

MASON *in Motion*

MASON'S HOMETOWN STARS HONORED ON FEBRUARY 7TH



Each year, the Mason Area Chamber of Commerce recognizes excellence in the Mason area at an annual Awards Dinner. Awards are presented for Citizen of the Year, Excellence in Education, Excellence in Business, President's Award, and Special Recognition. The Chamber's 2019 Annual Awards Dinner will be held the evening of Thursday, February 7, 2019 at the **Eldorado Golf Course Banquet Center** at 3750 W. Howell Road. Approximately 185 people will attend the event to honor those awarded. This year, the following awards will be given to deserving businesses, groups, and individuals:

Kerry Minshall of the **City of Mason Fire Department, Mason Rotary Club, and the Mason**

Firefighters Association is selected as the recipient of the Mason Area Chamber's 2019 Citizen of the Year Award. This award recognizes people who have made significant contributions to the community over several years through their caring and concern.

He is the current Chief of the **Mason Fire Department** and has been a first responder there for over 30 years. As well as responding to fire calls, he now leads the department on a daily basis. As such, he often is asked to assist individuals in the community with a variety of needs and he goes above and beyond to respond no matter what those needs may be.

He leads and participates in many local fundraisers to help his organizations meet community-wide needs, including the **Firefighters'** pancake breakfasts, their annual "golf ball drop," and the **Mason Rotary Club's** annual duck race. His close relationship with **Mason Public Schools** keeps the topic of fire safety on the minds of our young people. Letting them have hands-on time with fire trucks is always a hit!

Sweetlees Boutique is selected for the MACC's 2019 Excellence in Business Award. This award is presented to a business for innovation, risk, and growth that represents the entrepreneurial spirit of business development.

Those qualities have certainly been in evidence in the women's clothing store's successful move to a downtown retail location this past year. **Sweetlees Boutique's** current location is at 160 E. Ash Street on the Courthouse Square. This move also has allowed them to expand beyond their previous warehouse and online business, which became a member of the Mason Area Chamber of Commerce in 2016.

Owner Cori Thackery was working as teacher and reading specialist when she started selling clothing and jewelry to her friends and colleagues several years ago. Now, she sells beautiful women's clothing and believes that women of all sizes should have attractive clothing and accessories that will fit well and make them feel good. A member of the Chamber's Mason Area Independent Business Alliance, she partners with other local businesses like **Michigan Barnwood and Salvage**, to promote shopping locally right here in Mason, Michigan -- Hometown U.S.A. (See "MACC Award Winners" continued on page 2)



A publication of the

148 E. Ash Street
Mason, Michigan 48854
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www.masonchamber.org

January 2019

WHAT'S IN THIS ISSUE?

- 2019 Mason Area Award Winners
- New Chamber Officers for 2019
- News from our Chamber Members
- Calendar of 2019 MACC Events
- Volunteer Recognition Continues
- Inserts: Program of Work/President's Letter, Awards Dinner Reservation / Sponsorship, B2B Expo Sponsorship & Banner Sponsorship.

2019 MACC OFFICERS ELECTED

On December 7, 2018, the Mason Area Chamber of Commerce's 2019 board of directors elected the Chamber's officers for 2019. Mike Waltz of the **Kiwanis Club of Mason** was elected president, Melanie Squires of **Dart Bank** was selected as vice president, and Aaron Fiedler of the **Fiedler Insurance Agency** was re-elected to the treasurer's position. Don Kill of the **Mason Optimist Club** moved to past president and Doug Klein, the Chamber's executive director, remains the secretary.

With the exception of the secretary, these officers are all Chamber board members and make up the executive committee of the Chamber. The Mason Area Chamber board has elected these officers for a one-year term that begins January 1, 2019 and ends December 31, 2019.

The 2019 board of directors also includes Don Waskiewicz of **Deep Blue Insights**, Cheryl Benjamin of **Dart Container Corporation**, Scott Ring of **MSU Federal Credit Union**, Debbie Shattuck of **Maple Street Mall**, Jamie Robinson of **Bestsellers & Darrell's**, Jeff Haueter of **A&W Restaurant**, Ryan Petty of **Weather Vane Roofing**, Beth Yeider of **Independent Bank**, and Jodi Somerville of **Mason Public Schools & Michigan Steam Engine & Threshers Club**.

MACC AWARD WINNERS ARE STARS FOR MASON

(Continued from page 1)

Cortney Ford is selected as the recipient of the Mason Area Chamber's 2019 Excellence in Education award winner. This award recognizes an educator who best exemplifies the qualities that inspire students to learn and value education. She is an educator that works tirelessly for Mason students.

As a science educator at **Mason High School** for the past 16 years, she "exemplifies an indisputable passion for her work with students." Outside of the classroom, Cortney Ford exhibits a growth mindset by engaging in and supporting educational initiatives in the **Mason Public Schools**. She has put her energy behind the Professional Learning Concept at **Mason High School** and a shift to Next Generation Science Standards in the **Ingham Intermediate School District**.



Don Waskiewicz of **Deep Blue Insights** and the **Mason Rotary Club** is selected for the MACC 2019 President's Award. This award recognizes a person who has made significant contributions to the Chamber's goals over the past year. As a past and future Chamber Board member, this longtime Chamber volunteer leader assists in many Chamber events.

This past year, he worked with the **Mason Rotary Club** and obtained a Rotary International grant to help purchase a sound system which was presented to the Mason Area Chamber of Commerce in order to enhance a variety of community events. This filled a decades-old need for a quality system for use at concerts, parades, etc.

In appreciation for all they have done to enrich the quality of life in our community, the **Mason Sycamore Creek Garden Club** is selected for the Chamber's 2019 Special Recognition award for organizations. For many years, they have had projects such as the Blue Star Memorial at Rayner Park, the Pink School and Mason Area Historical Museum, the Mason DDA street flowerpot programs. This year, they were especially recognized for their vibrant, new Youth Gardening and Sunflower Garden projects.



Ginger Kenney-Sweet of the **Kiwanis Club of Mason** is selected for the MACC 2019 Special Recognition award for individuals in appreciation for her commitment to the Mason area community and her dedication to helping Mason grow. She is a longtime member of the **Kiwanis Club of Mason** and is retired from the **Ingham County 4-H office**. A few years ago, she was recognized as a "Friend of the **Ingham County Fair**." She has contributed greatly through her

organizational affiliations to the quality of life in the Mason area. The annual MACC Awards Dinner is generously presented and sponsored by select Chamber members. Individual and group

awards are sponsored by many other Chamber members. A number of sponsorships are still available -- see the form in this newsletter. The February "Mason in Motion" newsletter will have a complete listing of all our generous sponsors.

As part of the event, recognition is also given to retiring Chamber Board members, Chamber leadership, and 2018 volunteers. Prepaid dinner reservations are \$40 per person. Since only a limited number of seats are available, businesses, organizations and individuals are advised to send in their checks before 1:00 p.m. on Friday, January 18th, the mailed-in prepaid reservation deadline. Credit card prepaid reservations are also taken in person at the Chamber office and online through ChamberMaster. However, after January 18th the prepaid reservations go up to \$50 per person, if any are still available.

MACC VOLUNTEER RECOGNITION PROGRAM TO CONTINUE IN 2019



Ron Drzewicki of **Mason Public Schools** was the latest winner in our Chamber Volunteer Recognition Program. Ron's card that showed his volunteer service on our Economic Development Committee was drawn from the fishbowl in the Chamber office on December 10th. Ron Drzewicki wins a \$25 MACC Gift Certificate good at any Mason area business.

The gift certificate this month was sponsored by **Star Associates**. Your business or organization is encouraged to sponsor the next one -- just call us to reserve one of these sponsorships for 2019 for just \$25. All twelve in 2019 are currently available. You are welcome to sponsor by calling 676-1046 to reserve.

For every hour of volunteering on a Chamber committee, program, or event, volunteers fill out a small card with their name, activity, and membership affiliation and put it in the fishbowl to become eligible.

The more one-hour cards in the bowl, the better your chances to win. While each card can only win once per year, all cards are kept in the bowl through the end of the year.

On or before the 20th of each month in 2019, we will continue to draw winning cards. This program is a way to promote community volunteerism and fellowship. All people are now welcome to volunteer for the Chamber. Even unaffiliated people may now volunteer and after the first two hours each year, they gain associate status with the Chamber for that year.

Mailed to over 450 key business decision-makers, sponsorship of the "Mason in Motion" newsletter provides a low-cost hassle-free direct mail option for business-to-business promotion and marketing.

While display space like this is available in this newsletter for newsletter sponsors who are members at the Business level or above, others choose a sponsorship that allows an 8 1/2 by 11 inch insert printed by you (or by us if we can use the other side) that allows up to 2 non-competing members to participate at once. Your insert can educate members, stakeholders, and volunteers about your business, include coupons, promote a sale, etc. Your business or organization's insert can be included in the next newsletter by following these steps:

- Your membership level needs to be at business level or above.
- E-mail a copy of what you want inserted to: masonchamber@masonchamber.org for confirmation of your placement.
- Send \$100 payment to guarantee inclusion in the next newsletter mailing.
- Drop off 475 copies of your own printed two-sided insert to the Chamber by the 20th of the month or give us B&W copy to print on one side (with MACC copy on the other side).

For more information, please contact Doug Klein at (517) 676-1046 or E-mail



NEWS OF OUR MEMBERS



Get your reservations in for the **Mason Public Schools Foundation Annual Red Carpet Gala** to be held on Saturday, February 2, 2019. Enjoy appetizers, an elegant dinner, silent and live auctions, cash bar and more! The gala will be from 5 to 9 PM at the Eagle Eye Golf Course Banquet Center, north of East Lansing. Reservations are available through the www.masonpsf.org website at \$50/person. Reserve your seats ASAP for this exciting event, as it usually sells out! Proceeds benefit the **Mason Public Schools**.

The Mason **VFW Post 7309** is sponsoring a New Year's Eve party at the Post, located at 1243 Hull Road, south of Mason. The party runs from 9:00 p.m. on December 31st to 1:00 a.m. on New Year's Day. There will be music from **Spare Tyme** and a cash bar is available. Cost is \$30 per couple, \$15 for singles. Call (517) 676-3181 for more information. Come join the fun and support the worthy projects of the **VFW**.



CHAMBER MEMBERS' CHANGES:

...a new owner and name:

Mason Mini-Storage is now
Five Star Store It



566 N. Cedar Street - Mason, MI 48854 - Phone: (517) 676-2628

...moving to a new location in downtown Mason soon:



Chris Buck
MODERN WOODMEN OF AMERICA
FRATERNAL FINANCIAL

615 S. Edgar Road to 330 S. Jefferson Street Mason,
MI 48854 - Cell: (517) 525-0237

<https://reps.modernwoodmen.org/cbuck/>
christopher.buck@mwarep.org

...downsizing their facility to another building and selling their current one:

ServiceMaster Absolute



Phone: (517) 676-1626 - servicemasterabsolute@gmail.com -
www.servicemasterabsolute.com

If anyone is interested in their current building, please contact Terry Shellhorn at Century 21 (517) 256-6777.

2019 Mason Area Chamber of Commerce

Leadership Circle



- **Douglas J. Klein, APR, CTA**
- **Luanne Dancer** in honor of Shirley Richards
- **Mike and Chris Waltz**
- **Dart Bank** in memory of Rollin B. Dart

LEADERSHIP CIRCLE MEMBERS ARE PROMINENT BUSINESS AND COMMUNITY LEADERS. OUR MACC MEMBERS VALUE THEIR COMMITMENT TO STRENGTHEN OUR COMMUNITY WITH THEIR LEADERSHIP AND SUPPORT OF THE CHAMBER'S FUTURE. FOR INFORMATION ON HOW YOU, YOUR BUSINESS, OR YOUR ORGANIZATION MAY JOIN THE LEADERSHIP CIRCLE, E-MAIL MASONCHAMBER@MASONCHAMBER.ORG

MLK Day

The Chamber's regular office hours are 9 to 3, Monday through Friday, except for holidays and off-site Chamber events.

The MACC Office and Hometown USA Visitors Center will be closed on Monday, January 21st in observance of Martin Luther King Day.

148 E. Ash Street, Downtown

MASON Area Chamber of Commerce

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

HENRY FORD ALLEGIANCE HEALTH PRESIDENT/CEO GEORGIA FOJTASEK TO RETIRE MID-2019 - SEARCH BEGINS

Henry Ford Allegiance Health president and CEO Georgia Fojtasek announced today her plans to retire after nearly 30 years of service. She joined then Foote Health System in 1989, as vice president and chief operating officer. Five years later, she was appointed to her current role as president and CEO.



Under Georgia Fojtasek's quarter century of leadership as president and CEO, **Henry Ford Allegiance Health** celebrated a number of key milestones. Cardiac surgery was brought to Jackson and cancer care services expanded, making critical tertiary services accessible to patients locally. The health system went on to pioneer new models of improving population health through the formation of Jackson Health Network and the Health Improvement Organization. And in 2016, then **Allegiance Health** joined **Henry Ford Health System**, ensuring access to high quality health care would remain in place for the greater Jackson community for decades to come.

Since then, Georgia Fojtasek and **Henry Ford Allegiance Health** have opened the Center for Health Innovation & Education, expanded to all private rooms with the opening of a new patient tower, and celebrated 100 years of service to the community.

Georgia Fojtasek plans to remain fully engaged and continue leading the organization well into 2019, when her successor is selected by the **Henry Ford Allegiance Health** Board of Trustees, in collaboration with Henry Ford Health System. **HFAH** Board Chair Tim Levy (Industrial Steel Treating) will lead the search and confirmed the process for selecting the next president and CEO will begin right away. Tim Levy added, "Georgia would be the first to say that our success is because of the team of people who are part of **Henry Ford Allegiance Health**. The strength of this team and their commitment to our mission provides the Board of Trustees confidence in our future through this important leadership transition."

2019 Schedule of Chamber Networking and Community Events

EVENT	DAY & DATE		
MACC Annual Awards Dinner Good Morning, Mason!	Thursday, February 7 Thursday, February 21	46 th MACC Golf Classic & Mixer 165 th Ingham County Fair & MV Week	Thursday, July 25 July 29 - August 3
10 th Business-to-Business Expo Good Morning, Mason!	Thursday, March 7 Thursday, April 25	Thursday Night Live! Courthouse Concert Good Morning, Mason!	Thursday, August 8 Thursday, August 22
36 th Spring Fling Festival 36 th Spring Fling Courthouse Show	May 2 through 5 Saturday, May 4	Thursday Night Live! Courthouse Concert Thursday Night Live! Courthouse Concert	Thursday, August 22 Thursday, September 5
Thursday Night Live! Courthouse Concert Thursday Night Live! Courthouse Concert	Thursday, May 23 Thursday, June 6	46 th Down Home Days Festival Thursday Night Live! Courthouse Concert	September 19 through 22 Thursday, September 19
Thursday Night Live! Courthouse Concert Good Morning, Mason!	Thursday, June 20 Thursday, June 27	46 th Down Home Days Courthouse Show Good Morning, Mason!	Saturday, September 21 Thursday, October 24
“Fireworks Fun” Bike Ride Independence Day Celebration & Parade	Saturday, June 29 Thursday, July 4	Doggie Trick or Treat Mason Holidays Celebration & 19 th Parade	Saturday, October 26 Friday, November 29
Thursday Night Live! Courthouse Concert	Thursday, July 18	“Holiday Party” Member Mixer Good Morning, Mason!	Thursday, December 5 Thursday, December 12

MEMBERS ARE ENCOURAGED TO SPONSOR NETWORKING AND COMMUNITY EVENTS. THIS IS A GREAT WAY TO PROMOTE YOUR BUSINESS!

2019 MACC Board of Directors

Mike Waltz President
Kiwanis Club of Mason

Melanie Squires Vice President
Dart Bank

Aaron Fiedler Treasurer
Fiedler Insurance Agency

Don Kill Past President
Mason Optimist Club

Cheryl Benjamin *Dart Container Corporation*

Jeff Haueter *A&W Restaurant*

Ryan Petty *Weather Vane Roofing*

Scott Ring *MSU Federal Credit Union*

Jamie Robinson *Darrell’s Market & Bestsellers*

Debbie Shattuck *Maple Street Mall*

Jodi Somerville *Mason Public Schools & MSE&TC*

Don Waskiewicz *Deep Blue Insights*

Beth Yeider *Independent Bank*

Doug Klein Executive Director

Kelli Galloway Administrative Assistant

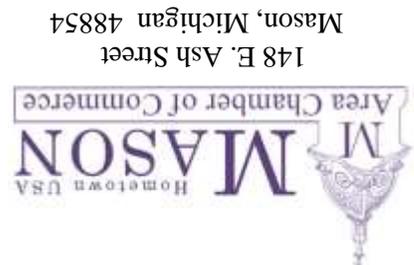
Emily Fenger Program Assistant

Hannah Warvel & Tabitha Potter Interns



PERMITTED NO. 42
48854
MASON, MI
PAID
US POSTAGE
STANDARD
PRESORTED

ADDRESS SERVICE REQUESTED

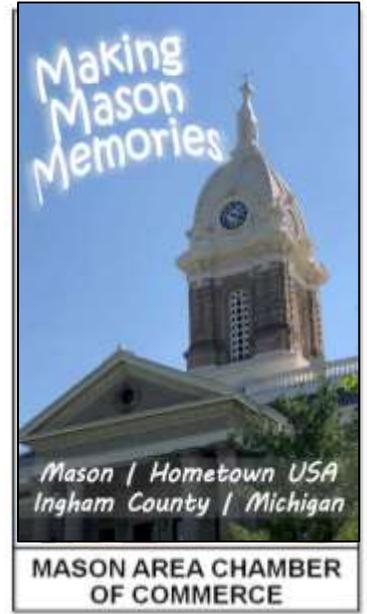


NEW OPTION: Instead of the usual block print for your double-sided dangler's business/organization name, for just \$50 more, you may include a full-color logo or anything that fits in a 21"W x 8"H space.

SEE YOUR NAME IN LIGHTS

Streetlights, that is!

This is the first year of another exciting three-year program for our downtown area and our North Cedar streetlight banners. You get the opportunity to have your business or organization's name on a very visible bottom dangler *only once every three years*. New subscriptions will go from 2019 through 2021. This is a great way to show your community support! Your business or organization's name will be black on a white dangler beneath the banner similar to the example of Mason Area Chamber of Commerce's dangler at right. (Also, see NEW OPTION above!)



THIS IS YOUR CHANCE TO GET SPECIAL PRICING ON OUR 3-YEAR MASON AREA 2019-2021 BANNER PROGRAM!

If any danglers remain available after this year, the two-year price for 2020 & 2021 will be at a higher rate per year for both members and nonmembers of MACC. If you're not a Chamber member, this is also a great time to join. Dues per year are as low as \$100 for a basic membership. Just contact the Mason Area Chamber of Commerce office today and let us know you want to be a part of the banner program for 2019-2021. Please send your check made payable to MACC along with the reservation form below or let us know if we should bill you later (Chamber members only - Business level or higher).

Mason Area Chamber of Commerce - 148 E. Ash Street - Mason, MI 48854 - Phone: 676-1046
E-mail: masonchamber@masonchamber.org - Website: www.masonchamber.org

Please reserve a banner dangler for us in this special 2019-2021 program. Available on a first-come, first-served basis.

- Our check is enclosed: \$200 for MACC members or \$300 for nonmembers \$50 additional for dangler option
 Please bill us (Chamber members only - Business level or higher)

BUSINESS/ORGANIZATION NAME -- AS YOU WANT IT TO APPEAR ON THE BANNER DANGLER

CONTACT PERSON AND PHONE NUMBER





10th Mason Area Business-to-Business Expo

Do you sell products or services to businesses and organizations? Reach out to your best customers!

Complete this form and return it right away to:

MACC, 148 E. Ash Street, Mason, MI 48854

Phone: (517) 676-1046 Fax: (517) 676-8504

or sign up online at the masonchamber.org event page.

Please reserve our business or organization a table in the 10th Mason Area Business-to-Business Expo the evening of Thursday, March 7, 2019. All sponsorships include an exhibit/display table. Call 676-1046 for details.

- Food and soft drinks provided. • We'll also have a Best Booth contest!
- Presenting Sponsor (1 available): \$1000 (includes table space and much, much more)
- Premier Sponsors (2 available): \$750 each (includes table space and much, much more)
- Signature Sponsors (3 available): \$500 each (includes table space and much more)
- Business Event Sponsors (30 available): \$200 each (includes table space and More – Business Event Sponsorships, if still available, will go up to \$250 each after February 1, 2019)
- Nonprofit Participating Sponsors (10 available): \$100 each (includes table space – Nonprofit Participating Sponsorships, if still available, will go up to \$150 each after February 1, 2019)

Expo Admission: FREE to all (includes several Door Prize Drawings)

Sponsorship with exhibit/display table space is limited to the first 50 businesses or organizations responding. Sponsors must be MACC members. Business nonmembers may become Business level members of MACC to participate. Nonprofit nonmembers may become Basic level members of MACC to participate. Details will follow when you return your form.

Business/Organization Information:

Contact person: _____

_____ Our check is enclosed Please bill us (MACC Business Level or above)



Sign up now for the 10th

Mason Area Business-to-Business Expo, held on Thursday evening, March 7th from 4:30 to 7:30 PM at Mason High School, 1001 S. Barnes Street in Mason. It's a great way to talk with other business people about your business!



Buy locally. It's good for our community and good for our future.

DOOR PRIZES! FREE FOOD! GREAT NETWORKING!



A MESSAGE FROM THE PRESIDENT:

Your Chamber of Commerce serves the Mason area community in a variety of ways – helping to expand the business community, bringing attention and visibility to the Mason area, encouraging

shopping at local businesses, and being a resource to help serve the needs of our businesses. We achieve our mission with the help of many volunteers, who give their time, talent, and leadership skills to help make the Mason area a great place to live and work. This year, we need many more volunteer leaders to accomplish our goals.

Our Program of Work for 2019 encourages volunteer leadership and touches on the many areas where the Chamber helps the Mason area maintain its reputation as a vibrant and exciting place. We will continue to host and sponsor many community events to bring visitors into our community. They provide an opportunity for our members to sponsor events and programs where residents gather together as friends and family “Making Mason Memories.”

Providing networking opportunities among business owners, managers and employees continues to be an important Chamber function and many networking events are also offered during the year. If you can find the time to volunteer for at least one committee, activity, or event, I know you will find it rewarding both in the achievement you feel and in the new personal and business contacts you will make. Call the Chamber office to let us know how you would like to do your part in keeping our community such a great place to call home.

-- Mike Waltz, 2019 President - Mason Area Chamber of Commerce



Mason Area Chamber of Commerce **Strategic Plan 2016-2020** **PROGRAM OF WORK**

Mission:

The Mason Area Chamber of Commerce was established in 1972 as a non-profit, voluntary association of businesses and organizations to promote sustainable economic growth by improving the standard of living and quality of life of those who work and live in the Mason area.

Vision:

Mason is rooted in the past and growing toward the future – a future where the Mason area will continue to be the place of choice for those who live and work in mid-Michigan. The Mason Area Chamber of Commerce will support that vision by continuing to be the best small town Chamber of Commerce in mid-Michigan.

Values:

- **Focus** – Thinking long term for the best interests of the Chamber and the Mason area.
- **Innovation** – Applying creative approaches to develop solutions. Adaptability ensures that we stay relevant to the community and supports the development of new ideas to create value for our members and partners.
- **Collaboration** – Actively working with others to create effective partnerships. Teamwork and a focus on results are of upmost importance in our relationships with members and the community.
- **Communication** – Promoting openness and access to information.
- **Diversity** – Respect for all, regardless of culture, geography, specialty, orientation, etc. We foster leadership that serves and empowers people, builds relationships, and inspires the next generation of leaders.

Strategic Focus Areas:

Membership

- Enhancing the value of Chamber membership through our tiered dues and benefits structure that offers more benefits at each higher level of investment while providing for the operational needs of the Chamber.
- Improving the value to members of our “Shop Mason Values” and “Grow Mason!” initiatives.
- Encouraging our nonmember “Mason Values Neighbors” and “Grow Mason Neighbors” to join their Chamber.

Leadership

- Leading partnerships with the Mason Downtown Development Authority, the City of Mason, area townships, Ingham County, and other entities to support sustainable economic development in the area as measured by a variety of factors.
- Identifying and helping to resolve issues to keep existing businesses here and bring in new entrepreneurial businesses to the Mason area to meet community needs, while gaining knowledge of local attractions, organizations, and businesses.
- Promoting long-term prosperity in the Mason area, centered on continuing efforts to shift more buying behavior of residents, visitors, and organizations toward support of our local businesses, consistent with the “Shop Mason Values” and “Grow Mason!” initiatives.

Sponsorship

- Continuing to host and ask members to sponsor many community events to bring visitors into our community and that provide the opportunity for residents to gather together as friends and family.
- Encouraging cooperative efforts for all community events between governmental, cultural, service, and other area groups.
- Asking our member businesses and organizations to sponsor Chamber and member networking events that fit their business-to-business communication needs.

Fellowship

- Maintaining and making new business alliances, contacts and referrals, while also promoting future community involvement among individuals who live and work in the Mason area.
- Working in collaboration with others and providing opportunities for personal and leadership development in projects, events, ad hoc and standing committees, and the Board.
- Enabling our Chamber member associates and new volunteers to participate more fully in the active growth of our community, especially through effective use of media and technology.



Mason Area Chamber of Commerce

Tactical Plan 2019

PROGRAM OF WORK

GOAL 1: Economic Development – Support the facilitation and promotion of sustainable economic development in the area, consistent with “Grow Mason!” and “place of choice” strategic visions.

OBJECTIVES: In 2019, the Mason Area Chamber of Commerce shall...

- ...link 10 more external websites to the Chamber’s website to enhance access to information about residential, commercial, and industrial property for sale or lease and other relocation resources.
- ...partner and support the business retention and attraction efforts of all local economic development agencies (regional, county, township, and city) to identify and help resolve issues that will help keep existing businesses here and bring in needed businesses to the Mason area.
- ...assist in facilitating two new niche businesses and/or business expansions that have a high likelihood of success in our community and are complimentary to existing businesses and appropriate to meet community needs.
- ...continue to repair, renovate, and redecorate the MACC Visitors Center and MACC office completing the interior and continuing the exterior.

GOAL 2: Member Networking – Provide leadership and fellowship opportunities to increase the vitality of the Chamber and the business community.

OBJECTIVES: In 2019, the Mason Area Chamber of Commerce shall...

- ...host and publicize activities that offer business networking, including six Good Morning, Mason! Programs, the Annual Awards Dinner in February, the Business-to-Business Expo in March, a Member Mixer in June, the MACC Golf Classic in July, and the Holiday Party Mixer in December.
- ...initiate yearly face-to-face contact with every member, associate, and prospective member to encourage active membership, sponsorship, leadership, and fellowship.
- ...develop a variety of tools and opportunities existing businesses can use to become more efficient and effective and promote “Grow Mason!” business-to-business activities.
- ...fill 95% (measured in total value) of available Chamber networking event and program sponsorships and provide bundled networking sponsorship package opportunities for ten members.
- ...publish twelve monthly printed and mailed newsletters and twelve mid-month update e-newsletters and have 25 members sponsor those publications.
- ...represent and promote the Chamber and its members at 15 ribbon cuttings, open houses, after hours’, or similar member activities.
- ...publish an information sheet/webpage on every Chamber event and program including photos/video, sponsorship, and volunteer information and revise as necessary.
- ...provide volunteer opportunities to 300 individuals at Chamber hosted or sponsored events and programs and provide recognition for their contributions.

GOAL 3: Community Identity – Encourage local commerce of all kinds – retail, service, manufacturing, and more – with an integrated community identity of “Hometown U.S.A.” -- especially through “Mason Values,” and “Mason Area Independent Business Alliance.”

OBJECTIVES: In 2019, the Mason Area Chamber of Commerce shall...

- ...partner with the Mason DDA, the City of Mason, Ingham County, and others to maintain the attractive appearance of the downtown area and community entrances throughout the year and initiate a new streetlight banner program at 90% of capacity.
- ...coordinate and host certain community events, including Down Home Days, Spring Fling, Mason Values/Fair Week, Independence Day Celebration, eight Thursday Night Live Courthouse concerts, and the Mason Holidays Celebration, to bring visibility to member businesses through active sponsorship of those events.
- ...fill 90% (measured in total value) of available Chamber community event sponsorships and provide bundled community event sponsorship package opportunities for five members.
- ...provide 1000 referrals to Chamber members, “Grow Mason Neighbors,” and “Mason Value Neighbors.”
- ...staff a MACC Visitors Center outreach booth for most community events and to promote all appropriate existing community events and encourage eight new ones by facilitating cooperative efforts between governmental, cultural, service, and other groups.
- ...encourage members and staff to post 200 business, community, and Chamber events including PowerPoint slides/posters as illustrations (used on the City’s cable channel), on our website’s events page, in the Visitors Center, and in other media.
- ...revitalize the Member Value Card with a total of 25 sponsors and promote our Gift Certificate program to increase local commerce and business opportunities with and among Chamber members.
- ...support five appropriate opportunities for cooperative promotional campaigns among members and others through “Hometown U.S.A.,” “Mason Values,” “Shop Small,” “Buy Nearby,” and similar initiatives.

GOAL 4: Membership Value – Propose policies and procedures to enhance the value of Chamber membership and provide for the operational needs of the Chamber.

OBJECTIVES: In 2019, the Mason Area Chamber of Commerce shall...

- ...develop and implement programs to retain 95 percent of members and associates and increase Chamber membership and associate status numbers by 10 percent.
- ...obtain ten upgrades in the dues structure and tiered benefits program and to continue to provide valuable services to members commensurate with their membership level.
- ...fill each standing committee with 13 volunteer leaders and each ad hoc committee with at least five volunteer leaders.
- ...provide opportunities for volunteer leadership and involvement of all members in Chamber programs and activities commensurate with their membership level.
- ...increase the Chamber’s fund balance by \$25,000 to maintain the ability of the Chamber to carry out its mission by sponsoring and coordinating new fundraising events or programs and to promote annual raffle activities.
- ...maintain and review the Chamber Policy and Procedures Manual and all member, prospect, and other databases for operations and communication purposes.
- ...increase staff compensation to 30 hours at \$30,000 for the executive director and maintain at \$15 per hour for the 30-hour and 10-hour assistants.
- ...search for and hire a new executive director by October 26, 2019.
- ...provide opportunities to three unpaid interns for learning more about special events management, public relations/marketing, and visual communication.



148 E. Ash Street • Mason, Michigan 48854
Telephone: (517) 676-1046 • Fax (517) 676-8504
masonchamber@masonchamber.org

as of 12/13/18

Mason Area Chamber of Commerce 2019 MACC Annual Awards Sponsorship Reservation Form



Limited sponsorships are available for the 2019 Awards and Dinner. This is a complete list of all current sponsorship opportunities as of the date above. Sponsorships available are limited; preference is given to those who sponsored the year before; and other sponsorships are on a first-come, first served basis. Call Doug Klein at (517) 676-1046 for current availability, as that changes quite regularly.

(1 available) Presenting Sponsor, \$1000

includes table reservation, special notes on signage and in program, and more -- Thanks to **Sparrow Health System** for their 2018 sponsorship!

Business/Organization Name

Signature

(3 available) Signature Sponsors, \$500

includes a leadership award sponsorship, four reservations, and special notes on signage and in program -- Thanks to **Dart Container and Shumaker Technology Group** for their 2018 sponsorships!

Business/Organization Name

Signature

(3 available) Supporting Sponsors, \$300

includes a leadership award sponsorship, two reservations, and special notes on signage and in program -- Thanks to **Commercial Bank Mason and Mark Voss Agency** for their 2018 sponsorships!

Business/Organization Name

Signature

2019 Citizen of the Year, Kerry Minshall,

-- Thanks to the **Mason Firefighters Association** for their 2019 sponsorship!

(1 available) 2019 Excellence in Business,

Sweetles Boutique, \$200 -- Thanks to **Independent Bank** for their 2018 sponsorship!

Business/Organization Name

Signature

(1 available) 2019 Excellence in Education, Cortney Ford, \$200 -- Thanks to **It's Yours Signs & Apparel** for their 2018 sponsorship!

Business/Organization Name

Signature

(1 available) 2019 President's Award,

Don Waskiewicz, \$200 -- Thanks to **Commercial Bank Mason** for their 2018 sponsorship!

Business/Organization Name

Signature

(1 available) 2019 Special Recognition (Group) Mason Sycamore Creek Garden Club, \$200

-- Thanks to **CP Federal Credit Union** for their 2018 sponsorship!

Business/Organization Name

Signature

(1 available) 2019 Special Recognition (Individual)

Ginger Kenney-Sweet, \$200 -- Thanks to the **TomCo Asphalt** for their 2018 sponsorship!

Business/Organization Name

Signature

Chamber Leadership Awards (included as part of a signature or supporting sponsorship) **Mark Voss, Don Kill, John Sabbadin, Ian Richardson, Kassie Rhodes, and Ron Drzewicki.**

Specify Recipient

Business/Organization Name

Signature

Please submit reservations for these sponsorships to the Mason Area Chamber of Commerce office by mail, e-mail, or phone. We look forward to seeing you at the Awards Dinner on Thursday, February 7, 2019. Prepaid reservations are \$40 per person by January 18, 2019 and \$50 per person after that date if still available.

You're invited to an evening of excellence...

MASON AREA CHAMBER OF COMMERCE 2019 AWARDS DINNER



To honor the 2019 recipients of

The Citizen of the Year Award
Kerry Minshall

The Excellence in Business Award
Sweetlees Boutique

The Excellence in Education Award
Cortney Ford

The President's Award
Don Waskiewicz

Special Recognition Awards
Mason Sycamore Creek Garden Club
and
Ginger Kenney-Sweet

Thursday, February 7, 2019

Eldorado Golf Course Banquet Center ~ 3750 W. Howell Road, just west of Mason

\$40.00 per person (prepaid reservation) by January 18th and \$50.00 per person after if still available
Prepaid Reservations cannot be accepted after February 1st
nor will any be available at the door

5:30-6:30 PM Social Hour & Cash Bar ~ 6:30 PM Dinner Buffet with beef and chicken

Our Awards Dinner is generously supported by members of the Mason Area Chamber of Commerce.
Awards are also sponsored by Mason Area Chamber of Commerce members.

Sponsorship information is in the January and February 2019 issues of the *Mason in Motion* Newsletter
Return the form below to the Chamber office to arrive before January 18, 2019 (with your check), reserve and prepay on ChamberMaster, or stop in the Chamber office to prepay reservations by cash or credit card: 148 E. Ash Street ~ Mason, MI 48854 ~ 9-3, M-F - E-mail: masonchamber@masonchamber.org ~ Questions: (517) 676-1046

MACC 2019 AWARDS DINNER



The following people will attend from:

Business/Organization Name

1. _____
Name

5. _____
Name

2. _____
Name

6. _____
Name

3. _____
Name

7. _____
Name

4. _____
Name

8. _____
Name

Payment Enclosed

Bill Us (MACC Business level membership or above)

Additional names attached