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# Quarterly Connection

## Ponderings of the President

*President's Speech, 2020 Virtual Annual Awards:*

2020 was a very trying year for businesses in town. I am amazed at how many of our members rolled up their shirt sleeves and took this pandemic head on! I know things were difficult but we are seeing a light at the end of the tunnel.

We had some very positive things happen at the chamber in 2020 even during what seemed to be the worst of times. We participated in the Consumers Energy "Our Town" Gift Certificate program that matched dollar for dollar on gift certificate purchases of up to \$9000, resulting in \$18,000 circulating around town for our members. We also established the Chesaning Chamber Foundation so that in the future we can offer more assistance to our members and the community when challenges arise. We also had one of the most successful golf outings that we can remember, thanks to our generous members and golfers.

This year we are planning on having our Fireworks display and, so far this year, we have had the best raffle ticket sales in recent history to support it.

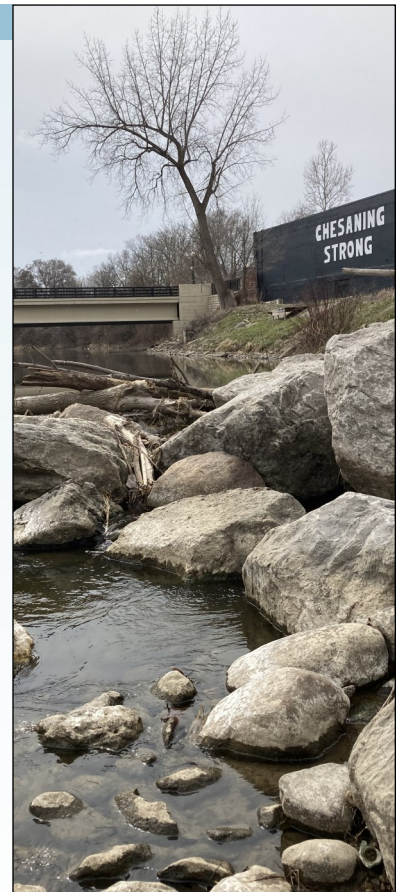
I want to thank all of our members for *Sticking With Us* in 2021; remember, the Chamber is here for you! Please take advantage of your membership perks. We have a lot to offer.

I know that in 2021, Chesaning will come out of this pandemic stronger than ever!

Yours in business,

Greg Bruff, 989-280-4938  
Board of Directors President

(Be sure to check out the 2020 Virtual Annual Awards video on our website for this speech and more!)



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### 1st Quarter Event Report

- 2020 Virtual Annual Awards: See inside for our Award winners and 2020 Reports
- A Virtual Lunch & Learn was held February 24 hosted by Samantha Coykendall of Lippert who offered Human Resources tips and trends.
- The Chamber partnered with the SBA to present a Small Business Recovery and Resilience Webinar on March 18.

Congratulations 2020 Chamber Award Winners! These outstanding community members were honored in the Tri-County Citizen and online on February 27-28:

- Star Employee:  
**Teri Symons**, Animal Health Care of Chesaning
- Volunteer of the Year:  
**Bonnie Bliss**, New Wine Church
- Distinguished Chamber Member of the Year: **All 2020 Chesaning Chamber Members!**

Be sure to watch the Chamber's 2020 virtual awards video which can be found on our website under the Annual Dinner Tab (Events).

## Chamber Perks Benefit Members in 2020

There's no doubt about it... our Chamber Gift Certificate program and digital sign by the post office were the two most popular member perks used during 2020. Our gift certificate report is shared below but we wanted to give you some statistics about the use of our sign, too!

In 2020, 57 of our chamber members took advantage of their sign benefits. Some only advertised for a few days and others used every drop of the weeks they were allotted based upon their membership level. The sign was used to share event information, promotions and sales, congratulatory messages and

even public service announcements. Feedback from our members indicates that many felt the sign was a great marketing tool, noting that they had customers mention "I saw it on the sign" when asked where they heard about a sale or event. Be sure to make use of this valuable membership benefit in 2021!

Speaking of benefits, have you verified your listing on our chamber website recently to ensure that your information is up-to-date? Visit [chesaningchamber.org](http://chesaningchamber.org) today and review the "Our Members" tab to find your listing... please email any edits to the Chamber office!

*"Run when you can, walk if you have to, crawl if you must; just never give up."*  
– Dean Karnazes

### 2020 Gift Certificate Report

Over \$24,680 gift certificates were sold in 2020 (including \$18,000 from the Consumers Energy Our Town matching grant!) and by the end of 2020, only \$6000 were redeemed by 25 members... Many certificates are still in the hands of customers! Our top redeeming members were:

- Ed Rehmann & Sons \$1410
- Frank's Super Market \$810
- Mel Ervin Ford \$460
- Pintown Pizza and Lanes \$405
- Showboat Restaurant \$365

Honorable mentions go to Indian's Cafe (\$355), Ace Hardware (\$340), and Self Serve Lumber (\$330).

## Looking Forward to Spring Events!

Be sure to share your spring and summer events with the Chamber as soon as possible for maximum exposure on social media, the community calendar and our sign. Find more information about the events below at [mychesaningcalendar.com](http://mychesaningcalendar.com)!

- Zion Evangelical Lutheran Church will be hosting a Drive-Through Easter for Kids on Saturday, March 27, from 10AM to noon
- Versiti Blood Center of Michigan is holding a blood drive at Chesaning-Brady Fire Hall on March 31-April 2. If you sign up online at [donate.michigan.versiti.org](http://donate.michigan.versiti.org), give credit to Chesaning High School to help them meet their grant goal by including "CHS" in the comments.
- The Lion's Club is offering it's Annual Easter Egg Hunt in Showboat Park on Saturday, April 3 at 10AM for children ages 1-11
- Christ Evangelical Lutheran Church & School invites you to Easter for Kids on Saturday, April 3 at 10:30AM
- Kiwanis Club presents their Annual Kids Spring Sucker Fishing Tournament from 10AM - 1PM on Saturday, April 17
- The first Chesaning Car Cruze night of the 2021 season is on Saturday, April 17
- Saginaw County Fairgrounds will be offering their annual Weekend In The Country Shopping Festival on Saturday and Sunday, May 29 and 30 (Memorial Day Weekend)
- Save the date: Fireworks in Showboat Park are planned for Thursday, July 1!



**2021 Chamber Board of Directors**

(From top to bottom, left to right)

- Steve Keck, Treas.
- Nick Stoddard
- Jeremy Hoover
- Ron Poyer, V. P.
- Juan Bush
- Greg Bruff, Pres.
- Samantha Coykendall
- Bobbi McIntyre
- Jessie Stewart, Sec.
- Laura Greenfelder
- Lori Austerberry (not pictured,
- Jeri Birchmeier)

**2021 Foundation Board of Directors**  
(Left to right)



Samantha Coykendall, Jami Hoover–Sec., Ron Poyer-Pres., Bobbi McIntyre, Greg Bruff, Tina Powell (not pictured, Louie Escamilla, V.P.)

## Chamber Foundation Supports First Project

In February, the Chesaning Chamber of Commerce Foundation announced that their first project as a newly-formed 501(c)(3) organization would focus on giving immediate financial assistance to local restaurants who have been most affected by the coronavirus pandemic.

Inspired by the success of the Consumers Energy Our Town Gift Card promotion, the Foundation Board of Directors voted to use a portion of the funds donated by the Ed Rehmann and Sons, Inc. Chesaning Strong t-shirt campaign to create “March Gift Card Madness”. Funds were divided equally between the qualifying restaurants that applied for the program, allowing them to match their customers’ gift card purchases on a pre-determined sale date of their choice. The 1:1 matching grant provided a quick source of income for the restaurants in the form of gift card sales while encouraging local residents to continue to dine locally.

Participating restaurants included Granny’s Kitchen, Malt Shoppe, Pintown Pizza & Lanes, and Showboat Restaurant. Most of the restaurants reported that they sold out of their matching gift cards within the first two days that they were offered.

To learn more about the Chesaning Chamber Foundation, visit their page on the Chamber’s website at [chesaningchamber.org/chamber-foundation](https://chesaningchamber.org/chamber-foundation). The Foundation board is working hard to find ways to help grow local businesses, support local arts and entertainment, enhance community amenities, and provide resources for professional development, training, and scholarships for area employees and students.

The Foundation will be releasing information soon about its plans for a kick-off event and fundraiser. Be sure to watch the Chamber emails, webpage, and Facebook page for updates!

## Celebrating Milestones

Every year, we enjoy noting our members’ 5-year-increment anniversaries! This quarter, we kick off the party with these achievements:

### 5 YEARS - 2016

**Granny’s Kitchen** - Serving “good, old-fashioned home cookin’ from the heart”, Granny Char and Pitmaster Mike dish up delicious family favorites, smoked meats, and homemade desserts and pies.

**Poppin’ Décor Balloon Co.** - Specializing in unique balloon creations for all occasions, including bouquets, sculptures, large event decorations and more, this creative business recently added yard cards for drive-by parties and contact-free celebrations.

**State Representative Ben Frederick** - Representing the 85th District, which includes Shiawassee County and the southwestern portion of Saginaw County, Rep. Frederick was first elected to the Michigan House of Representatives in November of 2016. He currently serves at the House Majority Floor Leader and helps to set the agenda and priorities for the House.

### 10 YEARS - 2011

**Big Rock Millwork** - Formerly “Chris and Company”, Big Rock Millwork, owned by Chris Beldyga, designs and manufactures commercial and residential furniture specializing in custom cabinetry suited to the needs of financial institutions across the nation.

## Chamber Mission & More

*The Chesaning Chamber of Commerce works diligently to achieve its mission to actively foster business growth, member services and a united community.*

### REMINDER:

Are you receiving our Friday email blasts? Please make sure that your address is up-to-date with the Chamber office so that you don't miss out on important and timely news!

## Tidbits & Tips (Newsworthy Notes from our Chamber, Members, and Community)

- The Chamber Marketing Team is working on a brand-new "Chesaning Fun Guide" and Membership Directory with plans to distribute them locally and across the state by early May. All members will be included free of charge!
- The Chamber Fireworks Committee is working hard to plan a fun and COVID-safe fireworks display in Showboat Park on July 1, 2021. Vendor forms and sponsorship packages will be available soon... watch your emails for updates!
- Lippert Components, Inc announced in January that it has rebranded its core businesses to "Lippert™." The parent company of Lippert will remain "LCI Industries."
- Mow & Snow offers commercial and residential lawn services, landscaping, driveway installations and more... call 989-860-8610 for spring and summer bookings.
- Paramount Children's Therapy Center has opened in the former PNC Bank building and will be celebrating with a ribbon-cutting soon; Stay tuned for more details.
- Don Felipe's Mexican Restaurant is planning to open in early May in the former Indian's Café location in downtown Chesaning.

### Chesaning Chamber of Commerce

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PLEASE  
PLACE  
STAMP  
HERE

Chamber Member

