



Chamber Chatter

Introducing, Kate Annala!

The Chamber is proud to welcome Kate Annala to our staff. Kate will be working with our members, helping with mailings, invitations, marketing and more! Below is a "hello," from Kate, who is sure to be a huge benefit to the Chamber!

I graduated from NMU a year ago, and from the moment I walked across the stage in my cap and gown, my main goal was to help people through my passion for communications. However, I was clueless as to how I was supposed to accomplish this goal. Luckily, my experiences have led me to the Ishpeming-Negaunee Chamber of Commerce.

Exactly one month after graduating from NMU, I received an opportunity to be a public relations intern at Hiebing, Madison's largest marketing agency. Working at an agency is a young PR pro's dream, and I loved it! Big-name clients, brainstorming sessions, a fast-paced work environment, and creative minds all under the same roof conjured a place where I grew professionally, as well as personally. However, I quickly found out that consumer marketing was not my forte.

When my internship ended and I moved back to Ishpeming, I wondered how I could piece together my goals with my newly gained knowledge and past experiences to do something meaningful. I felt like I had learned some techniques and developed some ideas that could really help the local area.

I've always wanted to work in community relations. And to me, the Greater Ishpeming-Negaunee Chamber of Commerce urges that: promoting engagement within a community to help it thrive and succeed. I have seen what the Chamber has already done, and what it plans to do, and I'm convinced that this organization is going to accomplish wonderful things for this area. I am so excited to be part of the Chamber of Commerce and help it grow! I love my hometown and the people here that make this area so special. After everything my life in Ishpeming has helped me become, I'm looking forward to finally giving back and contributing to its ongoing success.

Kate Annala



Learn more about the first ever Suicide Mud Plunge set for August.

Details on page3!

Keeping busy for you!

The Art on Ice walking art tour has officially wrapped up! It was great to see so many wonderful artists displayed around the area. The Chamber has received a lot of positive feedback from the month long event. Art work was sold, residents were walking through our community and businesses, and people were talking about Western Marquette County! Many thanks to Stacy Willy who came to the Chamber with the idea and worked diligently with our organization and local artists to kick it off!

We'd also like to thank Globe Printing, Turino Chiropractic and U.P. Rehab Services for hosting Business After Hours. Both the March and April events were a success!

The arrival of spring is keeping the Chamber busy. We're seeing people stop in for information on the area, emailing us for visitor packets and planning summer vacations to the U.P.

Within the next couple of months we'll be distributing information to you regarding the Chamber's partnership with the Small Business Association of Michigan. We're excited at the value this adds to your membership and look forward to bringing you more details soon!

And also, soon to arrive, a new quarterly newsletter distributed and printed by the Mining Journal, "Marquette County West; Business on the Move!"



Greater Ishpeming-Negaunee Area
Chamber of Commerce

Chamber Chatter

This month's featured business:



Established in 2008, Grand Effex Salon is owned and operated by Kelli Crookham. The salon specializes in a variety of services, and Kelli's mother, Sherry, also works side-by-side with her daughter.

"I DID IT FOR A CHANGE FOR MYSELF AND THE AREA."

-KELLI CROOKHAM



Kelli Crookham, enjoying every moment at Grand Effex Salon. Four employees total, the salon gives off an energetic, happy atmosphere to all those who stop by.

Join us on the web at www.gincc.org. Read past newsletters and business features, browse through member profiles and more!

In 2008, Negaunee native Kelli Crookham opened her own salon on Iron Street. After graduating from NMU's cosmetology program, and working at several other venues, Kelli accomplished something she always wanted to do.

"I did it for a change for myself and the area," said Kelli. "It all fell together and it's been good, you always hope it grows and it has but you always hope that continues."

With just four employees, the business offers services such as haircuts and coloring, perms, up do's and intense conditioning. They also perform manicures and pedicures with the help from their nail technician, which happens to be Kelli's mother, Sherry Larson.

"Kelli already had two other cosmetologists, and she was just looking for a nail technician," Sherry explained. "So, I went back to school to help her out."

Sherry received her certification through the Main Street School of Cosmetology, and has worked at Grand Effex Salon for a year now. Sherry has noticed her daughter's salon picking up, with new people continually walking through their door.

Sherry's husband, also a local business person, had always stressed to his family to shop and stay local. So when Kelli decided to open her own salon, Sherry said, "It was a no brainer." Kelli and Sherry's family all live and work in the area. "When all your roots are in once place, you want to keep them there," said Sherry.

The employees at Grand Effex Salon have many new ideas that they want to implement, such as birthday parties and wedding packages. They are eager to utilize the Chamber to help promote the business and their new ideas.

To learn more about Grand Effex Salon and its services, visit their profile on the GINCC website or call the salon at 906-475-9773.

Chamber Chatter

Welcome New Members!

Negaunee Housing Commission
 Northern Health Chiropractic PLLC
 Ishpeming High School All Sports Booster Club
 Jeff Massie Photography
 Mary E. Luttinen, CPA
 YMCA of Marquette County, West End Facility
 Sears Hometown Store of Negaunee
 Little Friends' Children's Center
 WLUC TV6 & FOX UP
 U.P. Rehab Services
 Clancey Electric
 Oasis Grill
 Shopko Hometown
 Thrivent Financial
 Ishpeming Rock and Mineral Club
 Strength and Fitness



Register as an individual or team at www.gincc.org.

Or, stop by the Chamber office and pick up a registration form!

Register by June 1st and save!

www.facebook.com/suicidemudplunge

Many thanks to our sponsors:



MARQUETTE COUNTRY
 IN MICHIGAN'S UPPER PENINSULA
 DISCOVER HOW CIVILIZED OUR WILDERNESS CAN BE



Peninsula
 Glass



Lofaro's
 Market



We still have a number of sponsorship opportunities available. Don't miss your chance to be a part of the first mud run in Marquette County!

This is going to be MUDDY!

Call Elizabeth for more details!

906.486.1111

"DEDICATED TO BUILDING GREAT BUSINESSES, GREAT NEIGHBORHOODS, AND GREAT PLACES TO EXPERIENCE THE U.P."

Greater Ishpeming-Negaunee Area Chamber of Commerce

610 Palms Ave.
Ishpeming, MI 49849

Return Service Requested

**YOUR BUSINESS. YOUR COMMUNITY.
YOUR FUTURE. YOUR CHAMBER.**

Upcoming Events

Business After Hours, Wednesday, May 25

- Carpet Specialists, 5pm-7pm
- Networking, prizes(including an iPad), food & drinks

June Business After Hours, TBD

- Sponsored by Elaine's Place & Hats Off Hair Design
- More details to follow soon

Chamber luncheons are held the third Monday of every month.
Keep an eye out for emails with luncheon details, time, and location.

www.gincc.org

We're looking for members interested in hosting Business After Hours and Business Before Hours events.

For details call Elizabeth
486.1111

*People do business with
people they know!*

**WE STAND *STRONGER*
WHEN WE STAND
*TOGETHER***

Many of you may remember a group of travel writers who visited the area back in February. Since their visit nine articles have been written highlighting Marquette County, Ishpeming, Marquette and Munising. They've written about snowmobiling, food, tube sliding, ice climbing, fishing and more! These articles have been published in Michigan Outdoor News, Kalamazoo Gazette, The Flint Journal, Jackson Citizen Patriot, The Grand Rapids Press (two times), The Saginaw News, The Bay City Times, and The Muskegon Chronicle! Now that's some great publicity!!!