



# Chamber Chatter

## It's here! [www.gincc.org](http://www.gincc.org)

When the Greater Ishpeming-Negaunee Area Chamber of Commerce reorganized two months ago work began immediately on a website. We knew serving our members, residents, and visitors properly meant creating a strong web presence.

Our goal was to create an easy to use site that featured our members, as well as community events. Turning those ideas into something appealing and useful is all due to the hard work of the staff at 906 Technologies, particularly Dave Bayles!

We are thrilled with how the site turned out, and already have plans to continue growing the space.

We hope you'll become a frequent visitor of [www.gincc.org](http://www.gincc.org). It's a place where we can all come together, share information and be proud of the Greater Ishpeming-Negaunee Area!

## Getting Settled

*A note from: Elizabeth Peterson, Executive Director*

It's starting to feel a bit more normal, driving to the Ski Hall, settling into my chair and starting my day as the Executive Director of the Greater Ishpeming Negaunee Area Chamber of Commerce. I have learned so much in these first two months. Talking to business owners and community leaders about Western Marquette County and their visions for the future has been informative and motivating.

I've been challenged by residents looking for information on hayrides and sleigh rides, inspired by a nine year old girl from Byron Center who is doing her project on Ishpeming (she's sure to get an A+ with the packet of information we sent her), and I've been delighted to help with the planning of the Fourth of July Picnic (it's a little crazy looking that far ahead), IBA promotions and other fantastic events coming to Western Marquette County.

Thanks to all of you for keeping this exciting, positive, and challenging! And don't forget, I'm here to help you... this is YOUR Chamber! 486-1111



## 2 Events, 1 Day = Fantastic

If you couldn't start your day with us on November 3, you could end it! The Chamber hosted the Business Before Hours and our first sponsored Business After Hours! And both were a success! Many thanks to all who attended and to the Country Grill for hosting a wonderful night of networking, prizes, drinks and food!

## Mark Your Calendars!

### Business After Hours

December 10, 2010

5-8pm

Country Village Conference Center

Holiday themed night of networking, prizes, hors d'oeuvres, drink specials

This event provided by your GINCC, hosted by Wilderness Sports, Lofaro's Market and Country Village Banquet & Conference Center.

Free to Chamber members & non-members. After January 1, there will be a charge for non-members.

# Chamber Chatter

## \*\*\*New Feature\*\*\*

Every month we'll randomly draw one of our members and feature them, here in the newsletter and on the homepage of our website. This is a way for all of us to get to know our business community better and keep up with each other! And who knows, you might just pick up a few tips along the way!

### This month's featured business: Pit Stop Quick Lube

In 2005, Bill Gartner purchased what was at that time called Country Lube Express N Car Wash. Gartner only bought half of the business and renamed it Pit Stop Quick Lube. After working with the Pit Stop company for 16 years, he felt the addition of the Ishpeming location was a good fit.

Pit Stop is associated with the Pennzoil 10 Minute Oil Change. It's not a franchise, but the business does adhere to the same format and standard of the over 900 Pennzoil 10 Minute Oil Changes across the country.

"Business is good in Ishpeming", he says. "I've seen a constant increase in the last five years."

What's his secret?

Even with the rising price of oil, it comes down to convenience and quality for Gartner. There's no making an appointment at Pit Stop, you just drive up, and get an oil change.

Gartner says, "The quality of service has to be there for longevity." His crew of five keeps a clean shop and understands customer service.

A Yooper at heart, Gartner moved to the U.P. in 1979. He is proud to own three U.P. businesses. You'll also find a Pit Stop Quick Lube in Marquette and Escanaba. He says he couldn't be more pleased with his experience in Ishpeming and looks forward to the future!



Pit Stop Quick Lube in Ishpeming has been owned by Bill Gartner since 2005. Convenience and quality has been the focus.



Pit Stop is associated with the over 900 Pennzoil 10 Minute Oil Change Centers across the country, but remains a locally owned business.

**"QUALITY OF SERVICE HAS TO BE THERE FOR LONGEVITY."**

**-BILL GARTNER**



Greater Ishpeming-Negaunee Area  
Chamber of Commerce

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## Chamber continues to grow.

It's been two months since the GINCC reorganized in Western Marquette County and we, the Chamber and Board of Directors, are proud to report our membership has grown to over 90 members!

Are you considering joining, are you wondering what the value is to your business?

By becoming a member you're taking a big step in the effort to bring the business community in Western Marquette County together.

It's our mission to promote the west end as a tourist destination. We offer a list of benefits, networking opportunities, assistance in coordinating and promoting your events, a free profile in our online business directory, access to our community calendar, customer referrals and more!

Thank you to all of our new members for supporting the Chamber and the community. We are proud to be working with you!

## Shop local this holiday season.

Seems like every year the holidays creep up faster and earlier! Your GINCC encourages you to shop locally and support the businesses in your area.

For a full list of GINCC members check out our website, [www.gincc.org](http://www.gincc.org). These businesses support the community throughout the year; let's give them our support this busy shopping season!

**facebook**

Be sure to check out our Facebook page, [www.facebook.com/GINCC](http://www.facebook.com/GINCC)

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

## Welcome New Members!



- Main St. School of Cosmetology
- Ishpeming Art Fair & Renaissance Festival
- Pat Bureau
- Rebecca Tervo, CPA
- Old School
- Avant Gardens
- City of Ishpeming
- Koskey Funeral Home, Inc.
- Rumorz Bar
- Anderson & Associates
- Wonderland Motel
- Grand Effex Salon
- Dead River Campers
- Ishpeming Historical Society
- Alisha Ann Photography
- U.S. Postal Service-Ishpeming
- Peninsula Glass & Auto
- Quartz Mountain Inn

**WE STAND STRONGER,  
WHEN WE STAND  
TOGETHER.**



Greater Ishpeming-Negaunee Area  
Chamber of Commerce

## 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

#### **Ishpeming Christmas Parade, November 26**

- Downtown Ishpeming, 5:30p
- Santa & Tree Lighting in Old Ish Park

#### **Negaunee Tree Lighting & Parade, November 28**

- Downtown Negaunee, 5:00p
- Santa & Tree Lighting in Breitung Park

#### **Santa & Sleigh Rides, December 2, 9, 16**

- Old Ish Park, 5:30p

#### **Country Village Christmas, December 4**

- Santa, Pictures, Story time & More, 9a-2p

#### **Historic Home Holiday Tea, December 5**

- Historic Butler Home, 1p & 4p

#### **Holiday Business After Hours, December 10**

- Country Village Conference Center, 5-8p

#### **“A Portrait of a Peninsula,” December 11**

- Midtown Bakery, 3:30p-5:00p
- Presentation & Book Signing

### **Thank You, 906 Technologies!**

Owner of 906 Technologies, Lee Francisco generously donated the GINCC a laptop last month. The Chamber and the Board of Directors would like to say, “Thank You!”

Your donation will certainly be a great asset in our day to day duties!



Greater Ishpeming-Negaunee Area  
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### **Keeping You Informed**

If you're not a Chamber member but would like to utilize our community calendar, call Elizabeth at the Chamber office, 486-1111. For just \$10, we'll add your event details and help you get the word out!