

Coopersville Area

CHAMBER OF COMMERCE

Your Business | Your Community | Your Future | Your Chamber

Coopersville Area Chamber of Commerce

November, 2015

In This Issue

[New Members](#)

[Schedule of Events](#)

[Chamber Board Contacts](#)

[Breakfast on us!](#)

[Annual Dinner Changes](#)

[Business After Hours](#)

[Shop, Live, Love Coopersville...Back to School
Kick-Off.](#)

[Doing More Together...Chamber 101](#)

[Shop, Live, Love, Coopersville](#)

[2016 Nominees for CACC Board](#)

[35th Annual Nighttime Christmas Parade](#)

[Business Directory](#)

[Business Resources](#)

[Annual Membership Meeting](#)

[Chamber Master](#)

[Constant Contact](#)

Greetings!

Fall has come and is nearly gone and we are heading into a very busy next few months! When November comes around we begin to think Christmas Parade, Board of Director elections, Annual Dinner/Luncheon, business awards as well as Volunteer of the Year and Expo planning! All of these take time and talent and hopefully you would be willing to share some with the Chamber!

I am excited to welcome our newest members to the Coopersville Area Chamber of Commerce, Gull Lake Marine, Higher Health Chiropractic, Spectrum Health Medical Group Family Medicine, and LT's Firehouse Café. It is great to be able to welcome some exciting new businesses to the Coopersville Area!

The Chamber is running a membership special that includes the remaining of 2015 and all of 2016 for one price. Please contact our office or visit our website to join the Chamber! We are happy to help with any questions you may have regarding membership! We welcome new members throughout the year and ask that you share your experiences with other local businesses that may be interested in joining the Chamber.

As winter approaches, we change our monthly Chamber 101 Breakfasts to Lunch and Learns. Watch your email and calendars for the upcoming Lunch and Learns for this winter to be held in January and February! The Annual Dinner that is usually held in January will now be a luncheon in March; according to the survey that was sent last June, several members thought March may be a better month to have this annual meeting. We have scheduled this as a luncheon to see if it works better for our members and their business colleagues. To get the most up to date information regarding Chamber events as well as member events, please check our



**New Members
Welcome!**

I would like to welcome our new members to the Coopersville Area Chamber of Commerce. I encourage you to support them in their business adventures along with all of our Chamber Members!

Gull Lake Marine

LT's Firehouse Cafe

Higher Health Chiropractic

Spectrum Health Medical Group Family
Medicine

Please be sure to look up these new members in our online Business Directory!

website: www.coopersville.com.

If you would like to post events on our website as well as jobs, coupons etc. please let me know and I can walk you through the procedure. If you are having an event such as a training, open house, special visitor, meetings etc. that you would like the public to know about our events calendar is the way to go.

Have a great holiday season!

All my best,

Rose Zainea-Wieten

Executive Director

Coopersville Area Chamber of Commerce

198 East St.

Coopersville, MI 49404

rwieten@coopersville.com

616-997-5164

CHAMBER EVENT SCHEDULE

November 3, Tuesday - [Chamber 101 Breakfast 7:30 AM](#), Hosted by: Chamber Board of Directors

*A complimentary Chamber 101 breakfast intended to be a membership meet and greet. Attend this Chamber 101 to meet the staff, Board of Directors and get the facts about how we can serve you and your business.

November 13, Friday - [Chamber Connected Women](#), Wyoming 11:30-1:00PM
Speaker TBD

December 4, Friday - [35th Annual Nighttime Christmas Parade](#): Let Freedom Ring with the Bells of Christmas - 7:00PM
Historic Downtown Coopersville

January 19, Tuesday Lunch and Learn 12-1:30PM Costco Benefits for your business.

February 12, Friday CCW Luncheon -
Location TBD.

February 16, Tuesday Lunch and Learn 12-1:30PM Purposeful Business: Cheryl Little E&M Design Solutions

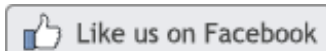
March 11, Friday WMCN Speed Networking Byron Center

March 19, Saturday Coopersville Area

Breakfast is on us!

On November 3 the Chamber Board of Directors will be hosting a membership breakfast for all chamber members as well as perspective members! This is completely complimentary and an opportunity to meet and network with other chamber members. We ask that you register for this breakfast to give us an idea of how many to prepare for. I highly recommend attending this breakfast where I will give an overview of membership benefits, a short description of **DoingMoreTogether** an initiative that comes out of OASD, an introduction of board nominees, invoicing and dues payment on membership portal and plenty of time for networking!
[Register Here.](#)

Please remember to like the Chamber Facebook Page.



As much and as often as possible, I try to promote our members on this page and other Community Related pages on Facebook. I do my best to stay on top of the postings, but I could always use your help in posting positive comments about your fellow chamber members. Facebook can be a great marketing and networking tool if we all use it responsibly.

Doing More Together

The Chamber is proud to be a supporter of the Doing More Together initiative. This program works to connect businesses, schools and communities. It is a perfect follow through with the Shop, Live, Love Coopersville campaign! More information about this great program will be shared at the November 3 breakfast.

Through the Doing More. Together. partnership, Ottawa area schools are collaborating with businesses and organizations across the region to showcase the high quality education taking place in local communities. From faith-based schools to public schools and public school academies, all of us - through this unique affiliation - are united in the belief that high quality education is what makes good communities great.

I highly encourage your attendance at the Chamber 101 as we often consider mentoring as well as connecting with our local schools. This is your opportunity to hear 1st hand how you can

Chamber Community EXPO 9:00AM-1:00PM

March 23, Wednesday - Annual Luncheon Meeting (Change from January Dinner Meeting).

April 19, Tuesday - Chamber 101 7:30AM Info-Graphics, Deidra McClelland

May 13, Friday - CCW Luncheon Location TBD

May 17, Tuesday - Chamber 101 7:30AM TBD

June 20, Monday - Legislative Luncheon
August 12, Friday CCW Luncheon Location TBD

August 16, Tuesday- Chamber 101 TBD
September 9, Friday WMCN Speed Networking

November 11, Friday CCW Luncheon Location TBD

become involved and learn more about this great program!



Shop, Live, Love, Coopersville

We have 150 bags to fill at this point. If you would like to place an item in a bag, please email me and let me know or drop off your items at the chamber office. Bag items should be in the Chamber office no later than November 19. If you would like bags to distribute at your business drop me an email and I will get some to you after the 19th!



Your Chamber Board of Directors

OFFICERS:

Kathy Gomez

President

Coopersville Area Public Schools
kgomez@CAPSk12.org

Dan Feldt

Vice President

Spoelman, Hovingh, & Feldt, Inc.
tax@shfcpa.biz

Dave Boomgaard

Treasurer

Allshores Wesleyan Church
dave.boomgaard@allshores.org

Adam Sheridan

Secretary

Sheridan Law PLC
and
Living Tree Realty
adam.sheridan@sheridanlawplc.com

DIRECTORS:

Roberta Poley, Director

2016 Nominees for CACC Board of Directors:

Please watch for an email regarding the voting procedures soon! Votes will be tabulated according to our by-laws and the new board members will be announced via an email blast in December.

Nominees:

Patricia Brown, Branch Manager- Choice One Bank

Tim DeWitt, DeWitt Barrels

Dan Feldt- Spoelman, Hovingh, & Feldt, Inc. (2nd term)

35th Annual Nighttime Christmas Parade

Friday, December 4th, 2015

7:00 p.m., Main Street in Historic Downtown Coopersville

"Let Freedom Ring with the Bells of Christmas" Christmas is just around the corner and so is the 35th Annual Coopersville Nighttime Christmas Parade! This year's theme is "Let Freedom Ring with the Bells of Christmas". Our Grand Marshalls will be Norman and Meg LeMieux, who are longtime residents of the City of Coopersville.

Donna's Catering and
Interurban Cafe
bpoley69@gmail.com

Martha Lothschutz, Director
Michigan Online Auctions
m2999867@yahoo.com

Evelyn Boes, Director
Boes Financial Center
eboes@moneyconcepts.com

Mike Gavin, Director
Gavin Orchards
mgavin@wmis.net

Robert VanRhee, Director
Metron of Lamont
robert.vanrhee@metronihs.com

MEMBERS-AT-LARGE:

Andrew Beers
Modern Woodmen
andrew.beers@mwa.rep.org

Angela Huesman
Lakeshore Advantage
angela.huesman@lakeshoreadvantage.com

Retirees Norm and Meg spend much of their spare time volunteering for various projects including Coopersville Area District Library, Feeding America, and especially for Norm, maintenance of Perennial Park. We cannot think of anyone more deserving to receive the honor of Grand Marshall.

Coopersville has one of Michigan's first and longest running nighttime parades. Would you or your organization like to get in on the fun and help ensure that this event continues for our community? This parade is funded and provided by our sponsorships, please follow this link for a [sponsorship form](#).

If you would like to participate in the parade please follow this link for an [entry form](#).

Please consider promoting the parade details on your signage at your businesses both inside and out!

I would like to give a shout out to Tricia Bush who plans and organizes this parade with much love and excitement! Coopersville has a lot to be proud of when it comes to the Christmas Parade!

Tuesday, November 3 - Chamber 101
Breakfast Compliments of our Board of
Directors!



Mark the date for this complimentary breakfast served by our Board of Directors. Stop by for some great food, networking and information about the Chamber and your membership perks!
[Register Here](#)

**Annual Dinner
Changed to Luncheon on
March 23!**

Business Directory Updates

The Business Directory was distributed to 7000+ homes and businesses via the Coopersville Area Public Schools Calendar this past August. Thank you to CAPS for partnering with us to help get the word out about our 160+ members!

I would like to give a gentle reminder as you prepare your 2016 budgets to place a line item for a business add in the 2016 directory!

We will be unrolling the prices for 2016 ads after the 1st of the year but as a reference point here are some guidelines for you from the last directory (remember these prices are for **2 years**- we print once in 2016 and again in 2017).

Ad Space Charges:

two-year two-year non-member

size b&w price color price surcharge total ad price

Church ad \$350 \$350 members only

1/4v \$500 \$730 +\$200

1/2h \$775 \$990 +\$200

full (vert.) \$1130 \$1350 +\$200

page 1 -- \$1450 +\$200

inside covers \$1700 +\$200

back cover \$1980 +\$200

Color Sponsor \$250 (that's only 1.7 cents/ea.)

Color Sponsors have their company logo and name printed on community pages

Business Resources for Chamber Members

As a Chamber member you have access to several free or nearly free resources to help your business to be successful! I have asked



Mark the date of **Wednesday, March 23** for the Annual Membership meeting! The Board of Directors would like to try something different this year rather than having a dinner in January, we will have a luncheon in March! According to our by-laws, the annual membership meeting is to be held during the 1st quarter of the year. So why not give it a try and see if this works better for our members! According to the survey sent out last May, many members choose a March meeting rather than January or February.

Business After Hours

The Chamber is looking for a few members that would be interested in sponsoring a Business After Hours. We would like to offer at least 2 of these great networking/social chamber events in the coming months. Please, if you are interested in sponsoring a Business After Hours (BAH) give me a call or send me an email at:

rwieten@cooperville.com
and we can discuss the details. I will look forward to hearing from you!

some of these organizations to provide a description to put in our newsletter and had a great response! I am featuring a few of those resources here.

Grand Rapids Opportunities for Women (GROW) is an organization focused on entrepreneurs at all stages of business ownership. We are the entrepreneurial resource in West Michigan to help women, and men, take the next step, empowering and supporting them with professional expertise for a lifetime GROW's programs include:

- Entrepreneurial Training. Some topics include finance, management, strategic planning, developing a business plan, marketing, social media management and much more.
- Business Counseling / Coaching. Our staff, board and business leaders throughout West Michigan mentor and coach entrepreneurs in different aspects of your business
- Microlending to help your business grow, business loans from \$1,000 to \$50,000

GROW is one of only 110 certified Women Business Centers in the nation, and one of three in the State of Michigan, all in partnership with the U.S. Small Business Administration (SBA)

Learn more about our programs and resources at:

www.growbusiness.org.

Michigan Small Business Development Center (MI-SBDC)

provides counseling, training, and secondary market research for new ventures, existing small businesses and advanced technology companies.

The SBDC is a non-profit organization funded through the Small Business Administration (SBA), Michigan Economic Development Corporation (MEDC) and a local network of partners in universities, colleges and economic development offices.

Specifically an SBDC Consultant will assist clients with:

- * Business Plan Development
- * Financial Analysis
- * Capital Access Planning
- * Cash Flow Management
- * Strategic Planning
- * New Market Development / Diversification

No-cost to low-cost training programs are offered for all stages of business development. A wide variety of topics are available including legal, marketing, and finance, human resources. Market Research is also available to SBDC clients. This includes industry reports, demographics, competitive analysis, and Search Engine Optimization (SEO) Reports. www.sbdcmichigan.org

Ottawa County Brownfield Redevelopment

Think of that abandoned manufacturing facility you may pass on your way to work each day or the gas station that closed years ago and has sat idle ever since. These are examples of brownfield sites. Brownfield sites are idle, underutilized, or vacant industrial or commercial properties that are often not redeveloped because of potential contamination. In 2008 Ottawa County established a Brownfield Redevelopment Authority (OCBRA) to help clean up and redevelop these sites. In 2013 the OCBRA was awarded a \$400,000 grant from the Environmental Protection Agency that can be used to encourage the redevelopment of brownfield properties throughout the county. The grant funds pay for the environmental assessments and cleanup plans necessary for returning the sites to productive use in the community. Projects funded by this EPA grant have created jobs, stimulated new investment, increased the local tax base, and protected the environment. \$57,000 in grant funds are still

available. If you have a project that you think might be on a brownfield site, contact us at 616.738.4852 or bhuttenga@miottawa.org to see if it is eligible for funding. www.miottawa.org/Departments/Planning/ocbra.htm

Great Lakes Ag-Tech Business Incubator - Brings Opportunities to ag-entrepreneurs

In Ottawa County, a strong economy is synonymous with a strong agriculture industry. Ranked number 3 statewide in market value of agricultural products sold, agriculture plays no small part in the economic health of the county. So in order to grow the economy and create jobs, it makes sense to grow the ag sector - and that is just what County leaders are doing through the Great Lakes Ag-Tech Business Incubator.

A business incubator is an economic development tool that provides resources to accelerate the development of startup businesses. The Great Lakes Ag-Tech Business Incubator specializes in the development of ag-technologies, which can be equipment, machinery, software or a tool that was invented to solve a farm-related problem. From a large piece of machinery like the mechanical blueberry harvester (invented right here in Ottawa County) to small, software driven monitoring collars for dairy cattle (akin to the Fitbit for humans), many useful ag-technologies have been invented by farmers or entrepreneurs and are now being sold to other agricultural producers. Oftentimes, farmers see the potential of their own invention but lack the time required to get it licensed, sold, or turned into a business; however, sometimes they do not even realize their invention has commercial potential. The Incubator seeks to connect with these farmers and entrepreneurs to help them profit from their technology, providing them with customized, industry specific assistance that will get their invention to the marketplace. The Incubator offers services such as development of business plans and financial pro formas, prototype development, idea verification, patent guidance and a host of other startup business services.

Since opening its doors in December 2014, the Great Lakes Ag-Tech Business Incubator has been breaking new ground in the field of business incubation. If you have equipment, machinery, software, a tool or an idea that you would like to get growing, contact Incubator staff at info@agtechincubator.com. The Incubator receives support from the State of Michigan, Consumers Energy, GreenStone Farm Credit Services, Rehmann, Watson IP Group, West Michigan Community Bank, BizStream, Ottawa County Farm Bureau and Warner, Norcross & Judd. www.agtechincubator.com

Michigan Manufacturing Technology Center - West (MMTC-West) is hosted by The Right Place, Inc. located in Grand Rapids, MI and serves West Michigan. We provide expert technical and business growth training for small/medium-sized manufacturers and food processors in West Michigan. For over 20 years, MMTC-West has been a trusted, objective source for a wide variety of manufacturer training and assistance. From lean and quality control, to business growth strategies and leadership development, MMTC-West is the partner West Michigan manufacturers rely on time and time again. www.mmtc.org

Pure Michigan Micro-Lending Initiative

I recently had the pleasure to attend the Pure Michigan Micro Lending Initiative Kick-Off.

Please take a look at this link to learn how your business can take advantage of this opportunity!

If you know of someone looking to open or expand on a business adventure this may be an opportunity for them!

"As Michigan continues its nationally recognized economic recovery, we are seeing entrepreneurs, small and micro-sized business owners filling the market gaps. These individuals are creating new business opportunities all over the state." ~Pure Michigan

[Click here to see file.](#)



Annual Membership Meeting 2015-2016

The Annual Membership Meeting is generally held as a dinner at the end of January. This past June a survey was sent out to our membership regarding the dinner and whether it should be in January, February or March. The responses leaned toward March. According to the Chamber by-laws we are to hold our Annual Meeting in the 1st quarter of the year. This year we will hold the meeting on March 23. Rather than a dinner and in order to not conflict with Celebrate Coopersville, we will be having a luncheon meeting. The format will be similar to the dinner meeting but as a luncheon. I encourage you to attend and bring your colleagues as this is an opportunity to meet and network as well as support your fellow chamber members who may be receiving an award!

The Chamber awards remain the same. Please click on the links for nomination forms:

The Gem Award is presented annually to those businesses, organizations, and individuals who contribute in excess of \$1,000.00 in money or in-kind services to a Chamber sponsored community event or project. This award, designed in the shape of a gem, is meant to show the importance Coopersville Area Chamber of Commerce, the Board of Directors, and members place on community involvement.

[Coopersville Manufacturer of the Year](#)

Awarded to an area Manufacturer who produces high-quality goods, maintains excellent employee relations and assumes responsibility to the community and its needs.

[Coopersville Service Provider of the Year](#)

Awarded to an area Service Business Owner who consistently provides quality service to customers at competitive rate and contributes to the good of the community by providing valuable services.

[Coopersville Retailer of the Year](#)

Awarded to an area Retailer who exemplifies extraordinary customer relations, community relations, and employee relations while providing a variety of goods to the community.

[Howard J. Dykehouse Award](#) is given in memory of Howard Dykhouse and his outstanding leadership to the Coopersville Community.

Nominations should be sent to the Chamber Office by December 31, 2015.

What is new with Chamber Master? Your connection to the Chamber Web-Page

Pay your membership dues online, post Hot Deals, Member to member coupons, Job postings. Picture uploads and much more. Please log in to your Chamber web account by going to www.coopersville.com, click the drop down for "members". Click "member log in" use your email as your log in and if you do not yet have a password, click forgot password. You will receive an email prompting you to create a password. Once you are logged in with your password you are able to pay dues, post jobs, coupons, pictures and more. One great advantage of logging in is that you are able to pay dues online from your account and register for events and sponsorships. I am more than happy to help our members with this as it is a great asset to utilize!

STRATEGIC PARTNERS 2014-2015

Many organizations such as ours have membership levels based on financial contribution. Strategic Partners in the past (such as those shown below) have recognized that there are needs above and beyond membership dues to foster a strong Chamber. They recognize a strong Chamber translates into a better business environment. These businesses have supported the Chamber above and beyond dues this past year. Please patronize their businesses and say THANK YOU!

SELF LUBE[™]
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Services, llc
616.581.9340
www.marketingmanagementllc.com

**DEWITT
BARRELS**
Rolling out the Barrels Since 1893

Coopersville Area

community foundationSM



Please give us a call if you are interested in being a 2016 Strategic Partner! You may want to add a line item in your 2016 budget for a Strategic Partnership as well!

We will be sending invoices the week of November 2 for 2016 membership renewal. Members who send in their renewal prior to the end of 2015 will be entered into a drawing for a Gift Basket filled with local goodies!

Please contact me at the chamber office with any questions you may have at 616-997-5164. I am available Tuesday-Thursday from 9-2 and other hours by appointment.

Sincerely,

Rose Zainea-Wieten
Executive Director
182 East St.
Coopersville, MI 49404
rwieten@coopersville.com
616-997-5164



Constant Contact Partnership Opportunities

We are part of the Chamber Partnership program with Constant Contact, and our members have the opportunity to take advantage of discounted rates with Constant Contact. Please follow the link to learn more about these great opportunities!

[Constant Contact Partnership Opportunities](#)