THE CRAFT BEER INDUSTRY: A CULTURE OF INNOVATION

JOIN US ON JULY 17TH FOR A CRAFT BREW UPDATE & TASTING!

LRCC Endorses Governor Rick Snyder’s Re-election

Tee Up the Connections at the Lansing Open

Focus on Small Business: Lansing Asphalt
A Message From The President

A Mission of Advocacy

One of the most important roles that we serve at the Lansing Regional Chamber of Commerce (LRCC) is to represent the business community in the public policy arena. We are most pleased to report to you considerable progress on several important initiatives on which we continue to work in 2014.

Regionalism - LRCC is working with LEAP, Inc., Capital Area Michigan Works!, Lansing Community College, Michigan State University and Tri-County Regional Planning Commission to develop a five-year Economic Prosperity Action Plan. This plan will serve as a blueprint for regional collaboration and growth for years to come. We are encouraging the business community to join us in shaping this plan, most importantly by participating in a regional visioning summit that is planned for October.

Financial Health Team (FHT) - LRCC is proud to have been involved with the FHT since Mayor Virg Bernero first appointed its members in October 2012. While good progress has been made to date, there is still much work to be done. It is essential that the business community continue to actively monitor and insist on the full implementation of the FHT recommendations. To that end, LRCC has developed a dashboard to track the city’s progress. This dashboard, posted on our website (www.lansingchamber.org), contains a list of the FHT reforms and will continually update the status of each of the critical reforms on the scorecard.

Lansing Schools Millage - The LRCC Board of Directors supported the Lansing School District’s Non-Homestead Millage Renewal, which was approved by voters in May. Education is one of the top Chamber priorities and the availability of talent is critical to our region’s continuing economic prosperity. In announcing its support, LRCC also outlined several action items that we are encouraging the school district to implement as part of a sustained focus on sound fiscal management and student growth.

State Issues - In April, LRCC announced its support of Governor Rick Snyder’s 2014-15 higher education budget. LRCC also supports the changes to state law to make permanent repeal of Michigan’s Personal Property Tax (PPT) levies on small businesses and manufacturers which will be on the ballot during the primary election on August 5, 2014. LRCC also went on the record urging state lawmakers to support a package to increase revenue for transportation and infrastructure in Michigan.

We are proud of the progress that we have been able to make working with all of our partners in the private and public sector. We invite you to join with us in advancing a shared vision for the growth of our region. 
The team that works for your workforce

At McLaren Redi Care South Lansing, we understand that members of your workforce have specialized health-related needs. When it comes to occupational medicine services, you can count on our team for a range of important care, including:

- Pre-employment physicals, including those for the Michigan Department of Transportation (MDOT)
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When you want top-quality occupational medicine services, look to us. We’ll help your employees start work or return to work as quickly as possible.

For more information, call (517) 975-3110.

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**LANSING OPEN**

**TUESDAY, AUGUST 19**

8:30 A.M. - 4:00 P.M.

**WITH 10:00 A.M. SHOTGUN START**

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**TUESDAY, JULY 8:** MEMBER MIXER, 5:00 - 7:00 P.M., Midtown Brewing Company, 402 Washington Square S., Lansing, 48933. Midtown Brewing Company uses neighborhood goods and food, passing their success onto the rest of the community. With 14 local Michigan beers on tap, 5 of them their own MBC brand, their beers compliment all meals, adding that local flavor you love. With a full liquor license, brand new patio, seasonal beers and a new beer release every Tuesday, there is always something new to try at Midtown Brewing Company! $10 member, $30 non-member. Includes hors d’oeuvres.

Government Relations Committees are in recess during July and August; meetings will resume in September.

**THURSDAY, JULY 17:** MICHIGAN CRAFT BEER UPDATE & TASTING, 4:00 - 6:00 P.M., Kellogg Hotel & Conference Center, East Lansing. Join us for an update on the success of the Michigan craft brew industry, presented by: Scott Graham, president of the Michigan Brewers Guild, Fred Boelter, the Beervangelist, and Brett VanderKamp, president and co-founder of New Holland Brewing Company. Several appetizer stations will be paired with a variety of Michigan craft brews for delicious sampling during the event. Sponsored by Fahey Schultz Burzych & Rhodes. $40/ticket price includes all beer and appetizers. To register, visit www.lansingchamber.org. For any questions, contact Travis Ricardson at (517) 853-6463.

**TUESDAY, AUGUST 12:** MEMBER MIXER, 5:00 - 7:00 P.M., PERL Mortgage, 4131 Okemos Road, Okemos. Join Tim Lowe and his team at PERL Mortgage as they host our August Mixer and guide you through the entire mortgage process. $10/member, $30/non-member. Includes hors d’oeuvres.

**TUESDAY, AUGUST 19:** 2014 LANSING OPEN, 8:30 A.M. - 4:00 P.M., WITH 10:00 A.M. SHOTGUN START, at Eagle Eye Golf Course, 15500 S. Chandler Rd., Bath. As the Greater Lansing region’s premier golf outing, the Lansing Open attracts the best golfers each year. Played at one of the state’s most pristine courses, the Lansing Open is a great opportunity to network with the area’s top business leaders while enjoying a fun and relaxing day. Cost: $200/member, $245/non-member or $750/foursome (includes greens fee & cart, player gift, beverage tickets, lunch and dinner). Pre-registration is required. To reserve a sponsorship or foursome, please contact Travis Richardson at 517-853-6463 or trichardson@lansingchamber.org. Don't wait - we will sell out!
Welcome New Members

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Grand Rapids, MI 49548
616-538-2250
www.cumminsbridgeway.com

FLAVORED THREADS
437 Lentz Cr.
Lansing, MI 48917
517-281-1200
www.flavoredthreads.com

HARRIS CONSOCIATES LLC
517-974-5522
www.harrisconsociates.com

THE HOMELESS ANGELS
328 W. Ottawa St.
Lansing, MI 48912
517-485-3595
www.homelessangels.org/home.html

HOPCAT EAST LANSING
300 Grove St.
East Lansing, MI 48823
517-816-4300
www.hopcatel.com

LONGHORN STEAKHOUSE
5796 W. Saginaw Hwy.
Lansing, MI 48917
517-703-9041
www.longhornsteakhouse.com

MICHIKAN WILDLIFE CONSERVANCY
6380 Drumbellier Rd
PO. Box 393
Bath, MI 38808
517-641-7677
www.miwildlife.org

MID-MICHIGAN SPORTS TURF/HOPE SPORTS COMPLEX
5801 Aurelius Rd.
Lansing, MI 48911
517-712-7651
www.hopesportscomplex.com

NEW VISION NATURAL HEALTH
104 South Washington Street
Charlotte, MI 48813
517-231-1514
www.newvisionnaturalhealth.com

NICHOL & DOERING, PLLC
4990 Northwind Drive, Ste. 230
East Lansing, MI 48823
517-583-0520
www.nicholdoeringpllc.com

O’DAY STUDIOS
1650 Kendale Blvd., Suite 100
East Lansing, MI 48823
517-862-2451
www.odaystudios.com

PIZZA HOUSE
4790 S Hagadorn Rd #116
East Lansing, MI 48823
517-336-0033
www.pizzahouse.com

PLAYER’S CHOICE GOLF
3394 James Phillips Dr.
Okemos, MI 48864
517-332-7944
www.playerschoicegolf.com

RIVER TOWN ADVENTURES
211 North Foster Ave.
Lansing, MI 48912
517-538-7523
www.rivertownadventure.com

STRENGTH IN NUMBERS STUDIOS
3233 Dobe Rd.
Mason, MI 48854
517-282-6708
www.strengthinnumbersstudios.com

TODD MARTIN DEVELOPMENT FUND
Foster Community Center
200 North Foster
Lansing, MI 48912
517-483-4021
www.toddmartinkids.org

TOP DUCK PRODUCTS
2902 Sanders Rd
Lansing, MI 48917
517-322-3202
www.topduckproducts.com

THE WILLOWS AT OKEMOS
4830 Central Park Dr.
Okemos, MI 48864
517-512-0857
www.willow.com

Chamber Milestones

We’d like to offer a special salute to these great organizations that reached milestone anniversaries as Chamber members this month. Thank you for your continued support through the years!

THE RATHBUN AGENCY, INC.
50 years

CAPITOL DISCOUNT & SECOND HAND STORE, INC.
35 years

AMBS CALL CENTER
35 years

RSI LOGISTICS, INC.
25 years

MID-MICHIGAN MECHANICAL CONTRACTORS ASSOCIATION
25 years

HARRISON ROADHOUSE
25 years

CULLIGAN WATER CONDITIONING
25 years

YOUNG CHEVROLET CADILLAC
15 years

BAKER COLLEGE OF OWOSSO
15 years

CARE CONNECTIONS
10 years

OFFICE DEPOT
5 years

DEWITT AREA CHAMBER OF COMMERCE
5 years

CARRABBA’S ITALIAN GRILLE
5 years

Lansing Regional Chamber of Commerce members have unparalleled access to their company and staff profiles on the LRCC website. To access and update this information at any point, visit www.lansingchamber.org and enter your username and password. If you have not yet logged into the site, please follow the simple password reset instructions. Call (517) 487-6340 with any questions.

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Blohm Creative Partners
Cameron Tool Corporation
Capital Area Health Alliance
Capital Area Humane Society
Capital Area United Way
Capitol Discount & Second Hand Store, Inc.
Care Connections
Carrabba’s Italian Grill
Conrad’s
Culligan Water Conditioning of Lansing
Dakkota Integrated Systems, LLC
Day Family Dental
DeWitt Area Chamber of Commerce
Doggy Daycare and Spa
Draft House
Dunkin’ Donuts
Elements Studio
EmploymentGroup, Inc.
Equity Plus
Farmco Distributing Inc.
Flagstar Bank
Gravity Works Design & Development
Great Lakes Treatment Corp.
Grotenhuis, Inc.
Hampton Inn & Suites
Harrison Roadhouse
Head Room, The
Health Care Association of MI
Highlands Cooperative Association
Home Builders Association of Greater Lansing
Jalapeno’s

La Fille Gallery and Design Center
Lansing Board of Water & Light
Lansing Courtyard by Marriott
Lansing Lugnuts
Lansing Ophthalmology, P.C.
Lansing Sanitary Supply, Inc.
League of Michigan Bicyclists
Logicalis
Medawar Jewelers Frandor
Michigan Certified Development Corporation
Michigan Forest Products Council
Michigan Health & Hospital Association
Mid-Michigan Mechanical Contractors Association
Nexus Academy of Lansing
Office Depot
P.I. Engineering
PM Environmental, Inc.
Principal Financial Group
PTD Technology
Radisson Hotel Lansing
Rathbun Agency, The, Inc.
RSI Logistics, Inc.
Shinberg Insurance Agency, Inc.
Simplified Accounting & Tax Service, Inc
St. Vincent Catholic Charities
Stevens Van Lines
Studio C!
TechSmith Corporation
Thomas M. Cooley Law School
Timber Ridge Senior Assisted Living
Valley Estates Mobile Home Community
Volunteer Energy
Wickens Group
Wolverine Bank
Young Chevrolet Cadillac
Membership Services

2014 Grub Crawl
A Tasty Success

The Lansing Regional Chamber of Commerce partnered with Eastwood Towne Center to create a recipe for success at the 5th annual Grub Crawl, held Tuesday, June 10. Over 400 Chamber and community members attended, making the event another overwhelming success. Many thanks to the volunteers who helped start the night off right, as well as all of the participants who did their part by enjoying the event!

A special thank you to this year’s Grub Crawl sponsors. Without your support, the event would not have been such an outstanding success!

- Art Craft Display, Inc.
- Dean Trailways
- DTN Management Co.
- Eastwood Towne Center
- Hager Fox Heating & Air Conditioning
- Integrated Strategies
- Spartan Printing and Promotional Products
- Walmart

The Grub Crawl would not be possible without the support of the participating restaurants that did a fantastic job of providing delicious food and drinks for the event, including:

- Bravo! Cucina Italiana
- Chapbook Café (inside Schuler Books)
- Culver’s
- Great Lakes Olive Oil Co.
- Max & Erma’s
- McAlister’s Deli
- Mitchell’s Fish Market
- Panchero’s Mexican Grill
- P.F. Chang’s China Bistro
- Smokey Bones Bar & Fire Grill
- Tony Sacco’s Coal Oven Pizza

Huge thanks to Paul O’Jibway for the unique musical talents he provided as entertainment to the crawlers throughout the event.

Each year, business professionals are offered the opportunity to network, bond with their team, and enjoy Michigan’s beautiful summer weather all at once at the Lansing Regional Chamber of Commerce Lansing Open golf outing.

The Lansing Open will be held at Eagle Eye Golf Course on Tuesday, August 19th. The golf outing is set to begin at 8:30 a.m., with a shotgun start at 10:00 a.m.

In addition, the Lansing Open offers a unique opportunity for businesses to market their services to members of the Mid-Michigan business community through the purchase of a variety of different sponsorship packages.

Market Your Business at the Lansing Open

THE FOLLOWING SPONSORSHIP PACKAGES ARE STILL AVAILABLE:

- Premier Package - $2,500 (Unlimited)
- Beverage Cart Package - $2,500 (Exclusive)
- Driving Range/Putting Green Package - $1,500 – NEW THIS YEAR!
- Showcase Package - $1,000 (Limited)
- Breakfast Sponsor - $750 – NEW THIS YEAR!
- Entrepreneur Package - $200 – BEST VALUE

If you have any questions regarding sponsorships or would like to reserve a package, please contact Travis Richardson at (517) 853-6463 or trichardson@lansingchamber.org.

The price for participating in the Lansing Open is $200 per person, $245 non-member or $750 for a foursome. The player package includes greens fee and cart, beverage tickets, lunch, dinner, and a gift for every player. Please visit www.lansingchamber.org for more information on how to reserve your spot!
The year was 2010. A group of entrepreneurs had what many people thought was a crazy idea. They wanted to build a manufacturing empire based in the City of Detroit. Coming on the heels of a devastating recession in which one million manufacturing jobs left Michigan, the idea of manufacturing in Michigan, especially Detroit, seemed counterintuitive.

The executive team at the company that came to be known as Shinola was undeterred, because they recognized that Michigan and Detroit had some pretty incredible assets— including a wealth of talent.

“Manufacturing had left Michigan, but the people remained,” Shinola vice president Jennifer Guarino told the Lansing Economic Club at its May 22 luncheon.

Shinola proceeded with their dream. They decided to locate in the heart of the industrial revolution and the home of manufacturing—Detroit.

The Shinola team had a desire to make things, and agreed they needed to manufacture products for which they had a passion. They decided to begin by developing and manufacturing high-end watches and bicycles.

The results have been phenomenal. Shinola launched their first watch in March of 2013 and sold out a limited edition in eight days.

“This was about Americans wanting to support the return on manufacturing to a manufacturing community,” said Guarino.

Since their opening, Shinola has created 260 jobs in Detroit and expects to be at 300 by the end of the year. The company recently expanded, opening a new leather factory and expects to produce a full complement of leather articles in the near future.

Guarino told the Economic Club Crowd that Shinola could eventually have a presence in Lansing. During her visit, Guarino met with Lansing Mayor Virg Bernero and visited The Runway, a fashion incubator located inside the newly renovated Knapp’s Centre in downtown Lansing.

“We think we should be doing something in Lansing,” said Guarino. “We don’t expect to stop there.”
Focus on **Small Business**

**Lansing Asphalt: Service Beyond the Surface**

Owner of Lansing Asphalt (a division of Superior Asphalt), Jeff Kresnak, was born and raised in the state of Michigan. Jeff began his career in asphalt at just 16 years old, sealing driveways with little more than a broom, a bucket, and a pick-up truck. Now with 120 employees and over 30 years of experience, Lansing Asphalt is a local business leader in premier service and superior quality.

Over the last 30 years, Lansing Asphalt has grown tremendously, particularly within the last decade. Amidst an economic downturn where roadwork funding was often cut, Lansing Asphalt managed to build its first asphalt manufacturing facility—no simple feat. The company grew for over 20 years before it was able to build its first facility. Only two years after the company opened its first facility, Lansing Asphalt had grown so rapidly that it opened a second facility. Lansing Asphalt prides itself on the condition and quality of these facilities.

“All of our facilities are beautiful and state of the art,” commented Stacie Newmann, Lansing Asphalt’s public relations coordinator. “People are often surprised by how clean and organized they are. We always pay attention to detail and strive for quality in our asphalt facilities.”

Lansing Asphalt’s innovative facilities are not the only thing helping the company stand out against huge, international competitors. Lansing Asphalt takes care of its customers.

“We make sure every site looks better than when we approached it,” said Newmann. “We recognize that every customer’s needs are different, and we make an effort to evaluate each project in scrupulous detail. In fact, if we ever encounter customers who want to cut corners, we walk away from the job. We would rather our work be done right.”

Lansing Asphalt produces high-grade material built to last that other companies can’t. In other words—the company is committed to getting clients through Michigan winters. The company even tests all of its materials before they are placed.

Over the next few years, Lansing Asphalt predicts they will continue to experience growth. The company believes that quality products, commitment to customer service, along with continued innovation will further their destiny as a successful company.

In addition, Lansing Asphalt believes company growth will further economic development in Greater Lansing.

“All the capital area has provided Lansing Asphalt with a sense of belonging, a sense of community, and an added sense of purpose,” said Newmann. “In return, Lansing Asphalt is committed to growing mid-Michigan’s business economy.”

For more information on Lansing Asphalt, visit their website at www.superiorasphalt.com.
The Lansing Regional Chamber was proud to be on hand for the Ribbon Cutting held on Wednesday, June 3 at the Midtown Brewing Co., located at 402 Washington Square S., Lansing. Midtown was celebrating their 1-year anniversary and the grand opening of their new “beer garden” patio! (From left to right): Mike DeMartelaere, Comerica Bank, LRCC Ambassador; Kathy Valentine, Plant Professionals; Dan Warmels, Partner, Midtown Brewing Co., Ernie St. Pierre, Partner, Midtown Brewing Co., Marc Wilbert, Partner, Midtown Brewing Co., and Chad Munce, MLive Media Group, LRCC Ambassador.

The Lansing Regional Chamber was pleased to be on hand for the May 30th Ribbon Cutting for New Vision Natural Health, located at 4655 Dobie Road, Suite 240, Okemos. Naturopathic Doctor Nikki M. Bowles and her staff are dedicated to holistic care and educating the community as an overall mind, body and spirit health clinic. Congratulations to Nikki (holding scissors) and her team!

The Grand Opening and Ribbon Cutting for Petra Flowers, located at 3233 W. Saginaw Highway, Lansing, was held on Thursday, June 12th. Pictured from left to right: Melissa Nay, WKAR, Chamber Ambassador; Rich Howard, Vice President of Business Development, Lansing Regional Chamber; Cari Tanner, Petra Flowers, Store Manager & Designer (West Lansing); Maher Mahmoud, Petra Flowers, Owner (East & West Lansing); Richard Tanner, Petra Flowers, Manager & Designer (West Lansing); Laura Nichols, Petra Flowers, Store Manager & Head Designer (East Lansing); Rete Gray, Petra Flowers; Anan Baker, Petra Flowers; Nicole Ribbens, Petra Flowers; Ahmed Ali, Petra Flowers; and Todd Lake, Northwood University, Chamber Ambassador.

The Lansing Regional Chamber was proud to be on hand for the Ribbon Cutting held on Saturday, June 14th with over 150 guests. Among the festivities was a live broadcast from 99.7, a live band, lots of fun for the kids, and of course delicious food provided by Zaytoon! Pictured from left to right: Todd Lake, Northwood University, Chamber Ambassador; Guest; Samantha Rashed, Zaytoon Partner; Sam Rashed, Zaytoon Owner/Chef/Operator (cutting the ribbon); Ken Fletcher, Delta Township Supervisor; and Nicholas Nauta, CASE Credit Union, Chamber Ambassador.
Among other monikers, Michigan has been called “The Great Beer State.” Our state has been a leading manufacturer and distributor in the beer industry for decades. A more recent phenomenon has been around the explosive growth in the craft beer and craft brewing industry. Craft beer now accounts for nine percent of all beer consumption in the country, and Michigan has emerged as an industry leader.

Craft beer, as distinguished from the major beer brands you see advertised, is generally made with traditional ingredients like malted barley, and also includes interesting and sometimes non-traditional ingredients that are added for distinctiveness. Craft brewers are small brewers that often interpret historic styles with unique twists, and develop new styles that have no precedent in the brewing industry.

Michigan's craft beer industry contributes more than $133 million to the economy and over $24 million in wages, according to the Michigan Brewers Guild. Michigan ranks tenth in the nation in terms of the economic impact of its beer industry. Our state has 143 breweries, fifth most in the country, with 17 breweries operating within 50 miles of Lansing.

The increase in consumer demand for craft beer is reflected in the growing number of establishments that feature an expanded line of products. Among the venues that are benefitting from the growth in popularity of craft beer are:

**HopCat East Lansing** was the brainchild of Grand Rapids native Mark Sellers, who returned to his hometown after retiring from a successful career in the financial world. Sellers was looking for something to do and decided to start a bar featuring craft beer next to Van Andel Arena in downtown Grand Rapids. Sellers, who is a self-described “craft beer geek”, decided he was only going to feature craft beer, and not include any of the major traditional beer brands, which was a risk back in mid-2007.
It was a craft beer lovers dream place, because that was the kind of place I wanted to hang out,” said Sellers.

The Grand Rapids success ultimately led to the opening of HopCat East Lansing. Two more restaurants have been announced as opening soon, Indianapolis in August and Detroit in October. Sellers says more restaurants are on the way.

Zoobie’s Old Town Tavern & Bar, located in Old Town, has the classic feel of a neighborhood establishment. Co-owner Sam Short describes Zoobie’s as a boutique, craft focused neighborhood bar. Short and his co-owners Al Hooper and Aaron Matthews intentionally preserved the features of the historic building that houses the establishment. Short says craft beer is more than a trend and understanding that fact is important in knowing how to market and sell the product to customers.

“What you are looking for in craft beer is converts, people who understand that the quality is better, the price is comparable and every dollar they spend on craft beer stays right here in Michigan.”

— Sam Short

Taps 25 was the first downtown Lansing establishment to feature craft beer.

Midtown Brewing Company features a constantly changing tap line-up including beers brewed on site.

“When we say it is a handcrafted bar, we really mean it’s a handcrafted bar,” said White.

Taps 25 features 26 handles or brands of craft beer (“I figure if the Big Ten Conference can have 14 members, Taps 25 can feature 26 beers”). When the bar first opened, domestic beer accounted for 90 percent of the sales. Today, with the ever growing demand for craft beer, that number has dropped to 40 percent.
“More people are offering it, which means more people are trying it,” said White.

Midtown Brewing Company, also located in downtown Lansing, is described by managing partner Marc Wolbert as a very casual ‘farm-to-table’ establishment in a pub-style setting. Midtown, which has 14 beers on tap, prides itself on brewing some of its own brands which are a regular feature in the restaurant. Though Midtown keeps its mainstay beers on tap every day, the restaurant’s philosophy is to feature a constantly changing tap line-up of craft beers so customers can try new things every time they come into Midtown.

“You get a really good variety every week,” said Wolbert. “That allows people to come in and break out of the routine.”

IT’S ALL ABOUT CHOICE AND QUALITY

How do you explain the tremendous interest in and growth of the craft beer industry? Sellers says it’s about giving people more choices. Short says the product is just plain better.

“It used to be all about the four major brands,” says Sellers. “When you give consumers more choice, they like it.”

“It just tastes better,” said Short. “The quality is there.”

CRAFT BEER IS NOT A TREND

The growth and importance of the craft beer industry has generated attention in Lansing. Earlier this year, Governor Snyder signed a nine-bill package that could help the industry. Among other things, the legislation allows microbrewers to produce up to 60,000 barrels per year and increases the number of brewpubs and tasting rooms they can open. Brewpubs will be allowed to have an interest in five other brewpubs if the combined production doesn’t exceed 18,000 barrels per year.

Michigan State University has taken steps recently to meet the needs of the rapidly growing industry by expanding its course offerings in its artisan drilling program. MSU opened a new facility for the program, complete with commercial scale equipment and a tasting room.

Many connected with the industry believe that while there may not be much room for increasing the number of breweries, there is considerable room for more restaurants and bars selling craft beer. Sellers forecasts that craft beer will at least double its overall market share, possibly hitting 20 percent of overall beer sales.

“There is a lot more market share to take,” said Sellers. “A lot of people are just catching up to it.”

Wolbert believes more local bars and restaurants will adopt the practices of brewers, leading to more house blends. He foresees a craft beer culture much like Europe, where people travelling from town-to-town will be excited to taste a unique hometown flavor.

“You’ll see people really take pride in their local craft beer,” said Wolbert.

In any event, everyone seems to agree, the craft beer boom is here to stay.

“This is more than just a consumer trend,” said Sellers. “It’s a culture.”
Pints and Politics - Lansing Style

The pace of politics is so rapid in Lansing that it is not very often that everyone involved has a chance to slow down and enjoy. That explains why so many state lawmakers and local elected officials took advantage of an informal opportunity to mingle with members of the business community at the Lansing Regional Chamber of Commerce Pints and Politics event on Tuesday, June 3rd. The evening of networking at Taps 25 in downtown Lansing was a chance to kick-off summer and talk about everyone’s favorite pastime—politics (off the record, of course)!

Many thanks to AT&T for again sponsoring this annual rite of summer in Greater Lansing. Everyone agreed—a good time was had by all!

Local UAW Exec Elected International Vice President

Norwood Jewell, who has served most recently as UAW Region 1C director, was elected International Vice President at the UAW constitutional convention on June 4.

In his previous position at UAW Region IC, Jewell was responsible for UAW activities in the Greater Lansing region. He worked closely with the Lansing Regional Chamber of Commerce (LRCC) during the 2013 election season. LRCC and UAW jointly endorsed a slate of candidates including Lansing Mayor Virg Bernero and four candidates for Lansing City Council—all of whom were successfully elected. The business-labor partnership also successfully backed two candidates for East Lansing City Council.

“The 2013 elections offered labor and business an opportunity to work together towards a common goal, something that had not occurred in this region for quite some time,” said Tim Daman, LRCC President and CEO. “With Norwood being elected to a top international position, it represents an opportunity to work together on other endeavors in the future.”

Vote YES on Proposal 1 on August 5!

Protect our Communities & Help Small Businesses Create Jobs Without Increasing Taxes!

The Lansing Regional Chamber of Commerce is proud to support a “YES” vote on Proposal 1 on August 5, the proposal to stabilize local community services and help small businesses create jobs—without raising taxes for anyone.

The Proposal 1 campaign for a “YES” vote has been gathering momentum over the last few weeks. The Battle Creek Enquirer, Crain’s Detroit Business and the Lansing State Journal have all strongly endorsed voting “YES” on Proposal 1.

As a key coalition member of Michigan Citizens for Strong and Safe Communities, we are doing everything we can to get the word out about Proposal 1—and we need your help. Passing Proposal 1 on August 5 is critically important to the Lansing Regional Chamber and our members, but we can’t do it without your help and support. Please make sure to join the campaign and learn more about absentee voting today. More information can be found at www.strongandsafecommunities.com.
The Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) has announced its endorsement of Governor Rick Snyder in his bid for a second term in office. In announcing its endorsement, LRC-PAC officials praised the Governor for being a problem solver who put politics aside, and for using a common sense approach in tackling some of the state’s most difficult issues.

“Governor Snyder has been able to deliver badly needed tax relief that will encourage business growth and investment in Michigan, most notably the elimination of the Michigan Business Tax and Personal Property Tax,” said Tim Daman, president and chief executive office of the Lansing Regional Chamber of Commerce (LRCC). “He has demonstrated an ability to break down political barriers and work successfully with people on both sides of the aisle—all in the spirit of what's best for Michigan, now and in the future.”

After a decade of out-of-control spending, tax hikes and government shutdowns, Michigan’s fiscal house is finally back in order with balanced budgets on time for four consecutive years and counting. Governor Snyder has eliminated the state’s $1.5 billion structural deficit, and Michigan has over $500 million in its rainy day fund. Gov. Snyder’s latest budget proposal focuses resources on increasing funding for classrooms, local communities, public safety and tax relief.

LRCC publicly supported several of Governor’s latest budget initiatives, most notably his call for an increase in spending for higher education, investing in upgrades to the state’s transportation system and the repeal of the Personal Property Tax. LRCC has also been actively involved in promoting the Governor’s Clean Energy Initiative, which emphasizes increased renewable energy standards.

The Greater Lansing region was recently selected as one of the Governor’s regions for a so-called prosperity grant. LRCC has teamed up with LEAP, Michigan State University, Lansing Community College, Capital Area Michigan Works and Tri-County Regional Planning Commission to create a five-year Economic Prosperity Plan that will serve as a blueprint for regional collaboration and economic development.

“We are most pleased with the fact that Governor Snyder has recognized the potential for great things in our region,” said Kristin Beltzer, LRCC senior vice president for government relations & public affairs. “There is a tremendous amount of work that is being done by the Chamber and many of our partners that will point Greater Lansing toward a new era of economic prosperity.”
In business, it’s perfectly acceptable to take a risk on a big idea. Thankfully, you don’t have to take the same risk on your employee health coverage.

Find out what thousands of Michigan businesses already know. Contact the Lansing Regional Chamber by calling 517-487-6340, or visiting them at mychamberadvantage.com/lansingchamber.

Michigan State University Federal Credit Union (MSUFCU) Announces Retirement of President/CEO, Patrick McPharlin

Patrick McPharlin, President and Chief Executive Officer (CEO) of MSU Federal Credit Union (MSUFCU), recently announced his retirement from the Credit Union after 41 years of dedicated service and leadership. The board of directors have worked with McPharlin on a multi-year succession plan resulting in the selection of April Clobes, MSUFCU’s Executive Vice President/Chief Operating Officer, as his successor beginning in March 2015.

McPharlin joined the Credit Union in 1973 and has served as President/CEO for the past 14 years. During his leadership, MSUFCU has grown from $546 million to over $2.6 billion in assets, and from close to 97,000 members to over 183,000 members nationwide. The Credit Union has also been recognized as one of West Michigan’s 101 Best and Brightest Companies to Work For by the Michigan Business and Professional Association, and recently named the 2014 Federal Credit Union of the Year by the National Association of Federal Credit Unions (NAFCU). As a well-respected leader within the community and industry, McPharlin serves on many boards and committees for various organizations in the Greater Lansing area and was honored as NAFCU’s CEO of the Year in 2010.

Clobes has been with MSUFCU for 18 years and has led many areas within the Credit Union through various executive positions. Her vision and commitment to MSUFCU has allowed her to excel within the organization and achieve her current position of Executive Vice President/Chief Operating Officer.

Lansing City Council approves $23.5 million Cooley Law School Stadium renovation and development

Lugnuts’ 20/20 Vision to continue building Lansing takes shape

The Lansing City Council officially approved a plan for Cooley Law School Stadium to receive a fully-modernizing $10.5 million renovation as part of a larger project to incorporate a private mixed-use development into the ballpark outfield.

The innovative project is the result of a year-long collaborative effort between the Lugnuts, the City of Lansing, the Lansing Economic Area Partnership (LEAP), Inc., the Lansing Entertainment & Public Facilities Authority (LEPFA), and the Gillespie Group.

“We enter the Lugnuts’ 20th season next year with an eye toward building Lansing for 20 more years,” said Lansing Lugnuts team owner Tom Dickson. “Nothing continues without sustainable action, and this significant renovation in combination with a one-of-a-kind residential development will accelerate the revitalization of downtown Lansing all over again.”

The Outfield, a privately funded residential and commercial development, will cost in excess of $12 million. In addition, a state-of-the-art HD video board will be paid for by the Lugnuts at a cost of $1 million.

Cooley Law School Stadium renovations will include key updates to the facility as well as several new ballpark amenities that continue to foster the family friendly entertainment environment the Lugnuts have created since their inception: the HD video board, 360° walk-around concourse, re-imagined and enhanced picnic venues, a new kids playground area, team clubhouse upgrades, refurbished seating (replacing all aluminum benches), a new playing surface, renovated annual suites, installation of energy-efficient lighting and windows, and a new special event facility to allow for all-season use of the ballpark.

The Lugnuts will next work closely with the City of Lansing and lead architecture firm Jones Petrie Rafinski to finalize designs. The majority of the stadium renovations are scheduled for completion during the upcoming offseason, with The Outfield development expected to be ready by Opening Day 2016. Renderings of the renovations and development are available at LansingLugnuts.com
People News

**Arlyn Bossenbrook** has joined the **Gallagher Law Firm** as an attorney with over 40 years of legal experience in Michigan. Mr. Bossenbrook specializes in estate planning, business planning, and probate and trust administration. Also joining the Gallagher Law Firm team is **Katrina Hofstetter** as legal assistant to Mr. Bossenbrook.

**Jeff Woods**, CEO/publisher of Vizion Magazine, has been named the general manager of **Studio 707**.

The **Centennial Group** has announced that **Mike Anderson** recently qualified for Principal Financial Group’s prestigious Executive Club award. The Executive Club award recognizes producers for their outstanding achievements. Producers who qualify for this distinction are part of the very best producers nationwide.

**Matthew D. Anderson**, sales & marketing manager for Hager Fox Heating & Air Conditioning Co., was honored in May by Michigan State University’s School of Hospitality Business as 2014’s “Emerging Alumni Leader of the Year.” Matthew is the most junior graduate to ever receive this honor from the 87-year old institution.

**Edge Partnerships** has welcomed **Sara Fideler** as the newest member to their team as a public relations intern this summer. Edge Partnerships also welcomes **Tess Ropp** as a part-time public relations intern.

**Such Video**, Old Town’s award-winning, high-end production and post boutique, has a new talent in the mix. MSU graduate **Garrett Jafano** recently joined the dynamic Such team as motion graphics specialist.

College-bound high school seniors **Tori Pline**, of Pewamo, and **Breanna Riddle**, of Lansing, have won the 2014 **LAFCU “Write to Educate”** scholarship contest. In addition to a $2,500 college scholarship, the winners each selected a charity to receive a $500 donation.

**Melisa M. W. Mysliwiec** was recently elected as chair of the School Board for St. John Vianney Catholic School in Wyoming, Michigan, for the 2014-2015 school year. Mysliwiec is an attorney at **Fraser Trebilcock’s** Grand Rapids office.

The May winner of the LEAP, Inc. event was **Stair Walker**, an innovative adjustable walker for seniors. The owners of Stair Walker developed their product as part a Michigan State University mechanical engineering class to address an issue facing senior mobility and independence. The Stair Walker can be used on a flat surface, but was designed to be used on stairs as well. The Hatching has been responsible for the launch of eleven startup companies since its inception in June 2013. A partnership between LEAP and **Spartan Innovations**, the Hatching pitch competition has awarded $1,000 each month to a brand new startup business idea, to be used for startup costs as well as legal services.

**Edge Partnerships** president **Angela Witwer** was recently elected to a three-year term on Michigan State University’s Wharton Center for Performing Arts Advisory Council. The Advisory Council is comprised of business and community leaders of mid-Michigan who are committed to enhancing the quality of life in our region through the arts.

**Edge Partnerships** recently added **Sara Torrez** as account coordinator.

**MSU Federal Credit Union** is pleased to announce the promotions of **Samantha Amburgey** to chief information officer (CIO) and **Dennis Dorogi** to vice president of remote services.

The **LAFCU** has announced the promotion of **Jordan McNeilly** to marketing analyst and has hired **Alyssa Sliger** as marketing intern.

On Wednesday, May 28, recent **Cooley** graduate and veteran, **Zaneta Adams** presented during the Veteran Talent Showcase at the Detroit Regional Chamber’s annual Mackinac Policy Conference. Prior to the showcase, Adams and several other veterans were honored during the conference by Michigan Governor Rick Snyder.
Yeo & Yeo CPAs & Business Consultants is pleased to announce that Lauren A. Edgley, CPA, has been promoted to manager.

The Rathbun Agency, Inc. is pleased to announce the addition of Benjamin Rathbun as an agent specializing in business and personal insurance. Ben represents the third generation of The Rathbun Agency, which was founded in 1956.

Thomas M. Cooley Law School recent graduates Alexander Benikov and Sarah Ostahowski spoke to a full audience of attorneys and law students about their success and trials of starting solo law practices during Cooley’s Solo By Design™ workshop. The presentation was held at Cooley’s Lansing campus on June 6, and was simulcast live to Cooley’s four other campuses. Their presentations included candid conversation about the successes and trials of solo practice, featuring their prescriptions for success in two very different styles of practice.

The Centennial Group has announced that three members of the firm recently qualified for Principal Financial Group’s prestigious Honor Council award. The Honor Council recipients include: Ryan Donovan, CFP, Ryan Moser & Steve Grimes, CLU. The Honor Council award recognizes producers for their outstanding achievements. Producers who qualify for this distinction are part of the very best producers nationwide.

Capital Area Manufacturing Council (CAMC) and HRU Technical Resources (HRU) have partnered to offer unique recruitment solutions that are the first of their kind in the Midwest. HRU, a contingent staffing firm, will offer traditional contingency and contract staffing services for all CAMC members at a reduced rate, combined with their new 1% Contingent Model.

Associated Builders and Contractors – Greater Michigan Chapter is pleased to announce having raised a record $28,000 at the 2014 dinner/dance benefiting the Make-A-Wish Foundation of Michigan. Since the chapter began working with Make-A-Wish as part of its ABC Cares initiative, they have raised nearly $500,000, allowing wishes to be granted to more than 90 area children.

Tom Truscott of the Michigan Historical Commission will present the marker to Pat Gillespie, CEO of Gillespie Group and Adjutant General Gregory Vadnais, former 119th Field Artillery Battalion Commander, at a dedication ceremony on the Marshall Street Armory grounds. The Armory served Lansing for nearly 90 years as a place to house military weapons, host training facilities and celebrate the homecoming of war heroes. After standing vacant for a number of years, Gillespie Group restored the Armory and it now serves as a collaborative home to many local non-profit organizations.

The Michigan Chapter of the American Public Works Association has awarded Project of the Year for 2013 to the City of Troy’s Multi-Modal Transit Facility. Clark Construction served as Construction Manager on the project.

TracPlus and IDV Solutions announced that the companies have formed a technical partnership to integrate the TracPlus™ global GPS tracking and message system and IDV Solutions’ Visual Command Center® enterprise risk visualization software.

Three women will be awarded $1,000 each from LAFCU this fall to pursue the education needed to enter or re-enter the workforce, thanks to the mid-Michigan credit union’s WHEEL™ scholarship program. The Women Helping Educate Every Lady (WHEEL) program awards three scholarships of $1,000 each to a woman who will attend Lansing Community College.

Keystone Millbrook recently earned the Best in Category recognition in GPA’s 2013 Print and Design Contest for their “Let Your Ideas Flow” sample book to showcase the features of their awe-inspiring digital press and the impressive substrates being produced for it by their friends at GPA.

7C Lingo, a Global Business Solutions Company offering full-service support for clients addressing the multi-cultural needs of all industries—has added Travel Management to its service offerings. Beginning in June 2014, 7C Lingo will assist private travelers, corporate groups, and university programs with all aspects of their travel needs. 7C Lingo is a member of Ensemble Travel® Group, an elite circle of professionals with expertise in all vacation and corporate travel experiences.

For over 40 years, Spartan Printing has meant the highest quality and service. Spartan continues to build their reputation with the addition of a new Heidelberg C901+ digital press. The new C901+ is the latest generation digital press, providing unmatched print and color quality on short to medium-run print jobs, all at outstanding prices.

CASE Credit Union employees, led by their Community Activity Team, raised $3,685 for Boys & Girls Club, Lansing. The check was presented to the Boys & Girls Club of Lansing representative, director of operations Joseph Yang, during the credit union’s May all-staff meeting.

One of the largest distributors of automotive parts and equipment in mid-Michigan, formerly known as CARQUEST The Parts Place, has recently undergone a change in affiliation and is now a member of the NAPA family. All eight locations including East Lansing, West Lansing, Holt, Charlotte, Mason, Eaton Rapids, Williamston and Stockbridge, owned by Dick Seehase, will now be known as The Parts Place NAPA.

MSU Federal Credit Union celebrated the ground breaking of its future MSUFCU Meridian Crossing branch, located at 2300 Jolly Road in Okemos, near the corner of Jolly and Okemos roads. On Tuesday, May 13, 2014, representatives from MSUFCU and Meridian Township were in attendance to make formal remarks regarding the new branch, which is expected to be completed in the summer of 2015.

Representatives of MSUFCU and Meridian township officials celebrate the opening of the new MSUFCU branch at 2300 Jolly Road in Okemos.

Auto-Owners Insurance Company, a multi-line property/casualty and life insurer, is listed at No. 428 on the annual Fortune 500 list of America’s largest corporations, up 15 spots from a year ago. The new ranking makes Auto-Owners the 17th largest Michigan-based business on the Fortune 500 list.
LEAP, Inc. released its 2013 Year End Project Report, announcing that LEAP projects have helped the private sector create 2,105 direct private sector jobs and $466,824,000 in direct investment for the Lansing area in 2013.

Such Video, a high-end production and post boutique in Old Town Lansing, received national recognition at the American Advertising Awards in Boca Raton, Fla. on May 31. Such took home the Silver award for Public Service - Audio Visual for the nonprofit Ele’s Place “Overweg Story.”

Progressive Impressions International (piii), a Bloomington, Ill.-based leading direct marketing firm, announced the acquisition of ICS Marketing Services, a Lansing, Mich.-based data-driven full-service marketing organization.

MSU Federal Credit Union is pleased to announce that it was named 2014 Federal Credit Union of the Year by the National Association of Federal Credit Unions (NAFCU) among credit unions with more than $250 million in assets.

The Arts Council of Greater Lansing recently launched a program for youth ages 5 - 17 in an effort to provide opportunities and resources, which offer greater access to the arts for all students.

The Greater Lansing Convention and Visitors Bureau is currently partnering with Brand USA, the Destination Marketing Organization (DMO) that promotes the entire United States to international travelers. Early phases of the partnership include a Greater Lansing, Michigan specific page on the DMO’s website, www.discoveramerica.com. This summer, the GLCVB Marketing team is working with Brand USA to produce a video in Mandarin, promoting the Greater Lansing area as a travel destination to potential Chinese visitors. Michigan State University welcomes over 8,000 International students each year, with over 6,000 of those students coming from China.

The Junior League of Lansing has awarded its Community Impact Grant to two separate entities: Judson Love Clothing Center, receiving $10,000 and Child and Family Charities, receiving $4,000 for the Angel House. The Junior League was thrilled to have the opportunity to contribute to two deserving non-profit charities, both serving the Greater Lansing area.

Affordable housing in Mid-Michigan is under scrutiny, but is poised for improvement in the coming five years. Katherine Draper, executive director of the Greater Lansing Housing Coalition, along with her staff, will be available during the months of July and August to speak about the upcoming 5-year plan, named “ICE Affordable Housing Initiatives: The Next Five Years.” If your group is looking for someone to speak in-depth about the upcoming fair and affordable housing plan, contact the Greater Lansing Housing Coalition at 517-372-5982.

With ASTI Environmental’s assistance, the City of Ferndale’s Brownfield Redevelopment Authority will receive $870,000 from the Tax Increment Financing and Revolving Loan Fund dollars for remediation, site preparation and demolition of a 212,000 square foot former steel pipe and conduit manufacturing facility, a small chemical storage building, a small equipment building and a guard shack on 20 acre site at 965 Wanda in Ferndale and construction of a new 100,000 square foot building.

LAFCU has donated $1,000 to the Lansing Everett High School Band as part of the credit union’s sponsorship of the Lansing Regional Chamber of Commerce Annual Dinner.

In attendance at the ceremonial check presentation are Everett High School students, Band Director Penny Filonczuk and Principal Norman Gear, Ph.D., LAFCU Vice President of Community and Business Development Kelli A. Ellsworth-Etchison, and Lansing Regional Chamber of Commerce President & CEO Tim Daman.
Members On The Move

Lansing Region Lands Coveted *Investing in Manufacturing Communities Partnership* (IMCP) Designation

As part of Advance Michigan coalition, Clinton, Eaton and Ingham Counties will have preferential access to $1.3 billion in federal funding to support advanced manufacturing initiatives

U.S. Secretary of Commerce Penny Pritzker announced that Advance Michigan, a groundbreaking collaboration between the cities of Lansing, Flint, Pontiac, Detroit, Ann Arbor and 13 surrounding counties, has been awarded an *Investing in Manufacturing Community Partnership* (IMCP) designation by the Commerce Department’s Economic Development Administration (EDA).

The Advance Michigan coalition was formed to help Michigan's manufacturing communities leverage federal funding opportunities to rebuild and sustain a shared, advanced manufacturing future. The designation, one of 12 awarded across the nation, opens the door to key federal resources to help catalyze and shift the regional economy quickly, ensure a ready workforce, accelerate research and development, and maximize market positioning for manufacturers and emerging technologies.

“Winning an IMCP designation truly is a feather in the cap of the extraordinary coalition that came together to ensure that advanced manufacturing continues to drive growth and prosperity in Michigan,” said Lansing Mayor Virg Bernero. “It is further proof that we are indeed stronger when we work together.”

The Advance Michigan initiative is led by Wayne County EDGE, Workforce Intelligence Network (WIN) and the Center for Automotive Research (CAR). The coalition's IMCP designation is a two-year award that brings with it funding preference for more than $1.3 billion available from 16 federal departments and agencies, including Commerce, Defense, Education, HUD, Labor, Transportation, EPA, and the National Science Foundation.

Advance Michigan involves over 170 partners, including Lansing Economic Area Partnership (LEAP Inc.), Capital Area Michigan Works!, University Research Corridor, Lansing Community College Business and Community Institute, as well as the counties of Clinton, Eaton, Ingham, Genesee, Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Shiawassee, Washtenaw and Wayne. Over 5.6 million people live and work throughout the Advance Michigan region and over $36 billion of the State of Michigan's manufacturing output is produced within it.

“This designation brings with it the potential for the Lansing region to receive additional federal funding needed to help support the Lansing region's advanced manufacturing sector. The designation reconfirms that our state and overall region is a global powerhouse when it comes to manufacturing research and development,” said Bob Trezise, President and CEO of LEAP, Inc.

The Advance Michigan collaboration has formed an ongoing governance committee to coordinate, strategize, and prioritize federal asks for the region.
The best relationships get better with time. They grow. Become stronger. That's true in banking too. At Firstbank, we're growing. In fact, we're getting a new name. Mercantile Bank. As Mercantile Bank, we're bringing great new things to your banking relationship, while staying committed to the personal service you enjoy. Firstbank is becoming Mercantile Bank, and we're still all about you.

We're all about you.

More services.  
Same familiar people.

Firstbank is becoming Mercantile.