

BUILDING

# COMMUNITY



HURON VALLEY CHAMBER  
MEMBERSHIP GUIDE | 2020

**HELLO.**



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**CONTACT US**  
**INFO@HURONVCC.COM**  
**248-685-7129**

# WHO WE ARE.

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The Chamber is a private non-profit 501(C)-6 organization comprised of over 450 local businesses, organizations, and individuals. The Chamber team is made up of four members, led by Executive Director Joell Beether and is governed by the Board of Directors.

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**JOELL BEETHER**  
EXECUTIVE DIRECTOR



**JENNIFER HILL**  
SPECIAL EVENTS |  
COMMUNICATIONS MANAGER



**ANDREA PERRY**  
MEMBERSHIP | SPONSORSHIP  
MANAGER



**SHANNON HUGHES**  
ADMINISTRATIVE ASSISTANT

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# EXECUTIVE BOARD

## **Chris Baker, Treasurer**

Bakers of Milford / Comeback Inn

## **Kim Galbraith, Past President**

2 Moms & A Mop

## **Jack Shubitowski, Vice President**

Huron Valley State Bank

## **Toni Vulaj, President**

Americus Coney & Grill

## **Gordon Muir, President Elect**

Sierra Consulting Services, LLC

## **Rick Kirchner, Member at Large**

Advance Concrete Products

## **Denise Sanborn – Secretary**

Level One Bank

# B

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# DIRECTORS

# A

## **Peter Barnes**

Veterinary Care Specialist / HWLBA

## **Louis Chiara, M.D.**

Milford Dermatology

# R

## **Dr. Paul Salah**

Huron Valley Schools

## **Deborah Falzon**

KW | Domain

# D

## **Don Green**

Milford Township Supervisor

## **Bryan Gutierrez**

Keller Williams

## **Rick Hamill**

Highland Township Supervisor

## **Todd Hibberd**

Todd Hibberd Inc.

## **Sharon Keenan**

Associate Member

## **Katie Koko**

Carls Family YMCA

## **Carol Peters**

LaFontaine Automotive

## **Joe Strauss**

J E Strauss Consulting/ CPA

## **Chris Topley**

Primerica

## **Christina Wierenga**

Lead Together, LLC

## **Christian Wuerth**

Milford Village Manager

INTERESTED IN JOINING THE BOARD?

EMAIL [JOELL@HURONVCC.COM](mailto:JOELL@HURONVCC.COM)

# PARTNERSHIP.

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Being a member of the Chamber is being a partner. Membership is a mutually beneficial investment and we believe that there are two fundamental reasons why people join the Chamber team.

## 1. BENEFITS

You appreciate and seek promotions, referrals, networking, and having a direct business resource.

## 2. BELIEFS

You believe in the mission and work of the chamber and how it builds a strong community where businesses can thrive.

It's likely you are a little of both and as you continue to read through this booklet and get acquainted with the Chamber, we are sure you will find your primary reason.

No matter what category you fall in, benefit or belief, the Chamber is relevant to you and your business.

Relevancy is a priority for the Chamber and we strive to understand and anticipate the needs of our members and community. Through regular stake-holder sessions and open-door policy, we emphasize communication and availability.

### WHERE DOES THE CHAMBER'S FUNDING COME FROM?

MEMBERSHIP DUES | 15%  
FUNDRAISING & EVENTS | 75%  
OTHER | 10%

# WHAT WE DO.

## HURON VALLEY CHAMBER CORE COMPETENCIES

### **POSITIVE CONNECTIONS**

Creating meaningful connections will help our business community thrive. The Chamber is a community hub that brokers connections for its members to customers, businesses, partners, mentors, and friends.

### **COMMUNITY ENGAGEMENT**

The culture of the community ultimately influences where entrepreneurs and the workforce choose to live, work, and play. The Chamber engages in the community through programs and events that enhance the general quality of life.

### **BUSINESS GROWTH**

The adaptiveness and growth of local business is a vital component of a strong community. The Chamber strives to assist the development of local businesses operationally and financially through effective promotion and business development opportunities.

### **COLLABORATIVE ADVOCACY**

Providing information, opportunities, and a voice for initiatives relevant to our members is an important element to creating a healthy economy. The Chamber focuses on advocating for a healthy economy by aligning local business and government.



# PROGRAMS + BENEFITS.

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## POSITIVE CONNECTIONS

The Chamber is a community hub that brokers connections for its members to customers, businesses, partners, mentors, and friends

### MONDAY EBLAST

Not your average e-newsletter, our Monday Eblast keeps readers abreast of projects we're working on, upcoming events, member updates and happenings in the Huron Valley Area.

### CHAMBER CHATTER

We make communication fun! We produce a weekly video supplementing the Monday Eblast called Chamber Chatter. It's hosted on Facebook as well as YouTube and features our staff and sometimes a guest, talking about what is going on in the Chamber and Huron Valley.

### DIRECT CUSTOMER REFERRALS

The Chamber receives several calls and emails each week from visitors, locals, and businesses looking for services, and our Chamber members are always our first referrals when directing inquiring minds.

### COFFEE CLUB

The Coffee Club is held the first Thursday of each month at a different member business. It's a FREE morning mixer for our current and potential members to attend. Stop by on your way to work for a great breakfast & terrific networking with your fellow members.

### MIXERS

Chamber members and their colleagues gather at Huron Valley establishments for informal dialogue and friendly conversation over great food and drink. Mixers are a great way to create that important business and community network.

### EVENT SUPPORT

The Huron Valley is filled with monthly and annual events, hosted, and organized by a variety of local partners. The Chamber provides ongoing support in marketing materials and organizational expertise to enhance these community events.



## HVRN

The Huron Valley Referral Network Groups (HVRN's) are category exclusive business referral groups that develop business contacts and share leads with the members of the group. Each group has 15-25 members, and only one person from any profession or business specialty is eligible to join. Not only are group members potential customers for each other, but they are committed to finding referrals for other members of their HVRN group. There is an annual fee of \$25 to cover administrative costs and supplies.

## AMBASSADORS

The HVCC Ambassadors serve as a select group of members assisting the Chamber with education, member retention, and outreach to existing, and new members. Personal calls and site visits are performed by the Ambassadors to answer questions and provide information regarding membership benefits, programs and events, and mentoring new members. Additionally, the Ambassadors assist in volunteering for events, greeting members and non-members at the events, attend ribbon cuttings and other celebration events and activities.

## MADE

MADE | Millennials Achieving Desired Ends | is a young professionals group formed to build business relationships through networking and make a difference within our communities. Anyone aged 21-39 is welcome to attend.



# EVENTS.

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## COMMUNITY ENGAGEMENT

The Chamber engages in the community through events that enhance the general quality of life and gives businesses a chance to showcase.

### MILFORD MEMORIES SUMMER FESTIVAL

Milford Memories Summer Festival has been the Huron Valley's signature event since 1992. The featured art fair boasts over 300 artists from all over the country. There are two stages with live entertainment. The Village restaurants and vendors provide great food. In Central Park, there is large beer tent. Other events include a 5K/10K run, Cold Butt Euchre, Blind Canoe Race, Kids Activity Tent, and more.

Milford Memories Summer Festival is truly a community event that provides opportunities for local non-profits to raise much needed funds.

### CURRENTS MUSIC FESTIVAL

Currents Music Festival is a celebration and presentation of original music. We have created a music festival highlighting artists that create original music. Guests can enjoy a Craft Beer Garden & local eats.

### BREWED IN MICHIGAN

This September event is for those people who know that drinking local craft beer is not only good for the economy, it's also great for your taste buds. Brewed in Michigan features over 30 Michigan Breweries, local eats and great music.

### HURON VALLEY GOLF OUTING

The Huron Valley Golf Outing was designed with fun in mind. Members and non-members have a blast not only playing 18, but participating in hilarious games, eating, drinking and just having fun with each other.

### THE HURON VALLEY EGG HUNT

Thousands of Huron Valley children come out to Highland the weekend before Easter and hunt for over 5,000 eggs. Families enjoy a bouncy house, a DJ, goody bags, face painting, and of course the Easter Bunny!

### THE CHRISTMAS PARADE

Every year, throngs of people line Main Street for our annual Christmas Parade. The parade consists of businesses, community groups, the Chamber Award winners and best of all, Santa! It truly is the sweetest event.

## **COMMUNITY CALENDAR**

We want our the calendar on [huronvcc.com](http://huronvcc.com) to be the place where you can find all Huron Valley events.

We update it daily with not only Chamber events, but with all community events as well. Please share with us and we will get it on the calendar!



## **MEMBERSHIP DIRECTORY**

As a member, your business name and contact information is automatically added to our online and printed Membership Directory that is posted online and the printed copy distributed throughout the community. You also have the opportunity to place an ad in the book.

## **MARKETING MATERIALS AVAILABLE IN OUR LOBBY**

Our members are welcome to put their marketing materials in our lobby so they are available to the many citizens that stop in for community information.

## **CHAMBER BUCKS**

Chamber Bucks are monetary gift certificates that can be used as cash at participating Chamber member businesses. They make great gifts for teachers, coaches, employees ... anyone you appreciate (even you)! Because there is a wide range of participating businesses to choose from, the certificate-holder can select his or her own "perfect gift!"

## **NON-PROFIT EVENT PARTNERING**

We're an organization that not only cares about the business community and its objectives but also the community. We give back in a multitude of ways. In 2019 over \$21,000 was donated to local charities through event proceeds. Plus we provide fundraising opportunities in most of our events.



THE CHAMBER IS A THRIVING  
COMMUNITY!  
"I LOVE  
THE  
CHAMBER"



HURON VALLEY CHAMBER OF COMMERCE  
317 UNION STREET  
MILFORD, MI 48381

248-685-7129-MAIN  
248-685-9047-FAX