

*Chesaning
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Sharing the Love

Although Thanksgiving is still five weeks away, it's never too early to be thankful for how fortunate we are to live and work in the Chesaning area. Have you ever stopped to take inventory of the opportunities for entertainment, education and business that abound here? This past month has highlighted what is good in our community. Take, for example, the fun of the Halloween Camping weekend. Sponsored by Parks and Recreation and supported by the Kiwanis Club, this sell-out event has become a cherished tradition for many families. Campers try to out-do each other with over-the-top displays and the weekend offers non-stop fun for kids of all ages. All of the organizers and participants deserve a pat on the back for a job well done.

Speaking of group efforts, have you noticed how so many businesses and organizations partner to showcase Chesaning during our events? It was a wonderful thing to put the call out to our business community to let the Chesaning High School students decorate their windows and doors for Homecoming... within a few days we were able to submit a list of over 20 willing participants. Way to show the love to our students!

Our businesses are a source of pride for our community. We celebrate 70 years with Neu-Rich Jewelers this month and have many other businesses and organizations near or past the century mark in our area. We cheer with Ed Rehmann and Sons with every

Facebook post reminding us of their age (98 and still going strong!) and anticipate an inspirational history of Swartzmiller Lumber when we feature their 105th birthday in December's newsletter. Decades and decades of our community staying strong through tough times and keeping it local by supporting each other... that's what we do in Chesaning .

We welcome with open arms new businesses to the family. Chesaning Comfort Care opened its doors this month and Union Court Assisted Living is not far behind. There are many existing businesses making improvements or changing hands, keeping our town fresh and new. United Financial Credit Union just put the finishing touches on their new location with beautiful landscaping, and several other business have made enhancements to their buildings over the summer.

Now, the holidays are ahead and our focus turns to providing a warm welcome to visitors during the busy retail months. Thanks to many generous sponsors this month, our boulevard will be lit by more Christmas lights than in years past and the invitation to families from around Michigan has been made to join us for Candlewalk, beginning with a feature on WJR this past Monday and new brochures being distributed. Let's get ready to share our community with others!

Greg

Greg Bruff, President, 989-845-7699



*First-Place Winner
 Halloween Camping*

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Member Memos

- Chesaning Area United Appeal will soon begin it's Fall Fund Drive. The business community in Chesaning has continuously been faithful in its support. All of your donations stay in the community to help support the Rehmann Health Center, CAER, Senior Center, River Rapids Library, Parks & Recreation and Chesaning Area Community Food Program. Your tax-deductible contributions will help attain the goal of \$30,000. Watch your mail for more information or contact Cathy Gross or Mary Van Loon, co-chairpersons.
- American Legion Post 212's famous breakfasts are back on the first Sunday each month from 7:30-11:30. Enjoy pancakes, French toast, sausage, bacon, eggs, hash browns, sausage gravy & biscuits, toast, juice, milk and coffee for only \$8/adults, \$4/children age 6-12 and free for children 5 and under. Proceeds to help support local youth programs and community service.
- It's almost time to renew your chamber membership for 2018! Watch for your renewal packets to arrive in the mail or be hand-delivered by a member of the Board of Directors or your chamber Director.
- It's time for Friday Fish Fry at the K of C Hall again! Take-Out orders can be picked up any Friday, 5-7:30pm, for \$10 through the end of the year with the exception of Nov. 24, Dec. 22 or 29. Dine-in meals will begin January 5, 2018 through Easter and will include Ash Wednesday as well (Feb. 14).
- Congratulations and welcome to town, Chesaning Comfort Care! They celebrated their new location with a ribbon cutting and open house on Thursday, October 12. Check out the chamber's new ribbon-cutting scissors that Village Council President Joseph Sedlar is using!

September Chamber Statistics:
We received
132 Phone Calls,
431 Emails &
114 Visitors



November 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		Halloween Trick or Treat Hours are 6-8pm!	1 8am Chamber Marketing Meeting	2 Chesaning Twp Board Meeting 7:30pm	3	4
				Chamber Fundraiser at Owosso Poker Room Thurs-Sun, 5pm-2am, 2pm \$100 Tournament on Saturday		
5 American Legion Breakfast 7:30-11:30am	6	7 7:30pm Village Council 8pm Queen of Hearts	8 Noon Chamber Raffle DDA Meeting 6pm	9 8am Chamber Board of Directors Meeting	10	11 Free Community Supper at Trinity UMC 5-7pm
12	13 Ches. Area Historical Society meeting at Comfort Care 2pm	14 5:30pm Candlewalk Committee Meeting 8pm Queen of Hearts	15 5-7pm K of C Hamburg/Social Night	16	17	18 Festival of Trees Decorating at Public House
19 Festival of Trees Decorating at Public House	20	21 7:30pm Village Council 8pm Queen of Hearts	22 Noon Chamber Raffle	23 	24 St. Peter Parish & Music Boosters Craft Shows 10am-5pm	25 Craft Shows Continue 10am-4pm Santa's Village Noon-7pm
26 Santa's Village Noon-7pm	27	28 7:30am Task Force Meeting 8pm Queen of Hearts	29	30	Christmas Candlelight Walk Noon-9pm	

"Some people are born for Halloween, and some are just counting the days until Christmas." ~ Stephen Graham Jones

Happy 70th Anniversary, Neu-Rich Jewelers!

This month we celebrate another multi-generational family business that is a *jewel* in Chesaning's crown, so to speak! Here is their story in the words of Kathy Crissey...

Neu-Rich Jewelers is owned by Kathy Crissey and Jeff Collins, mother and son, since buying it from Mel and Jean Neumann in 1996 (Kathy's parents and Jeff's grandparents, pictured right).

Mel Neumann started the business in 1947, working as a



watchmaker for L.P. Ball in Owosso. Mel and Walt Richner got together in 1953 to start a business of their own in Chesaning. Taking parts of their names, they came up with Neu-Rich, Neu for Neumann and Rich from Richner. The store was originally across the street from its present location. In 1955 Mel became the sole owner. Mel and Jean both passed away in 2016.

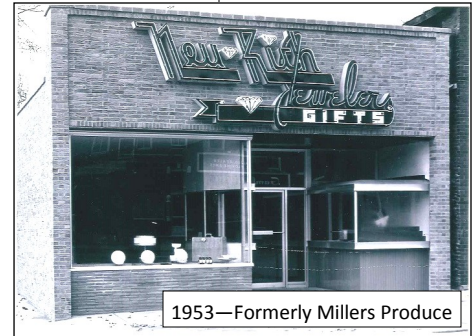
Neu-Rich Jewelers is mostly about offering excellent customer service. We spend our day changing watch batteries and watchbands, repairing clocks and helping customers find the right gift for their loved ones. We offer a nice line of giftware including wedding and anniversary gifts, crystal, Fenton Glassware, Howard Miller clocks, engravable pewter boxes, baby banks, trays, First Communion and Confirmation gifts. We also have ta-

bles of costume jewelry, engravable lockets, charms, beads, Landstrom Black Hills Jewelry and an extensive line of religious jewelry.

We are one of a few "Mom and Pop" jewelry stores that offer "In-store" ring sizing, diamond replacement, and chain repair... in by Wednesday, pick up Friday afternoon!

Did you know that Neu-Rich Jewelers offers computerized engraving, even on items not purchased from us? We can engrave jewelry, watches, medical jewelry, trophies, plaques, picture frames, trays, baseball bats, glassware and mugs, pretty much anything that fits in our engraving machine!

We are humbled that we have serviced the Chesaning area and surrounding towns for all of these years. Our customers are now our friends, generation after generation.



1953—Formerly Millers Produce



Second story addition for storage added in 2001

AARP Senior Community Service Employment Program

Is your business seeking talented, mature employees to fill available positions? Did you know that the AARP Foundation helps job seekers age 55 and older hone their skills, obtain training and find jobs? There are incentives available to potential employers to consider placing these individuals within their teams, including the *Trial Employment* and *Specialized Training Programs*.

For-profit businesses can take advantage of the Trial Employment program; the Senior Community Service Employment Program (SCSEP) will pay the salary of participants hired for 1-2 weeks of orientation. If they prove to be a good fit for the employer, they can be hired as a regular employee. If not,

the employer is under no obligation to hire them. For non-profit organizations and governmental agencies, the Specialized Training Program will cover up to 3 months of training for up to 18 hours per week. Candidates are available for positions such as administrative, housekeeping/maintenance, retail, food service, production and health care aide or companion.

The SCSEP candidates bring life experience and stability to the workplace, have a low turnover rate and are capable and eager to learn new skills. For more information, contact the AARP Foundation located at 711 N. Saginaw St., Suite 207, Flint MI 48503, or by calling (810) 766-1470.

"Small opportunities are often the beginning of great enterprises." ~ Demosthenes

Your Chamber Through The Years

Thank you to all of you who came out to celebrate Chesaning's 170th birthday last month. The weather cooperated wonderfully, which made it a beautiful evening for all to enjoy on our nostalgic river. We have been talking about Chesaning's history over the last few months, but I thought it was time to touch base on the Chamber of Commerce's past.

The Chamber was organized on November 18, 1924, and incorporated on September 17, 1962. The first officers were Wm F. Lutz, president, H.D. Peet, 1st Vice President, E.J. Aelick, 2nd Vice President, F.A. Greenfelder, Treasurer, August Bauer, Secretary. Board members consisted of S.F. Quinn, J.J. Haley, A.V. Adelman, R. Howard Mate, and F.J. Stevens. The first banquet was held on a Monday evening in December of 1924 at the High school gym at which the High School orchestra performed.

Many changes have happened over the years, and the Chamber has always taken the initiative to keep up with times. With the best intentions of our businesses and consumers in mind, many programs were put into play. Some of these were: Post-War program, Good neighbor banquet with representatives from surrounding villages, membership drives, Labor Day parades, Honeybee festival, kids' race at the park, and marketing Chesaning. One of the original slogans that was placed on their letterhead was "A beautiful city with a low tax rate and fine city parks and fine pure water. A city of fine churches and schools. We do things for Chesaning". In 1948 Leo Morrissette (the Chamber's handy man), set a goal to get 200 members. At the 1950 annual meeting, there was a record of 345 members. Everyone said that whenever Leo was called to a job, he really worked on it and got it done.

In 1962, the Chamber of Commerce purchased its first building on Broad street near the local post office. The Board of Directors at that time consisted of President Ward Anderson, 1st Vice-President Carl Herbers,

2nd Vice-President Max Bowyer, Secretary John Malcom, Treasurer Al Rehmman, Robert Newman, Victor Shapley, Robert Manning, Howard Frink, James McAlpine, Lyle Snyder, and Robert Weigold. The building was small but efficient. It served Chesaning for 35 years. Sandy Richardson did an excellent job of organizing the office, but as the chamber grew, it also grew out of the office. In 1997 the Board decided to sell the office and, with the help of the Chesaning Showboat, built a new beautiful facility. The Board at that time consisted of President John Reiber, Vice-President Nancy Rehmann, Secretary Angie Meder, Treasurer Barc Lavengood, Kathy(Collins) Crissey, Howie Ebenhoeh, Mike Filbrandt, Jim King, Don Platt, Tom Rhodes Carol Sommers, Bob Van-Sickle and Todd Vondrasek. Time is making for change again. If you have been following the paper and our newsletter, you will see that we are going to be merging with the village offices. An addition will be made to the existing building which will make for an amazing municipal building that our town can point to proudly.

The Chamber of Commerce is a voluntary organization of the business community united to create a unique central agency working to improve business and build a better community. I have the pleasure to work with this board every month and can honestly say YOU have a hard-working group of people that have this town deep in their hearts. We embrace and encourage change. So please take the time to invest in our future with ideas, muscle and sweat. Don't let time make our changes for us, we need to mold change into what we want to keep Chesaning alive. We only get what we stand up and work for. Chesaning will be on the map for another 170 years if we are more like Leo Morrissette. The Chamber has been working strong for you for 93 years, let's continue what our ancestors have started. 69 years after Leo and we STILL do things for Chesaning !!

~Bobbi McIntyre, Birthday Celebration Committee





the road ahead is the reason.

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Chesaning Christmas Candlelight Walk

2017 Festival of Trees Sponsor Form

Dear Chamber Members and Past Festival of Trees Sponsors,

Preparation for the 2017 "Festival of Trees" has begun! Please use this form to let the Chesaning Chamber of Commerce know that you'd like to participate by Friday, Nov. 10th, 2017. Sponsorship fees are:

Tree Entry - \$50.00

Wreath Entry - \$25.00

- ⊗ Participating sponsors will decorate and light a tree or wreath (use a tree or wreath provided by the Chamber or use your own!), donate a raffle gift or support the Festival of Trees with a monetary donation.
- ⊗ Sponsor names will be posted on all entries with additional signage highlighting our monetary sponsors.
- ⊗ Deliver your tree, wreath or raffle gift to The Public House (130 N. Saginaw St, Chesaning) – 2-6pm on Saturday, Nov. 18th or 10am-6pm on Sunday, Nov. 19th. Small items and monetary donations may be delivered in advance during regular business hours to the Chamber office, Monday-Friday from 8:30am-2pm.
- ⊗ All entries will be displayed on Friday and Saturday, Nov. 24th & 25th at The Public House
- ⊗ Raffle tickets will be sold during the Festival for all items with a drawing date of Saturday, Nov. 25th at 8:30 pm.
- ⊗ Marketing will include press releases about the event with Festival sponsor names highlighted as well as FaceBook promotion.

Trees and wreaths are already available at the Chamber Office so you can get an early start on your decorating. Please contact the Chamber office today to be a "Festival of Trees" sponsor! With your sponsorship, you will be advertising your business at the busiest time of year. Please, for planning and promotional purposes, donations must be delivered to The Public House by the Monday prior to the event (Nov. 20).

If you have any questions or input, please don't hesitate to contact the Chamber or a Committee member. With your continued support and sponsorship of this project, our Festival of Trees event will continue to be a great success for years to come!

Festival of Trees Committee

Chesaning Chamber of Commerce Office 989-845-3055

2017 "Festival of Trees" Sponsor Registration Form

_____ I will sponsor, decorate and light an artificial tree (\$50.00 Sponsorship Fee)

_____ I will sponsor, decorate and light an artificial green wreath (\$25.00 Sponsorship Fee)

_____ I will donate a gift, (retail minimum \$25.00) to be raffled.

_____ I will donate a monetary amount toward a Christmas Candlelight Walk Sponsorship: \$ _____

(Sponsorships help defray the costs of the Christmas Candlelight Walk)

Business Name: _____

Contact: _____ Phone: _____

Please return form with payment to the Chesaning Chamber of Commerce, PO Box 83, Chesaning, MI 48616
Or fax to 989-845-6006 by Friday, Nov. 10, 2017. Payments are due by Monday, Nov. 20, 2017.

Raffle Winners:**September 27****Paul Poyer**

Drawn by

Kathy Crissey**(Neu-Rich Jewelers)****October 11****Jeanne Hedrich**

Drawn by

Eileen Stoddard**(Homes by Stoddard's)****Are You Prepared For Small Business Saturday?**

Shop small! Buy local! Both are great sentiments to help our small business owners to capitalize on Small Business Saturday. But, despite these reminders to our local consumers, it is up to the businesses to find a way to connect with customers during the holiday season, especially during their own promotional day sandwiched between Black Friday and Cyber Monday (and don't forget Giving Sunday) on Thanksgiving Weekend. Have you thought about what your strategy will be to cut through the noise and reach your local shoppers this year? Are you ready for Small Business Saturday and the rest of the busy season?

Small Business Saturday was founded by American Express Open in 2010 as the designated day to focus on local retailers and merchants, helping them to compete with "big box stores" and the onslaught of online shopping offers. What can you do to make the most of the promotion? Here are some tips from Small Business Marketing Tools:

- **Communicate!** Get the word out early via social media, email and web pages as well as in your store.
- **Shop for a Cause:** Encourage investment in your community through partnerships with local non-profits.

- **Work Smarter:** Piggy back on co-promotions and free marketing tools. For example, check out [Small Business Saturday](#) on Facebook for free promotional tools.
- **Sale! Sale! Sale:** Offer one-day discounts and follow-up promotions throughout the holiday season.
- **Be neighborly:** Join forces with other retailers and businesses in your block to increase foot traffic and visibility.
- **Make a list and check it twice:** Capture customer contact information to build a database for email marketing, social media or direct mail.
- **Share the love:** Ask your current customers to share your promotions on social media and by word of mouth.

FREE MARKETING FOR MEMBERS!

Consider the Chamber your official cheer-leading squad for Small Business Saturday and the holiday shopping season!

Email your promotions and discounts to the Chamber office and they will be featured daily (beginning November 1st) on our Facebook page with over 1000 followers! Include a picture if possible ~ proven to get more likes and shares!