workshop will be held from 7:30 to 9 AM in the Chamber office. There is an absolute limit is just 12 people, so reservations are on a first-come, first-served basis. There are just five spots left! The only cost would be an optional free-will donation for coffee, juice and bagels. Call the Chamber at 676-1046 today to get your spot reserved. Past topics were publicity, niche marketing, and sales promotion. Future topics will include merchandising, advertising, and more.

Mason Values Week is July 30 to August 4 -- This year, Fair Week is also Mason Values Week! Join with other area businesses to promote Mason's many values to those who are attending the 153rd Ingham County Fair – right here in Mason, Michigan -- Hometown U.S.A. The Chamber will have a booth at the fair to help direct traffic to your business during Mason Values Week. We'll also be there to encourage people to visit the Mason area outside of Fair Week. We'll be glad to distribute any of your advertising and promotional materials at the booth. Just drop off any items at the Chamber office today! Call us today at 676-1046 about the limited opportunities that are available at select times to staff the Chamber booth at the Fair. If you can snag one of our open times, you and your people can talk directly to fairgoers about the Mason area and your own business! Now, there's one more thing we'd like to ask. We're asking you to help us promote just one of your special values during this week. Please send copy for a business card size advertising coupon to appear in our Mason Values Week Flyer. The cost to be included is just \$20 for members or \$30 for nonmembers. The flyer also will have a map and a list of attractions for Mason area visitors. We'll pass these out at the Fair. Be sure that at a minimum, your coupon is good from Monday, July 30 through Saturday, August 4 – the days of the Fair.

Golf Outing Tees Off Soon -- The 34th annual MACC Golf Classic will take place at Eldorado Golf Course on Thursday, August 9th. The outing usually begins with a shotgun start at 10 a.m. The cost per golfer is always a great value, with 18 holes of golf with a cart, a continental breakfast at 9 AM, lunch at the turn, and the after-golf reception included. This year, everyone who doesn't golf can also attend the reception starting at 3:30 PM by reserving a chicken dinner at \$15. Just call the Chamber office before August 1st and tell us you're coming. Sponsors are also always an important part of the golf outing and businesses are invited to sponsor a hole, prizes, or more. This opportunity showcases their business as part of an enjoyable outdoor event. Each year nearly 100 business people can take advantage of this networking event to do some business and have some fun on the course. A hard-working committee helps plan details for the event and volunteers to help on the day of the outing. For information on volunteering, sponsorship or committee participation, contact the Chamber office.

Other Chamber Volunteers Needed – With a few of our usual and important Chamber tasks still getting pushed too far down the to-do list lately, we're continuing our request for Chamber volunteers. Any employee, associate, community member, student, etc. who has a few hours a month to work on our community events and Chamber programs is most welcome. Call the Chamber office at 676-1046 and talk

with Doug to offer your services -- and encourage other people to do so as well. Retirees and others with flexible schedules are ideal.

Shopping Guide Changes -- Greater Lansing Shopping Guide, 448 S. Jefferson Street, P.O. Box 224, Mason, MI 48854, (517) 676-4400, shopping_guide1@yahoo.com. They also are looking for help delivering papers in the Mason area on Saturday mornings. The applicants must be dependable, teens are welcome!

MACC Distributes Twelfth E-mail Update – 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 Chamber members, associates of Chamber members, and select Chamber stakeholders. To be removed from this list, do NOT reply to this e-mail. Instead, please send a new e-mail with the word “unsubscribe” in the subject line to masonchamber@masonchamber.org. If you know of anyone who should get one, also let us know.

**FOR THE LAST MONTH’S “MASON IN MOTION” NEWSLETTER
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