

March 17, 2008 - Happy St. Patrick's Day!

## **MASON IN MOTION UPDATE**

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

**Mason Area Chamber of Commerce**

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**MEMBER MIXER COMING ON THURSDAY MARCH 20** -- The Chamber Ambassadors have planned another fun networking event just for you! Mark your calendar for this Thursday, March 20<sup>th</sup> when we'll have our next Member Mixer from 5:00 to 8:00 PM. The mixer will be at the **Cobblestone Events Center**, 205 Mason Street, in the heart of our **Antiques District**. This Thursday evening mixer has two main activities planned, so there will be fun for everyone. Enter our Euchre Tournament or Karaoke Contest! Besides the variety of fun activities, you'll enjoy door prizes, tasty food from the **Mason A&W**, and a selection of beverages. Just \$5 admission (or \$7 for nonmembers)! Remember that every employee or associate of a Chamber member gets in at member price! Doors open at 5:00 PM. You can play and sing your heart out right here in Mason -- so make sure you don't miss it! Thanks to **LAFCU** and **Ingham County Farm Bureau** for sponsoring this mixer!

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**HERE'S A NEWS FLASH** -- At the Member Mixer, our Thursday Night Live committee will be announcing something new and exciting for the Mason area community that will start the night of the mixer and end at the August 28<sup>th</sup> Thursday Night Live concert. Be the first to hear about it!

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**SEMINAR ON "HOW TO FINANCE" COMING SOON** -- The Michigan Small Business & Technology Development Center at Lansing Community College is presenting "How to Finance Your Business" on Tuesday, March 25, 2008 from 9:00 AM to 11:00 AM. Whether starting, expanding, or redirecting a business, funding will probably be required. This seminar will review various funding sources and provide an overview of what's required to get that funding. Instructor: Tom Donaldson, Regional Director. Registration: Please pre-register to avoid cancellation of the seminar. Cost for the seminar: FREE\* \*\* Please register as early as possible, seating is limited. Call Monday – Friday, 8 AM – 5 PM to (517) 483-1921. SBTDC Seminars are reimbursable to all **eligible** veterans. To check your eligibility status, contact Josie Adams with the Veterans Affairs Office at Lansing Community College at 517-483-1200.

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**THE 25<sup>th</sup> ANNIVERSARY SPRING FLING IS MAGIC!** -- The end of last week was the deadline for the Spring Fling show location choice. Please get your reservations in if you haven't already. We'll still take reservations right up to the week before the event, but people will have more limited choices on location. A limited number of sponsorship opportunities are also available for Spring Fling. Thursday Night Live concert sponsorships are also now available, and choice will also be limited there! Get those in ASAP! Enclosed in the last paper newsletter (also available online at our website) are application forms for each event .

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**MAP CONCERNS AND OPPORTUNITIES** -- The Mason area is now one of the many communities across the nation whose local businesses are raising concerns about phone calls from a marketing company called Hometown Productions. The company (aka Universal Ad or Premier Map) has been calling Mason Area Chamber of Commerce members and soliciting them by looking at the last chamber-authorized community maps and then asking people to buy an ad in their own rival publication that is not authorized by the Chamber. This is perfectly legal, but does not help the Chamber. Unfortunately for the Mason Chamber, the marketing company picked a bad time to begin soliciting for their rival map, which is not sponsored or authorized by the Chamber. Authorized **Village Profile** advertising representatives will soon be calling Chamber members and other businesses about ads for the approved Chamber map which is scheduled to be out in the next several months. "Whenever we do any kind of joint advertising promotion, we send out notices to members prior to salespeople hitting the phones or the streets to announce our project," says Doug Klein, executive director of the Mason Chamber. "We'll be doing so again soon for our Chamber map." He adds that "if anybody gets a call about an ad and they're not sure if it's for the Chamber's map, they should just pick up the phone and ask us."

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**COFFEE HOUR WITH BARB BYRUM** -- Our State Representative for District 67 (and Chamber member) **Barb Byrum** will be at **Baja Grille** in downtown Mason for an informal "Coffee Hour" discussion on Monday, April 7<sup>th</sup> at 5 PM. Everyone is welcome! For information, contact her office at (517) 373-0587 or check the <http://067.housedems.com> website.

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**“ARE YOU A NUMISMATIST?”** -- Brian Brown, a numismatist from HCC, Inc. in Ohio will be offering free coin appraisals at **Independent Bank's** Mason office on Tuesday, March 25th, from 9 AM to 4 PM. Coins and paper money are welcome. No appointment is necessary. The bank branch is located at 190 Kipp Road near Cedar Street.

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**M-36 BOOKLET IS NOW AVAILABLE** -- Surviving and even thriving during road construction is the topic of a new booklet from your Chamber of Commerce. The M-36 reconstruction project taking place in Mason this year is the focal point for the booklet entitled: “Mason is Open for Business! Tips for Businesses Affected By the 2008 Reconstruction of M-36 in Mason, Michigan -- Hometown U.S.A.” Free copies are available at the Chamber office at 148 E. Ash Street, open 9 AM to 3 PM, Monday through Friday. Sections of the booklet cover topics like becoming informed on the project, how businesses can help reduce unnecessary traffic, keeping customers informed, and how businesses can keep the customers coming. The information is designed to help business owners and managers brainstorm for innovative ideas to promote their business and to communicate with customers.

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**10 QUICK LOW-COST TIPS FOR PROMOTING YOUR BUSINESS --**

1. Give out your business cards whenever the opportunity presents itself. Exchange cards with others if possible.
2. Wear a nametag with your company name on it. Wear it on the right side, so that people will see it when they shake your hand.
3. Attend Chamber events regularly to meet others and make contacts. Networking pays off. People are more likely to do business with someone they know.
4. Join Chamber committees and take advantage of sponsorship opportunities to benefit your company by associating it with community events that improve the quality of life in our area.
5. Introduce yourself and shake hands with others at networking events, such as Good Morning, Mason! and member mixers. Don't concentrate on your own needs. Ask what products and services the other person's company provides and then let them know about people who may be in the market to buy from them..
6. Do business with fellow Chamber members and be sure to let them know you are also a Chamber member. Look for the membership plaque!
7. List products and services or special offers on the back of your business cards. Put a special discount offer in the Member Value Card program.
8. Carry the business cards of people to whom you make referrals and encourage others to carry your card.
9. Supply the Chamber office with brochures about your business. We make referrals every day! Are you getting your share?
10. Sponsor an open house or co-sponsor a Chamber networking event to spread the word about your business and its services.

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**MASON MEN ARE COOKING PANCAKE BREAKFAST** -- On the first Sunday of every month there is a pancake breakfast at the **Masonic Lodge**, 840 E. Columbia Street, at the corner of Temple & Columbia, from 10 AM to 1 PM. Cost is \$6 for adults, \$3 for children 3-10, free for children 2 and under. They'll serve pancakes, scrambled eggs, hash browns, sausage, bacon, milk, juice and coffee. The next one is on Sunday, April 6<sup>th</sup>.

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**UPCOMING MACC COMMITTEE MEETINGS** -- The next **Ambassadors Committee** meeting will be Tuesday, March 18<sup>th</sup> at 7:30 AM. The next **Hometown USA Committee** meeting will be Tuesday, March 18<sup>th</sup> at 8:30 AM. The **Economic Development Committee** meeting is Thursday, March 20<sup>th</sup> at 7:30 AM. The **Membership Services Committee** meeting is Thursday, March 20<sup>th</sup> at 9:30 AM. The **Housing Committee**, the **Spring Fling/DHD Committee**, the **MACC Golf Classic Committee**, the **Independence Day Celebration Committee**, the **MACC Raffle Committee**, and the **Thursday Night Live Committee** will all meet again soon, but the dates haven't yet been decided. The **Executive Committee** will meet on Wednesday, April 2<sup>nd</sup> at 9:30 AM. The **MACC Board of Directors** will meet on Friday, April 4<sup>th</sup> at 7:30 AM. Call the Chamber office for more information at 676-1046. All meetings are held in the Chamber office. **JOIN US!**

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**FOR THE LAST MONTH'S "MASON IN MOTION" NEWSLETTER  
AND OTHER MASON AREA COMMUNITY INFORMATION,  
GO ONLINE AT [WWW.MASONCHAMBER.ORG](http://WWW.MASONCHAMBER.ORG)**