

Coopersville Area

CHAMBER OF COMMERCE

Your Business | Your Community | Your Future | Your Chamber

Coopersville Area Chamber of Commerce

Winter 2018 Newsletter

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Greetings!

Happy New Year to our Chamber Members and Friends of the Chamber!

Obviously winter has settled in to West Michigan and snow has become our new norm! I am hoping that this newsletter reaches you in good health and ready to take on the New Year!

The Chamber has been diligently working on our events schedule for 2018! As mentioned in the last newsletter we will not be holding an EXPO this year but in it's place we will hold a job fair on Thursday, March 8 for our businesses and community members! Over the past few years workforce management has been a hot topic of discussion and we are hoping that our Lunch and Learn and Chamber 101 events along with the Job Fair will address some of these questions that our members have brought forward. Please read on in the newsletter for more information on all of these or turn to our calendar of events on our website for more information, sponsorship and registration opportunities!

All my best for a Happy and Healthy New Year,
Rose

Rose Zainea-Wieten
Executive Director
Coopersville Area Chamber of Commerce
198 East St.

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

Adam Sheridan
Sheridan Law PLC
Adam.Sheridan@sheridanlawplc.com

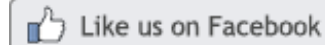
Julie Green
Boes Financial Center & Money Concepts
JGreen@boesfinancialcenter.com

Phil Hayes
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

Coopersville, MI 49404
rwieten@coopersville.com
616-997-5164



Complimentary Annual Membership Breakfast and Networking

Each year our Board of Directors host's a membership breakfast. Plain and simple this is an opportunity to meet your board of directors and network with other chamber members. On November 1 the Chamber Board of Directors hosted the 2017 membership breakfast for all chamber members as well as perspective members! We would like to thank fairlife (best chocolate milk ever) and Gavin Orchards (who doesn't like a Honeycrisp fresh picked from the orchard?) who provided some great take home treats!



Schedule of Chamber Events 1st quarter of 2018

January 16, Tuesday 12noon. Lunch and Learn "Recruiting and Hiring: Winning the war on Talent!" [Register Here](#)

February 9, Friday 12noon, Chamber Connected Women Distinctive Catering, Wyoming. More Information to come.

February 20, Tuesday 12noon. "Understanding Millennials in the Workforce and Motivating for Success!" [Register Here](#)

March 8, Thursday 1-6PM. Job Fair More Information to come.

March 21, Wednesday, Business Blind Date, Hudsonville. More information to come.

Manufacturers Summit Makers & Doers

The Chamber hosted the 1st Manufacturer Summit on October 17. We have heard some very positive comments from the participants. We would like to thank all those that attended as well as our sponsors: Continental Dairy and ChoiceOne Bank.

This educational event provided information and discussions that benefited the local manufacturing community and other area businesses. Eight topics were planned, ranging from human resource issues to food safety to succession planning.



**Please click on the links to
nominate businesses for the
2017 Awards!**

2016

Award Winners



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.



Reeves Plastics

Coopersville Service Provider of the Year

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



Robinson Dental

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.



2018 Invoices and Updated Membership Benefits

[illegible]

Please note that the Chamber Board of Directors has chosen to update membership benefits and fee



Betten Baker Chevrolet Buick

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



Kathy "Gomez"

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.

Gem Award Winners

Thank You... to those businesses and organizations that have contributed \$1000 or more to the Chamber in 2016.



Coopersville Area Community Foundation

schedules. Invoices were emailed on November 1. Invoices that have not been paid by January 9 will be mailed via USPS. If when you receive your invoice you see a need to change or update your membership level feel free to call or [email](#) the chamber office and we can make the adjustment to your invoice. Please note the changes of membership levels and benefits in the above document.

****We are actively seeking 2018 Strategic Partnerships.**

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 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!

Be sure to login to your member portal to update information regarding your business and representatives!

New Board Members Announced:

Please welcome to our Board of Directors:

Jared Schuitema - West Michigan Works, January 2018-2020.

Adam Sheridan - Sheridan Law PLC, January 2018-2010.

Julie Green - Boes Financial Center and Money Concepts, January 2018-2010.

Phil Hayes - Main Street Wealth Management, January 2018 2 year term. (replacing Chloe



Betten Baker Chevrolet Buick



Marketing Management
Aggressive Tool and Die



Polkanis)

Margaret Baker - Coopersville Area Public Schools, January 2018 1 year term. (replacing Tim DeWitt)

* We do have 2 (1 year term) member at large positions available for anyone that may be interested. Give me a call for more information! 616-997-5164.

Networking Across the Communities

The Coopersville Area Chamber of Commerce along with the Allendale Chamber of Commerce held a Coffee and Donuts networking event on Wednesday, November 15. This was our 3rd annual event and was hosted at Northern Physical Therapy on Conran Dr. right here in Coopersville.



Coopersville Area

CHAMBER OF COMMERCE
Your Business | Your Community | Your Future | Your Chamber

**New Members
Welcome!**

**West Michigan Elite
Pom and Dance**



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!
We are looking forward to your business partnership!

Job Fair Coming March 6, 2018



In place of our yearly EXPO the Coopersville Chamber will be holding a Job Fair on Thursday, March 8, from 1-6 PM. We have had several member requests for this and feel it may be a great option for our membership. We are excited about this opportunity and hope you will be as well! Watch for an email blast for more information, registration and sponsorship opportunities!

STRATEGIC PARTNERS 2017

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!

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



[SelfLube](#)



Annual Meeting and Luncheon Save the Date!



Our Annual Meeting and Luncheon will be held on Tuesday, May 15 at 12 noon. This is always a great time to get the most up to date info regarding the chamber and our events. Please save the date and be sure to register via our website or by following this link: [Annual Luncheon](#)

Membership Directory 2018

2018 - 2019 Chamber Community Profile & Business Directory

We have been self-publishing the Chamber's



[Metron Integrated Health Systems](#)



[BettenBaker](#)



[Marketing Management Services](#)



[Coopersville Area Community Foundation](#)



[Robinson Dental](#)



[Manpower](#)

Please give us a call if you are

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.

But if you act fast, you can grandfathered in at 2016/2017 rates. If you renew your ad (new, same size or larger) for the 2018/2019 directory before February 28, 2017 you will pay the old rates. We save the time and expense of mailing reminders, you get grandfathered in at 2016/2017 rates. So get on the stick and get ahead of the game and send in your deposit.

Grandfathered two-year rates (\$b&w/\$color) are: 1/4pg vertical ad \$500/\$730; 1/2pg horizontal ad \$775/\$990; full page vertical \$1130/\$1350; inside covers (color only) \$1700; page 1 \$1450; back cover (color only) \$1980. Ad positions are first come, first served. 50% deposit guarantees price and placement.

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](#)

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

interested in being a 2018
Strategic Partner!

37th Annual Nighttime
Christmas Parade
"It's a Magical Christmas"
Grand Marshalls: Lori's Voice
Friday, December 1st, 2017

This year's parade was one of the largest and best yet! Thanks to our sponsors and so many in the Coopersville Community that helped to put on this amazing community event! The parade is an awesome way to start the Holiday season!



Thank you 2017 Presenting Sponsors

Betten Baker Chevrolet Buick

Scott Robinson Dental

Aggressive Tool & Die Inc.

Reeves Plastics

fairlife, llc.

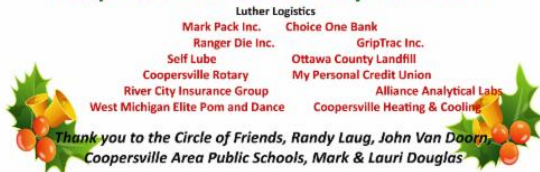
Philips Machining Co.

Conveyor Concepts of Michigan

Tasker's Drug Store AcenTek

Continental Dairy Facilities

Coopersville Area Community Foundation



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](#)

Be a Business After Hours Host!



The Chamber is looking for a few members to host Business After Hours during 2018. 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!



