

November 9, 2007

MASON IN MOTION UPDATE

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

Mason Area Chamber of Commerce

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YOU ARE INVITED TO A RIBBON CUTTING AND TWO OPEN HOUSES -- New Chamber member and new Mason business **Salon Infinity** will celebrate their Grand Opening with a ribbon cutting provided by the MACC Ambassadors on Monday, November 12th at 5 PM sharp. The salon is at 706 S. Cedar Street in Mason. Afterward, there will be an open house going on there and also next door at 708 S. Cedar Street at **Ken Young's State Farm Insurance Agency** until 8 PM.

KEAN'S STORE HOLIDAY OPEN HOUSE -- Even before the Monday open houses, **Kean's Store Company** will have their annual Holiday Open House on Sunday, November 11th with reindeer, kiddie train rides, Santa, and live music. Hourly drawings for free giveaways help them continue their annual tradition. Santa is there 12 to 5, but most events happen 2 to 4 PM at the store -- 406 S. Jefferson in Mason.

HELP OUR AMERICAN LEGION POST MARK VETERAN'S DAY -- Even before the **Kean's** open house, join members of our **American Legion Browne/Cavender Post 148** at the Courthouse Memorial in downtown Mason on Sunday, November 11th at 11:11 AM. They and the VFW will have a ceremony to honor veterans of our nation's armed services. Also, the many U.S. flags in the Legion's program will be flying throughout Mason on Sunday.

CHAMBER AND GOVERNMENT OFFICES CLOSED MONDAY, NOVEMBER 12 -- County, city, and most other government offices will be closed on Monday the 12th to observe Veterans Day (which is actually Sunday, but...). The Chamber office will also be closed that day. Most of our area banks will be open, however.

WE NEED YOU TO HELP WITH MASON'S HOLIDAY CELEBRATION ON FRIDAY, NOVEMBER 23 -- Volunteers are needed to help with the many activities that are part of our "day after Thanksgiving" Mason Holiday Celebration. Call the Chamber office at 676-1046 today to help out. Thanks go to our major sponsors **Dart Container Corporation**, **American Legion Post 148**, and **Ware's Pharmacy**. Our thanks also go to Doug Dancer who is allowing us to decorate and hold events at the old Dancer's/**Goodwill** location at 108 W. Maple Street. Don't forget that you can still have a unit in the lighted parade! Give us a call.

TWO TREE DECORATING CONTESTS THIS YEAR WILL MAKE MASON SHINE -- **Habitat for Humanity** will have their trees on display beginning next week at various area businesses and organizations. The Chamber office will feature two **Habitat** trees from **Anderson-Fischer & Associates** in our front window! Those trees will be up for final silent auction at the Mason Holiday Celebration on November 23rd at 108 W. Maple through the afternoon. The **Ingham County Fair** will have tree decorating contest for businesses and organizations that will benefit **Angel House**. Those trees will be judged right before their Main Arena Holiday Winter Carnival on Friday, Saturday, and Sunday -- December 7, 8, and 9.

NOMINATE SOMEONE WHO DESERVES AN AWARD -- You can help honor those who are an inspiration to the Mason area community by making nominations for the Mason Area Chamber of Commerce's annual awards. Each year, your Chamber recognizes the contributions of individuals and groups by awarding Citizen of the Year, Excellence in Business, Excellence in Education, Special Recognition, and our President's Award. The deadline for nominations is Friday, November 16 for all awards. Please take a moment to review the criteria and make a nomination or two. Your efforts may have a lifelong impact on the recipient and our community! The 2008 Awards will be presented at the Chamber's Annual Awards Dinner on Wednesday, February 13, 2007 at the Eldorado Golf Course Banquet Center, 3750 W. Howell Road in Mason. Go to <http://www.masonchamber.org/awards1.htm>.

NEW DIRECTORS ELECTED TO MASON AREA CHAMBER BOARD -- The 13-member board of directors of the Mason Area Chamber of Commerce will have one brand-new member and one returning member this coming year. The 2008 board will also retain two members who were serving out the unexpired terms of past board members. The Chamber elected four individuals to three-year terms that begin on January 1, 2008 and

end on December 31, 2010. At their November meeting, the Chamber board certified the election of Ron Tatro of **Mason Orchestral Society** and Jeff Haueter of **Mason A&W Restaurant**. Also elected to the 2008 MACC board of directors for full terms are current board members Bob Warnke of **Mason State Bank** and Joe Dean of **Coventry Players**. Jeff Oesterle of **Oesterle Farms** and Dan Schlattman of **Freedom Tax Services** will be retiring from the Board at the end of this year. Other Chamber board members continuing in 2008 are Mark Howe of **Dart Bank**, Jamie Robinson of **Darrell's Market & Hardware**, Tom Botsford of **EAA Chapter 55**, Lance Delbridge of **Mason Public Schools**, Robin King of **Independent Bank**, Neil Kentner of **Wynsmoor Manor**, Phil Preston of **Gestamp U.S. HardTech**, and Kathy Smith of **ServiceMaster Clean**. Any director elected to a full three-year term may not be elected to the Board again until one year from the time of their last term in office. Usually, four or five directors are elected annually. They must be principals, associates or employees of members of the Chamber in good standing.

SPEED NETWORKING IN LANSING -- Join some of us from Mason in meeting folks from all over the Greater Lansing region on Tuesday, November 27 at our mutual Chamber member **Sam' Club** on Edgewood Blvd. in south Lansing from 7:30 AM to 9:30 AM. Make 25 new business contacts at this one LRCC network event! During this program, you will be led through a fast-paced series of introductions where you will engage in 20-30 one-on-one business conversations by moving from person to person every four minutes. Tickets are \$10 for members (tell them you're from MACC), and \$20 for access and non-members. To register, please contact Cynthia Tarrant at (517) 853-6467 or ctarrant@lansingchamber.org. Seating is limited!

PROCUREMENT 101: HOW TO SELL TO THE GOVERNMENT -- Michigan Small Business & Technology Development Center at Lansing Community College is presenting a seminar called "Procurement 101: How to Sell to the Government" on Wednesday, November 14th from 1 to 3 PM. Do you need to diversify your business? Do you want to expand into new markets? The federal and state governments spend billions on goods and services every year! This seminar will provide you with the resources to tap into the federal, state, and local procurement systems and learn what agencies are buying your products or services. Hear success stories of small businesses that have increased their sales through government contracts. Presenters: Pennie Southwell of Procurement Technical Assistance Center and Seleana Samuel of Michigan Dept of Management & Budget. Cost: FREE Location: Lansing Community College Downtown Campus. Registration: Please register by November 12, 2007 to avoid cancellation of this seminar. Call (517) 483-1921.

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, December 2nd.

MASON AREA HISTORICAL SOCIETY 2008 CALENDARS STILL ON SALE -- On sale at Bestsellers and Ware's Pharmacy, the MAHS calendars with the country schoolhouses is very attractive. We also have a few for sale here at the Chamber office. Calendars are \$15 each. Proceeds go to support the Historical Society and our two museums.

ECONOMIC CENSUS DATA YOU CAN USE AT <http://business.census.gov> -- In December, businesses in the Mason area will receive 2007 Economic Census forms from the U.S. Census Bureau. Federal Reserve Board Chairman Ben Bernanke has called this census "indispensable to understanding America's economy." Taken every five years, the Economic Census "assures the accuracy of the statistics we rely on for sound economic policy and for successful business planning," said Bernanke. There are a lot of interesting facts from the last Economic Census, available about our Mason area at <http://business.census.gov>. Examples there illustrate how the data are used by local businesses for marketing and planning, as well as by government agencies and researchers.

CITY OF MASON GETS GREENER WITH LED CHRISTMAS LIGHTS -- Consistent with its ongoing efforts to promote sustainable practices, the **City of Mason** recently announced that it will begin to replace its incandescent holiday lights with energy-efficient LED Christmas lights. The first to be changed are the lights on the community's Christmas tree, located on the **Ingham County Courthouse's** west lawn. In past years we have decorated the tree with about 500 C7 and C9 incandescent bulbs and about 25 percent would burn out each year. We also installed more power outlets underneath the tree with ground fault interrupters and we would still blow several fuses causing substantial portions of the tree to go dark. Mason is replacing the 500 old incandescent bulbs with 1200 C7 style multi-colored LED lights. The **City**, Chamber of Commerce and **Downtown Development Authority** shared the cost of the new lights, with **American Legion Post 148**

contributing to the Chamber's share as 2008 decorations sponsor. The official tree lighting by Don Jacot, Mason's citizen of the year, takes place on Friday, November 23 just after 6:00 p.m. during the Mason Holiday Celebration, which is followed by the annual electric light parade. The Mason tree is illuminated each year for approximately 6 weeks beginning the day after Thanksgiving and ending after the New Year. The old C7 and C9 bulbs consumed an average of 6.5 watts per bulb which, after 42 days of 24-hour operation, consumed 3276 kilowatt hours of electricity (about \$327 worth.) In contrast, the new 1200 LED Christmas lights will consume only 870 kilowatt hours of electricity (about \$87 worth) during the same period. This will save the City about \$250 each year while adding over 700 lights to its tree. According to HolidayLEDs.com Energy Scrooge™ Calculator, switching the 500 incandescent lights to LEDs will reduce Co2 emissions by 521 pounds each year. This is the equivalent of planting 386 trees each year.

**FOR THE LAST MONTH'S "MASON IN MOTION" NEWSLETTER
AND OTHER MASON AREA COMMUNITY INFORMATION,
GO ONLINE AT WWW.MASONCHAMBER.ORG**