

July 16, 2008

MASON IN MOTION UPDATE

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

Mason Area Chamber of Commerce

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Welcome New Members – Extend welcome to new Chamber members who joined since the July "Mason in Motion" printed newsletter was published. **Wild Type Wildlife Control, Parker Construction Co., Amy Jo's Elephant Ears, and Orthopedic Rehab Specialists PC** have all now joined the Chamber. **Express Tree Services** has rejoined 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!

Thursday Night Live Again on July 24 – 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 24th concert is the Sea Cruisers and the concert's sponsor is **CP Federal Credit Union**. 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.

Next MACC Ribbon Cutting -- Join us for the MACC Ribbon Cutting on Friday, July 25th at 12:10 PM sharp for the 50th anniversary of the **Michigan Steam Engine & Thresher's Club Reunion** at the corner of US-127 and Barnes Road. We'll meet at the green building right inside the gate where they sell T-shirts. We'll have even more cuttings very soon!

Golf Outing Tees Off Soon -- We'll also be doing a ribbon cutting for the 35th anniversary MACC Golf Classic. It will take place at **Eldorado Golf Course** on Thursday, August 7th. The outing 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, ribbon cutting at 9:30 AM, lunch at the turn, and the after-golf reception dinner included. Sign up today! This year, everyone who doesn't golf can also attend the reception starting at 3:30 PM by reserving a steak or chicken dinner at \$15. Just call the Chamber office before August 1st and tell us you're coming. This year, net proceeds will go toward the Aggie Corner Scholarship Fund. 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 many businesspeople 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.

Mason Values Week is July 28 to August 3 -- This year again, Fair Week is also Mason Values Week! Join with other area businesses to promote Mason's many values to those who are attending the 154th **Ingham County Fair** – right here in Mason, Michigan -- Hometown U.S.A. The Chamber will have a double 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 very 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 ad or 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 28 through Saturday, August 2 – the days of the Fair. For information on volunteering, sponsorship, or participation, contact the Chamber office.

(OVER)

Other Chamber Volunteers Needed – 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 Chamber events and 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.

Cable Channel Slides On Website -- If you don't get Mason's **Broadstripe** Cable Channel 21, don't despair! You can view the **City of Mason** Channel's community event and announcement slides right on our website www.masonchamber.org. They change each week! We also now have photos of our ribbon cuttings and more content, including our pictures of Independence Day Celebration.

Mason Chamber and Legion Name Independence Day Parade Trophy Winners -- With over 125 parade units, Mason's most recent Independence Day parade attracted participants from all over mid-Michigan. This year for the first time, trophies and honorable mentions went to selected parade units. The Mason Area Chamber of Commerce and **American Legion Browne/Cavender Post 148** teamed up to boost Mason's parades this year. Two parade floats were chosen to win trophies on July 4 and two others will be awarded for units in the Holiday Celebration Light Parade on November 28. The Chamber Trophy went to **CP Federal Credit Union** for their "fun in the sun" float featuring a six foot tall sand castle. The Chamber trophy goes to the best unit that belongs to a member of the Chamber. The Legion Trophy went to the best unit unaffiliated with a Chamber member. This year, the Legion trophy went to the Ingham County Animal Shelter for their "dog days of summer" float which included a backyard dog house. Honorable mentions went to the following groups: **EAA Chapter 55, Michigan Steam Engine & Threshers Club**, VBS PowerLab by **Mason Community Church/First United Methodist Church**, Mason Area Right to Life assisted by **B-Dry Systems**, and the float from Eden United Brethren Church. Awarding trophies and honorable mentions was something new added this year to this long- running annual parade. Floats were judged by Chamber and Legion volunteers, based on creativity, attractiveness, and inspiration.

Maple Street Mall is opening on Thursday, July 17th at the northwest corner of Jefferson and Maple.

Drivers with Bumper Stickers Aggressive about Protecting Territory -- Psychologists at Colorado State University found that drivers who put stickers, decals and other pieces of flair on their cars are more likely to have road rage than those who don't. People who personalize their vehicles are marking their territory and are more aggressive about protecting their turf. In an experiment, participants sat a green left-turn arrow to see how long it would take other drivers to honk. Those with bumper stickers and other markers honked a full 2 seconds sooner than those without. Source: Chicago Tribune, June 24, 2008

Americans Driving Fewer Miles -- In what might be more than a temporary attitude change; Americans drove 22 billion fewer miles from November to April than during the same time period last year. It's the biggest drop since gas supply shortages in 1979-80. The decline in total miles traveled is only 1 percent, but the number of drivers and vehicles grows by 1 to 2 percent a year. The declines are sharpest on rural roads. "There's a sense of sustained pain," a Georgia Tech professor said. "There's a sense that the era of cheap energy is a thing of the past." Drivers might notice some reduction in congestion, and housing patterns might change as people move closer to work. A shift in miles driven might also change the way roads, bridges and transit are funded. For more information, go to http://www.usatoday.com/news/nation/2008-06-19-drivingless_N.htm Source: USA Today, June 19, 2008

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 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.

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