

Coopersville Area

CHAMBER OF COMMERCE

Your Business | Your Community | Your Future | Your Chamber

Coopersville Area Chamber of Commerce

Spring 2018 Newsletter

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Greetings!

What an exciting start to 2018!

Since coming on-board with the Coopersville Chamber of Commerce in November of 2012 and officially starting my position in January of 2013, life has been a time of great growth and satisfaction, both personally and professionally. I will be accepting a new full time position as chief grandmother, wife and mom to my family beginning on November 1st. Our family has doubled in size, and my careers have doubled as well. I am excited, after working the past 48 years, to be with family as my new full time job. Chuck and I have ordered our SCAMP travel trailer (no more tents for us!) and will hope to spend lots of time with family and friends doing what we love, i.e., reading, traveling, camping and relaxing! I have worked as an ice cream scooper to an executive director. I was a teacher for 35 years in-between those 2 jobs! Life has been rewarding to say the least! I have been blessed over the years by having mentors, as well as other professionals, to help guide me along the way! We have created a [job description](#) and are accepting applications for the new ED. I plan to stay on as needed to assure that all goes well in creating a smooth transition. As many of you know Coopersville has had a special place in my

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

heart over the past 32 years and always will be my second home!

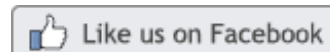
On another note...We have kicked off our Lunch and Learn and Chamber 101 series with some amazing speakers and presentations that have revolved around "Workforce Management". Going along with that theme, we just finished up our first job fair! Thank you to our businesses and community members that helped to make the Job Fair a successful event! Our next Chamber 101 will be held on April 17 and will be a panel discussion about **"Retention and Morale of Employees"**. We have some very successful chamber members that have expertise in this area that will be leading the discussion so be sure to [get registered](#) soon for this breakfast event!

The Annual Meeting and Awards Luncheon will be held on May 15 at noon. Follow this [link](#) to register for our yearly luncheon and meeting!

This year the Chamber will **not** be holding the Legislative Luncheon in June but hope to possibly revisiting this event in 2019. Good luck to all the local candidates! We will be keeping a close eye on the elections in the fall!

Thanks for taking the time to read our newsletter!
Happy Spring!

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



Schedule of Chamber Events 2nd quarter of 2018

April 17, Tuesday 7:30AM Chamber 101: Panel Discussion: Retention and Morale of Employees
[Register Here.](#)

May 11, Friday 12noon. Chamber Connected Women. Communicating with Resilience Under Pressure [Register Here.](#)

May 15, Tuesday 12noon. Annual Meeting, Luncheon and Awards. [Register Here.](#)

We are in great need for nominations for the 2017 Business Awards!
Please click on the links to nominate businesses for the 2017 Awards!

**2016
Award Winners**

A Letter from the President of our Board of Directors: Jared Schuitema

2018 Annual Luncheon

and Nomination Links



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.



Annual Luncheon

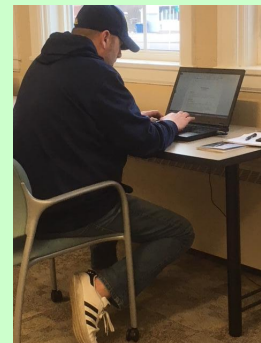
We will hold our Annual Luncheon and Awards meeting on Tuesday, May 15 at noon. The luncheon will be held in the Heritage Room in the Community Services building.

We appreciate your membership and enjoy visiting with our members at this luncheon.

Early registration is greatly appreciated for planning purposes.

[Please register here.](#)

Job Fair March 8, 2018





Betten Baker Chevrolet Buick

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



Kathy "Gomez"

**Coopersville
Area**
CHAMBER OF COMMERCE
Your Business | Your Community | Your Future | Your Chamber

**New Members
Welcome!**

[Combined Insurance](#)



[Elite Medical Associates](#)

[Xtreme Truck & Auto Center](#)



Our 1st Job Fair was a success!

Thank you to our businesses and community members that worked so hard on the Fair!

We had 21 businesses participate and had 135+



Chamber 101 - Panel Discussion

Our next Chamber 101 will be held on April 17 at 7:30AM in the Chamber Office. This will take on a bit of a different format than the usual programming we offer. The Panel Discussion: Key's to attracting, retaining and morale of employees Presented by: West Michigan Works, Employers Association of West Michigan, ManPower, Northern Physical Therapy, and IT Resource should prove to be an interesting event. We have had a great turn out for our Lunch and Learn and Chamber 101 series and hope you will consider joining us on April 17. [Register Here.](#) Come prepared to ask your questions regarding how to attract and retain employees and offer a healthy productive work atmosphere.



STRATEGIC PARTNERS 2018

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](#)



[Metron Integrated Health Systems](#)



[BettenBaker](#)

2018 - 2019 Chamber Community Profile & Business 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.

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.



[Marketing Management Services](http://www.marketingmanagementllc.com)



[Robinson Dental](http://RobinsonDental.com)



[Manpower](http://Manpower.com)



[fairlife](http://Fairlife.com)



[Rotary of Coopersville](http://RotaryofCoopersville.org)



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.

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](#)



COOPERSVILLE

Area Public Schools

One Community. One Campus.. Endless Opportunity.

[Coopersville Area Public Schools](#)

**Please give us a call if you are
interested in being a 2018
Strategic Partner!**