



Sarah Lalone

Marketing & Events Manager

In 2010, Sarah Lalone joined APACC's team as its Office Manager, a position primarily responsible for maintaining APACC's day-to-day operations such as managing its website, financials, event registrations and logistics as well as providing support to APACC staff, Board of Directors and members.

Sarah currently holds the title of Marketing & Events Manager. In this position, Sarah is responsible for assessing and developing the Chamber's programs to ensure they meet with APACC's mission and objectives and provide business growth opportunities for its members. She is also responsible for creating and maintaining the Chamber's brand image and introducing APACC to new markets.

Ms. Lalone managed the Chamber's Membership from April 2013 - June 2016. In that position, Sarah was responsible for driving membership growth throughout all phases of the member life cycle, which included prospect, welcome, engagement, re-determination, and re-enrollment.

Before joining the Chamber, she worked in the fast-paced Hospitality and Gaming Industry as an employee of the Soaring Eagle Casino and Resort in Mount Pleasant, Michigan. During her eight year tenure with the organization, she served in a number of capacities, including as a member of management for the Slot Department. Her experience includes Retail Sales, Marketing and Guest Service.

In 2010, Ms. Lalone earned her Bachelor's of Business Administration in Marketing and Management from Northwood University, a specialized international business and automotive aftermarket college in mid-Michigan, graduating cum laude, with honors.