



Chamber Chatter



A note from "The New Girl"

Hello Chamber members!

I want to introduce myself as "the new girl," but I'm not a new face to the GINCC community. To many of you, I have been a familiar face at Business After Hours, Before Hours, ribbon cuttings, and other events. I have talked to you on the phone, but was never found at the Chamber itself. I have been working part-time for the Chamber since March 2011, helping Elizabeth with whatever was needed in order to serve the members and keep up with daily to-do's. Working part-time in the evenings at home on my laptop for a year wasn't so bad, but my contributions to the Chamber seemed so minimal and insignificant to the big picture.

Luckily for Chamber members (and me!) the Board of Directors recognized the need for another full-time employee. With over 200 members, numerous tourist and new resident requests, small events, and the Mud Plunge, there was just too much to keep up with for one person. Now, I can dedicate full days to the Chamber and its mission. I will mainly be assisting with communications and marketing, which includes the newsletter, website, email blasts, and the community calendar. I am also looking forward to implementing new ideas that will help showcase our members, as well as the West End in general.

My first official day was May 1, and I definitely hit the ground running! I immediately rolled up my sleeves to push the Community Guide forward, as well as take over other aspects of daily Chamber business. Elizabeth and I have already noticed the productivity increase in the office, even with just two people working simultaneously. It has been a busy first month on the job, but I'm looking forward to the upcoming months here.

Also, starting in June, I will be at the Chamber office on Saturdays, to assist any tourists that may visit our area. Since there will be a presence in the office, feel free to call or stop by if there is anything we can do for you over the weekend.

I am honored and thrilled to be able to give back to the area I grew up in. I am excited to join the Chamber and I'm anxious to see how this role grows as the Chamber continues to grow in its second year.

~ Kate Annala

EXTRA EXTRA!

MORE news from the Chamber Office

Despite the beautiful weather that has kept many people outside instead of indoors, the Chamber office has been VERY busy this spring. After quite some time, we now have maps of Ishpeming and Negaunee for residents, tourists and visitors. The maps highlight places to eat, attractions, and maps of Marquette, Republic, and Michigamme can be found on the back, as well. If your business or organization would like to have any of these on hand to pass out to customers or visitors, call or stop by the Chamber.

In addition to the maps, the Chamber will also be printing its first Community Guide. This guide categorizes all Chamber members by industry to make it easy for new residents to find the services they need within the West End. The Community Guide will be 60+ pages, and full color. Keep an eye out for it by the end of June!

Lastly, the Chamber wants to move forward with the GINCC Text Club. Again, this program sends texts to consumers who sign up by texting "GINCC" to 313131. We will only send out one text per week, so as to not overwhelm members of the text club. To sign up your business or organization for a text, it is \$50 for one, or \$200 for four weeks. This is a great way to offer discounts, coupons, or promotions without the paper! Call Kate at 486-1111 with questions or to sign up.

Continue reading your emails to stay updated with Chamber news!



Greater Ishpeming-Negaunee Area
Chamber of Commerce

Business Feature of the Month: Superior Lawn Care

Spring has sprung, and summer is right around the corner. Residents and businesses are starting to formulate plans to upgrade their yard work. Some may be trying to get that patch of grass to FINALLY grow, while others may be thinking about landscape changes, such as a new patio for summer barbeques. Then there are those who may want a complete face-lift on their yards. Whatever the plans, Paul Sandstrom is fulfilling this need for Marquette County with his business Superior Lawn Care.

Paul founded Superior Lawn Care in 1985, while living in Illinois. He was on vacation back home in Ishpeming, and he thought of the idea to start a lawn care service.

"I saw lawn care companies in Illinois," explained Paul. "I believed a lawn service would meet a need here in Marquette County."

After 27 years, his company has evolved from a fertilizer and weed control provider, into a complete landscaping service including lawn installation, retaining walls, paver patios, paver walkways and driveways. They also provide mowing, lawn aeration, insect control, disease control, spring and fall yard cleaning, and many more lawn services. All these services are extended to both commercial and residential customers. Paul has increased his services to fit his customers' needs throughout the years, and he has loyal clientele in Ishpeming, Negaunee, Gwinn, Champion, Michigamme and Marquette.

Freeing up time for his customers is one of Paul's goals. "Why do it yourself?" asks Paul. "Why do it yourself when you can have us come in and get the job done, so *you* can have more leisure time?"

Free time must be a priority for many this year, as Sandstrom has seen an increase in business for 2012. He noted how business always picks up this time of year, but this 2012 has more projects than the last. He recently hired a new manager Steve Rielly, who has 17 years of experience in landscaping, and specializes in pavers, boulder and block retaining walls, and water features, such as waterfall and small ponds.

With the new manager spearheading the projects this season, along with the increased business, Sandstrom is positive about the upcoming year.

"I can't believe it's our 27th year. There has been a lot of competitors come and go in that time, however, Superior Lawn Care was there yesterday, we are here today, and we will be here tomorrow to fulfill the needs of our customers."

Congrats to Paul and Superior Lawn Care for being this month's featured business!

"Under the Radar Michigan"

Lights, camera, action! Ishpeming and Negaunee businesses will soon be TV stars! "Under the Radar Michigan" visited the area in February filming a segment for their show. The half hour program airs on WNMU-TV Channel 13 Friday nights at 5 p.m. and our West End feature will air on June 29. But don't worry if you miss it, because full episodes can be watched on Under the Radar's website, www.utrmichigan.com.



The camera crew sets up for shooting an interview with Sandee Sundquist of Wilderness Sports.



"Under the Radar Michigan" host Tom Daldin eats Midtown Bakery desserts with owner Marybeth Kurtz.

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Mud Plunge Update

With three months to go until the 2012 Suicide Hill Mud Plunge, the event already has 240 participants registered! The Mud Plunge Committee met at the end of May, and this year's race is really coming together.

Even though the sponsorship deadline has passed, there is still time to get your business and co workers involved. The Mud Plunge committee is still looking for vendors to have on-site the day of the event. Also, the event will need at least 125 volunteers, which is a great way to get involved.

Of course, one of the best ways to get involved is to participate! Gather your friends or coworkers to make a team for the Bell Hospital Fun Run, or get in shape for the A. Lindberg & Sons Competitive Run. And don't forget the Crossfit 906 1K for the kiddies! All events can be run individually, as well, and there are prizes for different divisions.

With questions or inquires on how you or your organization can get fully immersed in the mud, call the Chamber at 486-1111.

Welcome New Members!

Michigan Iron Industry Museum
 Laitala Excavating Inc.
 Lawry's Pasty Shop
 WeCan!
 Scott Syrjala
 Superior Chiropractic & Rehabilitation
 Smokehouse Glenn/Northern Meats LLC
 Anytime Fitness of Ishpeming
 Old Fashioned Baptist Church
 Northern Veterinary Associates
 Mather Nursing Center
 Big Brothers Big Sisters of Marquette
 & Alger Counties

Thank you to this year's sponsors!

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Greater Ishpeming-Negaunee Area Chamber of Commerce

610 Palms Ave.
Ishpeming, MI 49849

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

Upcoming Summer Events

Jackson Mine Farmers & Crafters Market

- Miners Park, Negaunee
- Every Wed. 4:30 p.m. – 7:00 p.m., June- August

June Events

Kiwanis Gold Outing, June 5

- Wawonowin Country Club, 11 a.m.

Art Show & Reception, June 10

- Michigamme Moonshine Gallery, 2 – 5 p.m.

July Events

Festival of Treasures, July 3

- Downtown Ishpeming, 10 a.m. – 4 p.m.

Blue Notes Concert, July 3

- Downtown Ishpeming, 7:30 p.m.

Ishpeming 4th of July Celebration

- Firecracker 5k, Al Quaal, 8 a.m.
- Flag raising, Veterans Park, 9 a.m.
- Parade 10:30 a.m.
- Community Picnic, 12 p.m.
- Fireworks, 10:30 p.m.

July Events continued

Negaunee Pioneer Days, July 8 – 14

- Old Towne Festival, July 8, Jackson Park 8 p.m.
- Pioneer Princess Pageant, July 12, NHS, 7 p.m.
- Flea Market, July 13, Iron St., 11 a.m. – 5 p.m.
- 30th Annual Big Brothers Big Sisters Fun Run 2 mile & 10k, July 14, Old Town, 8:30 a.m.
- Pioneer Day Parade, July 14, 11:30 p.m.
- Community Picnic, July 14, Teal Lake, 1 p.m.
- Fireworks, July 14, Dusk

Art Show & Reception, July 15

- Michigamme Moonshine Gallery, 2-5 p.m.

Bell Hospital Golf Outing, July 17

- Wawonowin Country Club, 11:15 a.m.

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

*For more information on our upcoming events,
check out our calendar on www.gincc.org.*