

Coopersville Area

CHAMBER OF COMMERCE

Your Business | Your Community | Your Future | Your Chamber

Coopersville Area Chamber of Commerce

Summer 2018 Newsletter

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Greetings!

Summer is here and it is hot!

It has been an exciting 3 months here at the Chamber office. We held our annual luncheon and meeting and gave awards to some very deserving members.

Congratulations to all who were nominated for our 2017 Business Awards!

We have held our Executive Director Job Search and are proud to say we have found an excellent replacement for our new ED. We had an awesome slate of candidates that we met with over the past month. The decision was unanimous amongst our board members. Terri Veen will be the new Executive Director of the Chamber. Terri will begin in September shadowing me during September and October and fully taking over on November 1. Terri comes to the chamber with excellent recommendations and experience in marketing, development, chamber and convention and visitors bureau. Please be sure to give Terri a warm welcome at our upcoming events in September and October! Read below for more about Terri!

Thanks for taking the time to read our newsletter!

Have a great summer and stay cool!

Rose
Rose Zainea-Wieten
Executive Director

Your Chamber Board of Directors

2018 BOARD OF DIRECTORS

Jared Schuitema, President
West Michigan Works
jschuitema@westmiworks.org

Renee Kuizema, Vice President
Comerica Bank
RLKuizema@comerica.com

Patricia Brown, Treasurer
Choice One Bank
Pbrown@choiceone.com

Kerri Snowdin, Secretary
Coopersville Observer
Cvobserve@aol.com

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Sheridan Law PLC
Adam.Sheridan@sheridanlawplc.com

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Main Street Wealth Management
philip.hayes@lpl.com

Dan Feldt
Spoelman, Hovingh, & Feldt, Inc.
Tax@shfcpa.biz

Margaret Baker
Coopersville Area Public Schools
mbaker@capsk12.org

If you are interested in becoming more active with the CACC please consider a member at large position or even a position as one of our board members! Contact the chamber at 616-997-5164.

Schedule of Chamber Events 2018

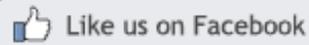
July 19 - Thursday 5:00-7:00PM Multi Chamber Business Afterhours. Gun Lake Casino. [Register Here](#)

August 20- Monday 5:00-7:00PM Business After Hours Hosted by: Coopersville Area Community Foundation and the Coopersville Area District Library. [Register Here](#)

September 13 - Thursday 5:30-7:00PM Multi Chamber - Wine Tasting Hosted by: Moss Ridge Golf Club [Register Here](#)

October 16 - Tuesday 7:30AM Chamber 101 - Marketing your business whether old or new! [Register Here](#)

Coopersville Area Chamber of Commerce
198 East St.
Coopersville, MI 49404
rwieten@coopersville.com
616-997-5164

 Like us on Facebook

Meet Terri Veen: CACC New Executive Director!

A lifelong resident of Michigan, Terri Veen is a dynamic Marketing & Membership professional. Terri has dedicated her professional career focusing on membership services and promotions, marketing events, sponsorship benefits, media relations and leadership development for Downtown Communities, Chambers of Commerce, Tourism Destinations and the private business sector.

Her most recent accomplishment as Director of Marketing & Media for the SS Badger/ Lake Michigan Carferry was the development of new and creative multi-regional social media campaign strategies, which increased membership, and quadrupled Facebook engagement with total monthly impressions of over 2.9M consistently

Terri and her husband Michael reside in Grand Rapids and are both actively involved with their church and community. Her son, and daughter-in-law and grandson reside in DeWitt MI. They enjoy traveling throughout the state of Michigan and spending time at their cabin in the UP.

Business After Hours

Connecting in Coopersville with the Coopersville Area Chamber of Commerce and the Coopersville DDA (Downtown Development Authority)

Business After Hours
August 20, 2018 from 5-7pm.

Sponsored by:
[Coopersville Area District Library](#) and
[Coopersville Area Community Foundation](#)
333 Ottawa Street, Coopersville, MI 49404



October 24 - Wednesday 3:00-6:00PM
Chamber Job Fair [Register Here](#)

November 6 - Tuesday 7:30AM
Complimentary Member Breakfast and
Networking Event [Register Here](#)

December 7 - Friday 7:00PM 38th Annual
Nighttime Santa Parade
[Register Here](#)



Join us for beverages and appetizers as we share more information about the Coopersville Community Foundation. Take advantage of some networking opportunities with other members of the Chamber and DDA as well!

We are interested in building a relationship with our business community to show how we, together, can support Coopersville non-profits, like our library and so many others, with charitable donations through the Coopersville Foundation. Join us in helping people love where they live!

The Coopersville Area Community Foundation is working to strengthen our community by enabling people, businesses and organizations to support existing funds as well as create charitable funds that address a wide range of interests. We are a place-based charitable grantmaker that supports organizations that are positively impacting the Coopersville area. We care deeply about Coopersville and we are committed to bringing together the right people and partners to forever care for this place we call home.

It's our mission to make Coopersville a better place to live and work by improving and enhancing the quality of life for all its citizens. To learn more, please contact our Director, Kari Fuller, at kfuller@ghacf.org. We look forward to seeing you at the Coopersville Chamber of Commerce Business After-Hours.

Congratulations to our 2017 Business Award Winners!



The 2017 Annual Luncheon and Awards Ceremony was held on Tuesday, May 15 at noon in the Community Services Building at 182 East St.

The Coopersville Area Chamber would like to congratulate our 2017 Award Winners!

We would like to thank our **Gem Award** winners, those businesses and organizations that have contributed \$1000 or more in goods, financial support, and services to the Chamber in 2017.

Manpower
Fairlife llc.

Reeves Plastics

Philips Machining Co.

Coopersville Area Community Foundation

Dr. Scott Robinson DDS

Aggressive Tool and Die

Betten Baker

Marketing Management

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: Professional and knowledgeable, offering a great product with a great deal! From the moment I

Moss Ridge Wine Tasting Business After Hours



walked into [Bekins](#) and saw the vintage appliances in their entry I knew they had a good thing going! Bekins has 5 star reviews on Yelp, Google, Facebook and HOUZe. I am thrilled to say that they have been a great addition to the Coopersville Business Community and deserve the RETAILER of the YEAR award with a 5 star review from the Chamber as well.

Coopersville Service Provider of the Year

Awarded to an area Service Business Owner who consistently provides quality service to customers at competitive rates and contributes to the good of the community by providing valuable services: This business is homegrown Coopersville! Their service is top notch and they are always willing to go the extra mile to meet your needs. When I had a need for several, and I mean several posters in very short notice L & L didn't even bat an eye! Not only were they done quickly and efficiently but they were perfect! Quality and Service are the norm in this quant small town print shop meeting your business needs from printing to folding, to laminating, binding and more. This year's service provider of the year is: L & L Printing

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. This Manufacturer has been in business for 55 years in the West Michigan community. What started out as 5 friends who had a strong work ethic and a commitment to excellence, grew into a world-class supplier of Class A Dies and Stamping. They pride themselves on taking a project from start to finish with a design team that is in house. Business was growing and so to was their need for a larger facility. In 2013, it was time for Ranger Die to make Coopersville their home and we appreciate all that they bring to the table. With great appreciation for their employees and crediting them for their success over the years, Ranger Die has been a welcome addition to the Coopersville Community as well as the Coopersville Chamber of Commerce! This year's Manufacturer of the year is awarded to: Ranger Die

Howard Dykhouse Best Award

The Howard Dykhouse Award is In Memory of Howard Dykhouse and his outstanding leadership to the Coopersville Community. The recipient of this award definitely has the vision of the Coopersville community in mind. What do bridges, trails and tables, uniforms, drums and an AED, tuition assistance and scoreboards, batting cages and fence caps, emergency generators and sensory equipment as well as Kids, Crafts and some Critters, Junior Achievement, Little Bits Electronics, Girls on the Run, and Therapeutic Tricycles all have in common? The answer is easy and one that we should all know and remember when it comes to community giving. The Coopersville Community Foundation and its CAYAC Board

[Moss Ridge](#) will for the 3rd year be hosting a Wine Tasting Business After Hours event on Thursday, September 13 from 5:30-7:00PM. This event is in partnership with 7 area chambers so plenty of networking is to be had! Be sure to register for this event as it is sure to be a success for both businesses and area chamber members!

We would like to thank Jim Gray and Moss Ridge for stepping up to host this event. There are discounted 9 and 18 hole golf opportunities for all you golfers out there! After tasting some amazing wines you will also have the option to purchase by the case or by the bottle. Looking forward to meeting and networking with members from the [Coopersville Area Chamber](#), [Walker Chamber](#), [Allendale Area Chamber](#), [Sparta Chamber](#), [Fremont Chamber](#), [White Lake Chamber](#) and the [River Country Chamber](#) in Newago.

Fall Job Fair October 24, 3:00-6:00PM 2018 Early Bird Registration until September 12



(Coopersville Area Youth Advisory Council) have a mission to make Coopersville a better place to live and work by improving and enhancing the quality of life for all its citizens. This year's Howard Dykhouse Best award goes to: Coopersville Area Community Foundation.

Once again, congratulations and thank you for all you do for the Coopersville Community!



**New Members
Welcome!**

[Transcend Tax Group](#)



Platinum Member

[Charter Spectrum
Communications](#)



Gold Member

The CACC also offers a one year Affiliate Membership rate to those businesses belonging to other area chambers. Please give me a call for more details!

Membership registration with the Chamber is as easy as [clicking here!](#)

Feel free to give me a call at 616-997-5164 or [email](#) me with any questions you may have!



Our 1st Job Fair was such a success we are planning another one! Be sure to get registered for early bird rates! This is a great opportunity to line up your holiday employees! We have sponsorship opportunities available as well! Sponsors will be placed at the front by the entrance to the job fair.

Future employers:

[Register Here](#)

Chamber 101 - Starting a new business and Marketing your old business. Presented by: Terri Veen

Our next Chamber 101 will be held on October 16, Tuesday at 7:30AM in the Chamber Office. Terri Veen the new Executive Director of the Chamber will present at this next Chamber 101. Take this opportunity to get the inside scoop on Marketing Your Business. Terri comes to the chamber with an abundance of marketing and social media experience.



[Register Here](#)

Facebook expert needed...

Do you know how to Facebook? Do you know the ins and outs of setting up a business page and merging or deleting pages? The chamber is looking for some advice regarding our FB page and would love to meet with you! Please contact me via [email](#) or give me a call at 616-997-5164. Your help is much appreciated!

**2018 - 2019 Chamber
Community Profile & Business**

We are looking forward to your business partnership!

CACC Board of Directors Seeking Members at Large and Board Member Nominations



If you are interested in becoming more involved and learning more about the Chamber being a board member or a member-at-large may be just the thing for you! We have 2 member at large positions open and would love to see some new faces on our board (available immediately)!

We also will have 3 board member positions available (Fall elections). Each member at large position is a 1 yr. commitment although it can be renewed for a 2nd year. Each Board Member position is a 3 year commitment. Members at large are assigned by the Board, while board members are nominated and voted on by the chamber members. If you are interested or would like more information please contact us at the Chamber office: 616-997-5164 or email at rwieten@cooperville.com

STRATEGIC PARTNERS 2018

Many organizations such as ours have membership levels based on financial contribution. Strategic Partners 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!

Perhaps your business may want to be a Strategic Partner as well!

Directory

We have been self-publishing the Chamber's Community Profile and Business Directory with the help of Marketing Management Services since 1999. With changes in technology we have been able to maintain or reduce advertising costs while expanding the size (6x9"), number of color pages (from 18 pp to 36 pp), quantity of books printed (10,000 to 15,000) and scope of distribution (from 2,100 to 6,000+ ea yr). But the expenses are catching up with technology so we will be raising advertising rates 10% for the next bi-annual 2018/2019 Chamber Directory. All ads run TWO years.

Aren't Printed Directories Obsolete? With the deluge of electronic search engines and the multitude of social media outlets, you'd think printed directories are "old hat." But advertisers have found the exact opposite to be true.

According to a Wall Street Journal article, because of the glut of electronic media, print is becoming MORE effective. Advertisers are using printed materials as their "window displays," print builds brand awareness and print ads provide "ideas for for things customers didn't even know they wanted"... Customers who visit a website after receiving a printed catalog ad are 20% MORE likely to buy on their first visit and spend 1-1/2 times MORE.

So print is a great way to supplement electronic outreach.

If you have questions you can call, text or email Phil Cok at 616.581.9340 or philip@marketingmanagementllc.com. Reservation forms with 2016/2017 pricing can be downloaded here:

[2018 Directory Grandfathered Pricing](#)

What is new with Chamber Master?

Your connection to the Chamber Web-Page

Jobs, Jobs, Jobs!

Post Jobs on our Webpage! [Click here.](#)

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, events and more. One great

SELF LUBE™
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[Metron Integrated Health Systems](#)



[BettenBaker](#)



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[Marketing Management Services](#)



[Robinson Dental](#)



[Manpower](#)

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!

Be a Business After Hours Host in 2019!



The Chamber is looking for a few members to host Business After Hours during 2019. These events take place 2-3 times a year. Dates are flexible to accommodate your busy schedules!

Sponsorship Benefits:

- Your business's name and logo will be on all advertising, emails and website posting.
- You will have an opportunity to provide promotional information and materials at your event.
- We will provide mailing labels for your invitations
- Levels of sponsorship can be discussed. Please give us a call for more information!
- Please [contact](#) me for more information!



Please note our address is:
182 EAST St.

Please contact me at the chamber office with any questions you may have at 616-997-5164. I am



[fairlife](#)



[Rotary of Coopersville](#)



[Continental Dairy LLC.](#)



[Coopersville Area Public Schools](#)

Please give us a call if you are interested in being a 2019 Strategic Partner!

available Tuesday and Thursday from 8-1 and other hours by appointment.

Sincerely,
Rose

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](#)