



# LAKE SHORE CHAMBER

Your source for business and tourism information.

## Officer Clark Speaks About Identity Theft

Are you concerned about business and personal identity theft? Officer Michael Clark, representing Baroda-Lake Township Police Department, strongly urges you to protect your business by preventing identity theft. Protecting the personal information of your customers, your employees and yourself is the number one way to prevent identity theft.

To learn more about identity theft, please join Officer Clark at the next General Membership Meeting on Tuesday, July 24 at 12 noon. The luncheon will be held at the Park Inn Conference Center in Stevensville. Cost for this informative luncheon will be \$10 per person and includes a salad & sandwich buffet...and dessert.

For reservations, please call the Chamber office at 429-1170 and/or payment to the Lakeshore Chamber of Commerce, P.O. Box 93, Stevensville, MI 49127 by July 20. All members and non-members are welcome.



## Lakeshore Chamber On WSJM Radio

WSJM AM 1400 is part of the Mid-West Family Broadcasting in Michigan's Great Southwest, known for daily news, talks and sports. Lakeshore Chamber members, Griffin Ott and John Walker, along with Officer Clark will be part of an upcoming talk show with Brenda Layne to discuss happenings from the Chambers Quarterly General Membership Meetings beginning in July.

Brenda Layne has been with Mid-West Family Broadcasting and on the air on WSJM since 1981. Her community affairs talk show, "In the Spotlight," has been airing weekday mornings since 1991. Stay tuned to WSJM AM 1400 for all your daily news, talk, sports and listen for our very own Lakeshore Chamber "radio celebrities."



## Utilizing Direct Mailing Lists

This year the Lakeshore Chamber Board of Directors recognized that despite the hype of online advertising, direct mail is still a very effective form of advertising. Although limited, the Chamber is currently updating its mailing list in order to provide all members an additional key to a more successful direct mail campaign.

Many people make the mistake of utilizing only the names and addresses they have (usually a past or current customer database) for their direct mailing, despite the objectives of their direct mail project. According to experts, you should be mailing to your past/current customers on a regular basis, but there are a lot of other people and businesses that you can be communicating with to grow your business.

As part of current membership, members will have permission to utilize the Chamber's permit for their bulk and/or direct mailing goals. Members will pay for postage only. A \$200 savings! This is just one more benefit to being a member of the Lakeshore Chamber of Commerce.

## USASA Event Was A Hit

In case you missed all the excitement, the Stevensville and St. Joseph communities hosted the 2007 Midwest Regional Finals of the USASA on June 14-17, with over 1,000 participants visiting the area. The event showcased the state soccer champions of 14 states in the region vying for regional championships in eight divisions. The coordination of the event required the help and promotional support from local businesses and residents.

The Lakeshore Chamber answered a plea for help from Bruno Trapikas, Director of USASA Midwest Region, by providing a promotional flier of members' restaurants and a map in the welcome packages of all participants. In addition, the flier welcomed everyone to the sunset shores of Lake Michigan and provided the chambers' wishes to an injury free, fun filled tournament with exciting goals and great sportsmanship!

A huge thank you to Rob Burgess and John Walker on the pursuit of just another...successful activity in the support of the community and visitors alike.

## E-mail Communications

We are in the process of compiling a confidential e-mail list. This e-mail list will be used for Chamber business only ie. Weekly e-mail announcements. The Chamber will not share or publish the addresses. If you are not currently getting e-mail communications from the Chamber office, we ask that you please send your current email address to us at [information@lakeshorechamber.org](mailto:information@lakeshorechamber.org).

## Phone Versus E-mail

According to a recent article sighted, The People's Media Company (Associated Content) reports that it is more tempting than ever before to resign all forms of communication to e-mail. If you are working from home, it is much easier to shoot clients an e-mail to ask a question or to inform them of a problem, rather than picking up the phone and giving them a call. The problem lies in that if one form of communication is exclusively used, you are abandoning the benefits of the other.

The Lakeshore Chamber believes both phone and e-mail communication have pros and cons, and you should never resign yourself to one or the other in all situations. Below are helpful "etiquette" tips when using e-mail and phone communications.

### Tips for E-Mail Etiquette

1. Create a professional signature for the end of the e-mail that states your name, professional title, name of your business, phone number and e-mail address as an easy reference for the recipient.
2. Always start a business e-mail with a common salutation, such as Dear Mr. Smith, rather than no personal introduction.
3. If a response to your e-mail is requested, ask the customer or colleague to respond at their earliest convenience and medium they prefer – phone or e-mail.
4. Try to avoid punctuation and spelling errors. Today, almost, if not all, e-mail programs have a spell check. And, avoid casual abbreviations ie. U (you). It is not professional.

### Tips for Phone Etiquette

1. Immediately identify yourself by your name, title and business.
2. Ask the recipient if they have time to talk, and if not, ask when is a good time to call back.
3. Leave short, concise messages on voice mail with your return phone number.
4. Speak clearly and loudly enough that the recipient can understand the reason for your call.

## Chamber Takes A Stand

A resolution to support timely action for providing a stable Michigan budget and business tax laws was introduced at the General Membership Meeting on April 20, 2007. The Lakeshore Chamber Board of Directors "advocates for rapid and fair resolution of the business tax issue." The Chamber also went on record stating that they "wish our State Senator and State Representatives resolve the issue of replacing the Single Business Tax in a bipartisan manner that will benefit the businesses and residents of the Lakeshore area and the entire State of Michigan." Additionally, the Chamber strongly encouraged the Michigan Legislature to "move with deliberate speed to pass into law in the first half of calendar year 2007 a replacement for the Single Business tax with a tax that is fair, simple to administer, and such that the Michigan business community can accurately calculate their tax liability and move on since this is important for Michigan's ability to retain existing businesses as well as recruit new business to our State."

For further research, the Citizens Research Council of Michigan provides factual, unbiased independent information on significant issues concerning state and local government organization and finance. CRC can be found at [www.crcmich.org](http://www.crcmich.org).



### Board of Directors

Diane Mensinger, President  
Village of Baroda  
Kristine Williams, 1<sup>st</sup> Vice President  
Chemical Bank  
John Walker, 2<sup>nd</sup> Vice President  
United Federal Credit Union  
Paul Roy, Secretary  
Lincoln Township Library  
Kim Richardson, Treasurer  
1<sup>st</sup> Source Bank

Jim Archer, Chemical Bank  
Dave Boelcke, Boelcke Heating  
Jim Brow, Baroda Township  
Rob Burgess, Lakeshore Public Schools  
Sharon Geisler, Lincoln Charter Township  
Jessica Kehrer, 1<sup>st</sup> Source Bank  
Marilyn Lauer, Crown Pointe Senior Living  
Griffin Ott, Ott Insurance Agency  
Bernice Tretheway, Retired  
Bret Witkowski, Berrien County Treasurer  
Larry Wozniak, Park Inn  
Regina Ciaravino, ExOfficio

### Contact Us.

Phone: 269.429.1170      Mailing Address: 4290 Red Arrow Hwy.  
Fax: 269.429.8882      P.O. Box 93  
Stevensville, MI 49127

E-mail: [information@lakeshorechamber.org](mailto:information@lakeshorechamber.org)  
[www.lakeshorechamber.org](http://www.lakeshorechamber.org)

## New Member Spotlight

Welcome new Lakeshore Chamber members: Linda Beushausen, President and CEO Hospice at Home, Inc. and Kelly London, Branch Manager Edgewater Bank. In addition, welcome back Culvers, as a returning member.

### *Hospice at Home*

Hospice at Home has been providing quality care to people adjusting to living with serious illness, to people facing life-limiting illness, to people anticipating the death of a loved one, or to people healing their grief after the death of a loved one. Serving Berrien, Cass, Van Buren, and Allegan Counties for over 25 years, the hospice care is coordinated by a team of physicians, nurses, home health aides, social workers, spiritual care counselors, bereavement coordinators, and trained volunteers. Their care goes above and beyond traditional care to help patients live the highest quality of life during their final months. In addition to hospice care, Hospice At Home provides a Palliative Care service providing care any time during a patient's serious illness - often much earlier than hospice care. Their bereavement staff and trained facilitators offer grief healing services at Lory's Place, individual homes, schools, community centers, and workplaces. With local offices in St. Joseph, Buchanan, and South Haven, Hospice at Home staff is also available to provide informational programs and answer questions. Please call Hospice At Home today.

Linda Beushausen, CEO/President  
E-mail: [lbeushausen@hospiceathomecares.org](mailto:lbeushausen@hospiceathomecares.org)  
Phone: 269.429.7100 or 800.717.3811  
Website: [www.hospiceathomecares.org](http://www.hospiceathomecares.org)



Edgewater Bank is a locally owned, full-service financial institution serving Southwest Michigan since 1910. Our newest office is located in Royalton Township on the corner of Hollywood and Glenlord Roads. By offering exceptional personal service, the staff there has made the new branch very successful. We offer a variety of personal and business checking and savings accounts to meet the needs of the community. With free online banking you can access your account anytime to transfer funds between accounts or see a copy of the checks you've written. For qualifying accounts, you will even receive a refund on foreign ATM charges. Deciding on where to go for a loan doesn't have to be confusing. At Edgewater Bank, we allow it to be simple. If you're planning to buy a

*Edgewater Bank Continued...*

home, car, boat or even if you're planning that dream vacation, we offer a wide variety of flexible programs.

Kelly J. London, Branch Manager  
E-mail: [klondon@edgewaterbank.com](mailto:klondon@edgewaterbank.com)  
Phone: 269.429.2980  
Website: [www.edgewaterbank.com](http://www.edgewaterbank.com)

## Around Our Town

The Lakeshore Chamber represents the areas of Stevensville, Baroda and south St. Joseph. This summer, the Chamber encourages you to get out there and support the Activities, Beauty, Community (ABC's) of Lakeshore.



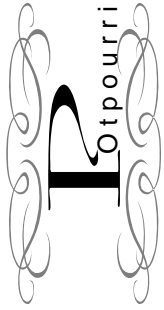
The Lincoln Township Library has a vast number of activities for all ages from summer reading programs and knitting groups to Monday movie matinees and the Harry Potter Release Party! Or, how about some "roller" fun at Lakeshore Roller World? South Shore Health & Racquet Club is a wonderful club to join whether you are looking for a year-round membership or a one day drop-in. Enjoy swimming, tennis, state-of-the-art fitness equipment and more. Tabor Hill Winery, along with other local wineries, create the finest wines from grapes grown exclusively on Lake Michigan's eastern shore. Visit the local wineries...or better yet, schedule a tour throughout Southwest Michigan's beautiful wine region from Fruitful Vine Winery Tours in Stevensville.



The Lakeshore area is comprised of beautiful parks and beaches. Did you know Baroda Township Park has a pavilion with picnic tables, electricity and a quaint old handle pump for water? The park also has baseball and soccer fields, in addition to boat access, for fishing, to Hess Lake. Other must visit parks in the Stevensville-Lincoln Township area include Baroda Village Park (picnicking and playground), Glenlord Beach (picnicking along Lake Michigan), Lincoln Township Park & Nature Center (boardwalk and easy access to beach) and North Lake Park (picnicking and playground).



Got Golf? The Lakeshore Excellence Foundation does! You can take part in their 5<sup>th</sup> Annual Golf Outing at Lake Michigan Hills Golf Course on August 6. Additional information and registration at 428-3379. The Discover Stevensville Festival committee is preparing a community cookbook, in memory of Margaret Schaus, as part of their fund-raising activities for the 2008 festival. The cookbook will be a flavor of recipes and remembrances of the Lakeshore community. If you would like to donate a recipe and/or remembrance, please send to [karen.lemieux@sbcglobal.net](mailto:karen.lemieux@sbcglobal.net).



### Got Ideas?

The Lakeshore Chamber welcomes your input. Please submit any/all ideas, business news, or community events for possible inclusion in the next issue of Lakeshore Chamber to [karen.lemieux@sbcglobal.net](mailto:karen.lemieux@sbcglobal.net). Does your business allow for a discount to Chamber members? We are looking into creating a Member2Member Discount listing.

### Appreciation

The Chamber would like to thank all the volunteers at Crown Point Senior Living Community for helping in the successful launch of our newly designed newsletter.



Mark Your Calendars

SEPTEMBER 8

**BARODAFEST**  
(Town of Baroda)

Volunteers

Contact the Township or Village Hall for meeting dates and times via phone 422-1779 or 422-2300.



### Lakeshore Chamber Membership Benefits

Increased Visibility in the Community

Free Participation in Tourism & Visitor Welcome Packet

Free Directory Listing & Receipt of Quarterly Newsletter

Numerous Educational Opportunities

Naming of Lakeshore Chamber Business of the Year Award

Local Festival and Event Support

Chamber Website Referrals and Promotion

Special Event Advertising

Networking at General Membership Meetings

Bulk Mailing Permit Permission

Inclusion in the New Member Spotlight

Ribbon Cutting Ceremonies

Membership Only \$65

