

BUILDING

# COMMUNITY



HURON VALLEY CHAMBER  
MEMBER BROCHURE | 2021

**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 3 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





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# EXECUTIVE BOARD

## **Chris Baker, Treasurer**

Bakers of Milford / Comeback Inn

## **Kim Galbraith, Past President**

2 Moms & A Mop

## **Jack Shubitowski, President Elect**

Huron Valley State Bank

## **Toni Vulaj, President**

Americus Coney & Grill

## **Rick Kirchner, Vice President**

Advance Concrete Products

## **Denise Sanborn, Secretary**

Level One Bank

## **Deborah Falzon, Member at Large**

KW | Domain

# B

# O

# DIRECTORS

# A

## **Sherise Assad**

Bye Bye Pain

## **Denise Caprara**

Associate Member

# R

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

Milford Dermatology

## **Don Green**

Milford Township Supervisor

# D

## **Bryan Gutierrez**

Keller Williams

## **Rick Hamill**

Highland Township Supervisor

## **Todd Hibberd**

Todd Hibberd Inc.

## **Sharon Keenan**

Associate Member

## **Katie Koko**

Carls Family YMCA

## **Anthony Nobel**

White Lake Trustee

## **Carol Peters**

LaFontaine Automotive

## **Dr. Paul Salah**

Huron Valley Schools

## **Joe Strauss**

J E Strauss Consulting/ CPA

## **Chris Topley**

Primerica

## **Kevin Trovini**

Real Estate One

## **Christina Wierenga**

Lead Together, LLC

## **Christian Wuerth**

Milford Village Manager

# PARTNERSHIP

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

## 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 | 80%  
OTHER | 5%

# 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.



# BENEFITS

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We take great pride in offering the benefits and services your business needs to succeed. From networking, to education opportunities, to community involvement, the Chamber offers the tools your business needs to find prosperity and stability.

## 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, etc. Participating members are on a list and given to the purchaser. There is no cost to either the business or the buyer! It's that simple.

## 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.

## MEMBER 2 MEMBER

Member 2 Member Discount Program is designed to encourage Chamber members and their employees to do business with fellow members, strengthening our local businesses and community.

## COMMUNITY CALENDAR

The [huronvcc.com](http://huronvcc.com) calendar is 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 your news 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.

## 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 also provides ongoing support in marketing materials and organizational expertise to enhance these community events.



# COMMUNICATIONS

The Chamber goes above and beyond to communicate not only with its members but to our Huron Valley Community

## E-BLAST

The Eblast, our electronic newsletter comes out every Monday morning. The weekly blast has the weekly Chamber schedule, upcoming events, new member list, member news and community news

## CHAMBER CHATTER

Chamber Chatter is a weekly 10 minute "Video Blast" created to inform you in a fun way what is going on in the Huron Valley Chamber. We talk about our events and highlight member businesses. Chamber Chatter comes out on Mondays and is posted to Facebook, YouTube, the EBlast, and on our website.

## CHAMBER YOUTUBE CHANNEL

The Chamber YouTube Channel is a miriade of videos from event recaps, promos, Chamber Chatters, educational and member testimonials.

## SEMINAR SERIES

Members have the opportunity to share, on a Zoom call, their expertise to other members.

There is always plenty of time for questions.

The Seminars are taped and shared on Facebook, YouTube, EBlast and our website.

## YOUR HURON VALLEY CHAMBER TODAY TV SHOW

This community television program is produced in conjunction with Huron Valley Schools and features area businesses and non-profit organizations.



# GET INVOLVED

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

## 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 and network.

## MIXERS

Chamber members and their colleagues gather at Huron Valley Chamber member 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.

## FUN BUNCH FOR LUNCH

We meet as a group once or twice a month at our Chamber member restaurants for a casual get together. We not only network but we support our fellow businesses.

## YPN

YPN is a young professionals group formed to build business relationships through networking and make a difference within our communities. Anyone aged 21-41 is welcome to attend.

## VOLUNTEER

We specialize in special events, which presents a great opportunity for you to get involved with fellow members and the community.

Volunteering is a great way to meet friends AND business connections.

## 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, 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.

## 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. 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.

## BOARD

The Chamber is run by a volunteer board of good standing members. This is a great way to shape the Chamber "experience" and to deepen your connections through leadership.

## WOMEN'S FORUM

The Women's Forum meets once a month at area eateries for dinner and networking with businesswomen from Huron Valley Chamber and South Lyon Area Chamber. There is no cost to join and no obligation to attend every month.

# EVENTS

## 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 festival spans Main Street from Huron Street to Summit, for about a mile. And is estimated that we have over 250,000 attendees throughout the 3 day festival.

The featured art fair boasts over 300 artists from all over the country. There are two stages with live entertainment, both day and night. The Village of Milford restaurants set up eating tents along Main Street and outside vendors, located in Central Park, provide great food.

Also located in Central Park, is large beer tent. With plenty of seating and entertainment. And of course beer and other beverages.

Other events include a 5K/10K run, Cold Butt Euchre, Blind Canoe Race, Kids Activity Tent, Volleyball and Basketball tournaments and more.

Milford Memories Summer Festival is truly a community event that provides all types of opportunities for businesses to increase exposure and local non-profits and community groups to raise much needed funds. We are proud of our community involvement.

[milfordmemories.com](http://milfordmemories.com)

### 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 20 Michigan Breweries, local eats and great music.

### 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.

### 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.





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



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