



LAKE SHORE CHAMBER

Your source for business and tourism information.

Chamber General Membership Meeting

Join us on Tuesday, October 24 at 12 noon at the Park Inn Conference Center for a presentation by Lakeshore Public Schools Superintendent, Don Frank, as he discusses how our local school district helps you to recruit quality employees and attract new businesses to the area. Don will also answer any questions you have about the school system. Also speaking will be Dave Brockway, Chairman of the Lakeshore Excellence Foundation, who will be discussing LEF's latest project "Growing Lakeshore Pride." This current undertaking is a project to install landscaping in the front of the Lakeshore High School, partnering with Nature's Way Landscaping.



Don Frank



Dave Brockway

The soup and sandwich buffet is \$10 and reservations are due by Friday, October 19. Call the Chamber Office today to reserve your seating to this newsworthy event. Phone 429-1170 or Fax 429-8882.

Caretel Has A New Name

Caretel Inns of Royalton has changed its name to Caretel Inns of Lakeland.

By now you may have read an article in The Herald Palladium, seen a flyer in our lobby or heard us answer our phone: "Caretel Inns of Lakeland". Our new name is to better inform the public that we are a proud part of the Lakeland Health Care family.

Caretel Inns of Lakeland will continue it's excellent service on the inside. Our new name, on the outside, will be the only difference. Our commitment to providing an entire health care continuum in one location continues. We provide Assisted Living, Memory Care and Skilled Nursing Services in a bed and breakfast setting. Each Inn has its own staff, its own dining room, its own enclosed courtyard and a separate identity. We offer hotel style amenities while not infringing on the independence of our guests.

Whatever your retirement needs... Caretel Inns of Lakeland has the answer.

Remembering... Fall Back

Scholarship Applications Due

The Lakeshore Chamber of Commerce has a \$1000 scholarship available to one student for the 2008-09 school year. The scholarship is based on the following criteria: 1. Full-time student planning on enrollment at Lake Michigan College 2. Student must maintain a 3.0 GPA 3. Student must be a resident of the Lakeshore Public School district (students attending Lake Michigan Catholic or Michigan Lutheran High Schools are eligible as long as they live in the Lakeshore district) 4. Students who are interested in and planning on enrolling in business course work (ie. Marketing, Accounting, Management, Computer Technology or Health Care) may be given special consideration, although enrollment of these courses are not required for the scholarship program. 5. The scholarship may be renewed for a second year if the student re-applies.

The scholarship will be paid directly to LMC for tuition, fees and/or books. The application deadline is December 1, 2007. Students may contact their high school counselor for an application. The scholarship recipient will be expected to attend the Chamber's Annual Meeting in January to accept the scholarship award. For more information, please contact Diane Mensinger at 422-1779.

Focusing On Fall Planning

This Fall, focus on hiring smart. Here are 5 tips brought to you by SCORE "Counselors to America's Small Business."

- Hire slowly. Be willing to invest time and energy in your hiring decisions.
- Be clear in your own mind what the job requires and measure candidates' qualifications against the requirements of the job.
- Consider how well a candidate will fit in with your corporate culture. Are her attitudes compatible? Is he cooperative?
- Narrow the pool to serious candidates. Ways of weeding out non-contenders include announcing that drug testing is required of all new employees or asking applicants to write a brief essay on why they want the job.
- Do brief phone interviews with 8 or 10 top candidates to reduce the pool further. Then do longer in-person interviews with two to three finalists.

The Benefits Of Employee Coaching

Don't think you have time to coach your employees?

According to Entrepreneur Magazine, you could be harming your company by ignoring this important task. Coaching is often viewed as necessary only when employee performance is unbearably poor or when employees are so discouraged they leave. For entrepreneurs, who often have smaller staffs and budgets, coaching may also seem like an unnecessary expense.

Among these misperceptions about coaching, you may also be a business owner who thinks you're too busy with your own work to spend the extra time training, communicating or boosting employee morale, but consider this: Your leadership can help create motivated, productive employees. And, these high-performance employees will, in turn, lighten your workload. But don't stop there...consider the benefits of formal and informal employee development tools, such as monthly, quarterly or annual performance appraisals and planned performance improvement sessions which are used by highly successful companies to bring out the best in their employees.

Coaching that works consists of constructive, consistent feedback aimed at increasing awareness and resulting in improved performance. Once coaching has been established as part of your company's work culture, opportunities for coaching need to be identified. These opportunities are often simply managers, supervisors or mentors that are approachable and active listeners that can guide employees as needed. The best leaders more easily identify formal and informal occasions by familiarizing themselves with employees' work habits, performances, goals and motivations.

Remember, retaining top talent and boosting employee morale are vital to your company's success. So rather than waiting for things to go wrong, or accepting sub par performance, it's important that employees receive ongoing performance feedback, or interim coaching, because if you want better employees, you might just have to make them.

Bitter Sweet

The Lakeshore Chamber is saddened by the recent resignation of Rob Burgess from the Board of Directors. However, Rob's resigning is due to his recent election as President-elect to the Michigan School Business Officials, a state-wide organization with approximately 2,000 members. The Chamber thanks Rob for his commitment and support all these years and wishes him all the best in his future endeavors.



What Is Your Fire IQ?

The Chamber strives to be an active supporter within the Lakeshore and surrounding communities. Most recently, the board passed a motion to support the Lincoln Township and Royalton Township Fire Departments for child fire prevention materials. These materials are wonderful to educate our children on fire safety and fully prepare them to escape and survive a fire. But, interestingly enough, so very few of us parents talk or practice fire safety with our children.

Did you know that each year, fire kills more Americans than all natural disasters combined and that, most home fires start in the kitchen? Did you also know that smoke alarm batteries should be changed once a year and should also be vacuumed over and around them regularly?

The Chamber suggests that you practice your fire escape plan, day and night, and make sure your family knows where the meeting place is – outside and away from the home. Go through your home and identify possible safety hazards – test your smoke alarm batteries, and make sure your escape routes are clear. Even check your windows to make sure they all can be opened. Remember, if a fire starts, get out first, then call the fire department and please teach your children not to hide from fire fighters during a fire. Please stay safe.

Board of Directors

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

Jim Archer, Chemical Bank
Jim Brow, Baroda Township
Jamie Conrad, Select Tool & Die
Don Frank, Lakeshore Public Schools
Sharon Geisler, Lincoln Charter Township
Jessica Kehrer, 1st 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.

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Stevensville, MI 49127
E-mail: information@lakeshorechamber.org
www.lakeshorechamber.org

New Member Spotlight

Welcome new Lakeshore Chamber members: Ken and Julie Wuerfel (The Cleaning Authority), Odie Williams (Earthscapes Landscaping, Inc.) and Jerry Godush (Ample Electric).

The Cleaning Authority is a franchised residential housecleaning business that opened in October of 2006. Its territory includes Berrien County, MI and the Northern part of St. Joseph County, IN. Owners Ken and Julie Wuerfel utilize a comprehensive training system to train their employees in a unique package plan rotation system. This system is used to ensure that customers' homes are thoroughly cleaned and maintained while offering the customer an affordable way to free up their time. The Cleaning Authority is fully licensed and insured and is located at 1070 Miners Road in the Miner's Road business complex in St. Joseph, MI.

E-mail: tcajulie@sbcglobal.net
Phone: 269-428-7110
Website: www.cleaningauthority.com

Welcome to Earthscapes Landscaping, Inc., where they have been creating curb appeal for Michigan area homes and businesses for many years. Their goal is to provide you with landscapes that are both beautiful and functional, and maintenance services that are as convenient as they are affordable. They can turn your landscape into a beautiful and inviting attraction. Whether it is residential or commercial, Earthscapes do it all! They even offer mole extraction services with their Mole Patrol division of Earthscapes Landscaping, Inc. So whether you'd like to completely remodel your backyard to include that serene little pond that you've always dreamed of, or if you simply need assistance with the maintenance on your current landscape - Earthscapes Landscaping, Inc. has the experience and resources to exceed all your landscaping expectations.

E-mail: earthscapes@sbcglobal.net
Phone: 269.428.0882
Website: www.earthscapesinc.net

Ample Electric provides electrical services to residential and commercial customers. Jerry has been in business for 22 years. Call Jerry today for all your electrical needs.

E-mail: ample1234@sbcglobal.net
Phone: 269-428-3446



Board Of Directors Update

The Chamber has recently announced three new members to their Board of Directors team. A warm welcome to Jamie Conrad (Select Tool & Die), Don Frank (Lakeshore Public Schools) and Griffin Ott (Ott Insurance Agency). Welcome to the team!. As with Rob Burgess, the Chamber is also saddened with Dave Boelcke's recent resignation from the Board of Directors.



Jamie Conrad



Don Frank



Griffin Ott



Dave Boelcke

Around Our Town

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



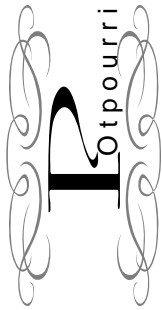
With Fall, brings Halloween fun and what better way to celebrate with the family but with the Lincoln Township Library. On October 27 from 3-4pm, the library will be hosting its Halloween Party with songs, stories, music and laughs. Youngsters can show off their costumes in a parade through the library while treats may be collected. Another local event for kids and their parents is at the Midwest Family Broadcasting Kids Fair also on October 27 from noon to 4pm at Lake Michigan College Mendel Center's Grand Upton Hall. A variety of activities and entertainment by many mainstage performances will be there.



During the next few months, you'll find the Lakeshore area alive with color and flavors just waiting to be discovered. Take a leisurely journey through beautiful country sides to the 76-acre farm at Shafer Orchards in Baroda. Through mid-October, enjoy a variety of u-pick apples along with a limited selection of pumpkins and gourds. You're on the road again heading west to Grand Mere State Park featuring lakes, a hemlock swamp, sand dunes, ponds and a cranberry bog. The park offers 1,000-acres of hiking trails for your Fall color enjoyment. And if you time it right, you can enjoy a spectacular sunset over Lake Michigan.



Got Corn? Barbott Farm does! Enjoy your family and friends at this farm now through November 4 which offers animals, hayrides and pumpkin patches along with the ultimate corn maze. The maze even features a football theme...a perfect theme for our Lakeshore community. Also, get a jump-start on your holiday shopping while supporting the community. The Lake Michigan Shore Wine Trail is sponsoring a Holiday Cheer Wine Trail Event November 10 & 11. For more information visit www.miwinetrail.com.



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 cheflemieux@hotmail.com.



Mark Your Calendars

- October 5 Tailgate with the Lancers
- October 12 Tailgate with the Lancers
- October 15 Board of Education Meeting
- October 23 Chambers Quarterly Meeting
- HS Choirs' Fall Concert
- October 29 No School
- November 2 ½ Day for Elementary Students
- November 15 ½ Day for All Students
- November 21 No School
- November 22-23 Thanksgiving Break
- December 11 Lakeshore Middle School Choir Concert
- December 24 – Winter Recess
- January 6 Chambers Annual Meeting
- January 22

Visit www.lakeshorechamber.org for a complete listing of events.



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



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