

Hirst Electric and Cunningham  
Construction

Insider Tips for Radio and  
TV Interviews

ROI of Mentoring,  
Benefits of Listening

Boardroom Presentation Tips,  
Virtual Discussions

\*Content written by outside sources do not reflect the views & opinions of the Chamber.

VOLUME 10 NUMBER 5

# Jackson County Chamber of Commerce

# CHAMBER

## News

# 2012

## JUNE

## PRESIDENT'S LETTER

### Communication: Buy-In

Have you ever seen a project fail because there wasn't enough momentum, volunteers or support to move it forward? I saw a great example of this recently and it occurred to me that the reason people weren't jumping to help is because the originator of the idea didn't spend enough time and energy getting buy-in from those who were supposed to make the project a success.

**Buy-in is crucial in all segments of our lives.** At work, we need our consumers to believe in our advertising, our employees and volunteers to implement our ideas and our bosses to give us permission to pursue our idea. At home, it's easier if our children understand why putting toys away is important and if we don't get buy-in on the big purchase (car, appliance, etc), we could hear about it for months from our spouses.

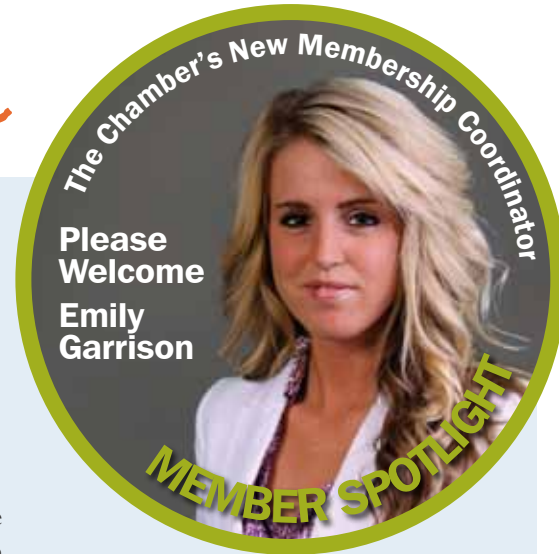
**Life is generally easier if a little work goes into convincing others that our idea or plan is worth pursuing and that they should help us pursue it.** I encourage us all to stop, think about who might be impacted and then sit down with those people to make sure they too think your idea is the biggest and best ever too.

~ MINDY BRADISH-ORTA

### Communicating Workforce Development Effectiveness

I was recently asked to define "Workforce Development" and actually found it to be a pretty tricky response. Sure the obvious answer would be "**strengthening our workforce**" but as someone who works directly in the workforce development industry, I know that it is so much more than that. **Each community is unique in its own regard as to what their workforce development needs may include.** South Central Michigan Works! (SCMW!) is striving to put together valuable communication tools that will, hopefully, do a much better job of explaining our industry and its effectiveness to the public.

Recently we had the pleasure of working with an excellent team of workforce related marketing and data experts that assisted us in "re-telling" our story. One of the first areas we tackled was our website. The initial feedback we received was that our website included too much information and that many items were not easy to find. It was a large undertaking but within three months we completely revamped the website to include a more professional look and easy to locate informational pieces. We also found that adding a tag line under our logo gave the general public a brief glimpse into what we are passionate about.



One of our biggest investments into the telling of our story was the mission video. Following along the design of a popular Socialnomics™ video, we wanted something that would be short in length while still providing a high impact look into our organization. The initial video creation was just over two minutes long and focused on both the Job Seeker and Employer side of what we do. Further into website development we decided to cut the video into two smaller pieces, approximately a minute and a half each, to use as a visual explanation of our mission.

With the website complete it was time to move on to the fun part, the data! Two separate scorecards were created. The **Workforce Investment Act (WIA) Scorecard** examines the benefits and costs SCMW!'s WIA funded programs and the regional economic impacts of SCMW! in its service area. The **Business Services Scorecard** measures the regional economic impacts of the services provided by SCMW! to employers.

If you have ever wondered how workforce development is impacting your community, or if you would simply like to check out our mission videos, take some time to visit [www.scmw.org](http://www.scmw.org) and explore the updated website.

Contributor: Sarah Hartzler, Community Relations Officer, South Central Michigan Works! serving Jackson, Hillsdale and Lenawee Counties.

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# Chamber in Action



Eric 'Ric' Walton was awarded the Pat Carlton Community Leadership Award for his tireless dedication and passion for the Jackson Community at the Leadership Academy Graduation ceremony on April 19th held at the Michigan Theatre.



Cassity Chiropractic hosted the March 15th Business After Hours. Members were treated to chair massages, class demonstrations and many prize drawings.



3rd Annual TAX DAY Celebration with The Augustine Group at Morgan Stanley Smith Barney on April 12th at the Night Lite restaurant.



Dan Heyns and Randy Treacher were back in Jackson speaking at the April 16th Economic Club Luncheon held at the Commonwealth Commerce Center.



The new Sandhill Crane Vineyards banquet room was a nice setting for the March 22nd Speed Networking event.



Marc Daly claims that "the best monthly breakfast in town" is at the Good Morning! Greater Jackson show, held at Bella Notte Ristorante on the 4th Tuesday of the month.



At the May 10th Orientation, chamber members learned more about chamber benefits, opportunities and events.

# The Power of the Pause

How do you know when communication has broken down? For me it's the *poof!* of ruffled feathers. For you, it may be finding yourself knee deep in 'drama'.

I don't believe leaders, working to move things forward, wake up in the morning thinking "today I will really mess up and frustrate lots of people." Yet it happens.

I was having coffee with a friend and she reminded me that many times when difficulty arises it's because we have gotten over-busy and don't take or have the time to do things right. I agree. If we move forward too fast without the buy-in of those we are leading, we end up having to stop and reevaluate where the breakdown occurred. If we don't take the time to really listen to a team member or employee they may go silent and quit contributing. This makes us have to stop and address the non-productiveness.

Now there IS value in conflict. An old proverb teaches, 'As iron sharpens iron, so one man sharpens another.' These rough interactions with each other point out areas that need 'sanding'. However, it is so much easier when we can keep the drama to a minimum and I believe that is where the power of the pause comes in.

Pauses come in many forms: For speakers, pauses allow time for the audience to mentally 'catch up' and digest what is being said; When you don't know what to do, a pause and a smile make you look like you're seriously considering a proposition before responding; Pausing while in negotiations is powerful because it often makes the other side uncomfortable; Protecting

time for introspective thinking and planning is a productive pause at the beginning and end of your business day.

What may be the simplest and most powerful pause is taking time out for you. To be at your best you need time to reflect, to reconnect with your values, to laugh, get some fresh air and a good amount of sleep. Besides the spring in your step and great attitude that comes with that, you will find that your creativeness kicks into high gear.

Creativeness can keep you competitive. It will help you define and craft your message so that it is communicated clearly. It helps you to establish goals "proactively" and consider contingencies. Creativeness creates curiosity which helps you to listen and ask better questions. Creativeness helps you find ways to make the lives of others better and your community a better place to live.

No one can be 'on' all the time. To reduce the drama in our lives and keep feathers smooth, we need to create those 'pauses' in our personal and professional lives and let their power help us.

**How do you create pause and space in your life as a leader?**

BY SUSAN FRANCK



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Editor: Susan Franck, Communications Coordinator

## Community Involvement is the Foundation for Success

“Get involved with the community; get involved with meeting people. People in Jackson very much want to do business with other people in Jackson. So, whatever goods or service that you provide, make sure the people know about it,” advises Kevin ‘Kip’ Cunningham, president of Cunningham Construction.

Handed down through three generations, Cunningham Construction has made a huge impression on the City of Jackson. By simply intertwining itself in a multitude of organizations, businesses, and schools Cunningham Construction not only supplies jobs for the citizens of Jackson, but also support for local organizations, non-profits, churches and schools. Community involvement is an important factor in the success of the business, however, hard work, attention to detail, timeliness, quality of work and customer relations are also necessary factors.

When asked about advice to give emerging businesses in the Jackson area, Cunningham wisely ended with, “You have to meet people and get them involved. You have to have them give you a chance, then make the most out of that opportunity.”

*Writer: Taryn Rowley, student at Jackson Community College*

KEVIN KIP CUNNINGHAM



# POWER POINTS

‘Power Points from Peers’ is a series of short articles sharing best business practices, recommendations and lessons learned from various Chamber member businesses.

## Hirst Electric: Electrifying Service Generates Electrifying Success

“The customer always comes first,” said Mike Hirst, owner of Hirst Electric Company, when asked what his best business practice was. Focusing on the customers’ needs and “saving people a lot of money” is what makes Hirst Electric so successful.

Being family owned and operated has played a significant role in their outstanding accomplishments and unparalleled reputation. It has made all the difference. It separates them from the rest of the field. Working alongside family members and great friends, Hirst Electric has a more personal touch and compassion. “You make decisions based on the right thing to do versus a big corporation making decisions based solely on money.” Mike Hirst’s ideals are phenomenal and it has made all the difference. Hirst Electric has their priorities straight, they serve the customer, not themselves.

Creating sales in a down economy is the daunting obstacle that businesses face every single day. Some companies may wait for the phone to ring and for business to create itself. Mike Hirst will not wait for business to be made. Instead he gets creative. “When sales number decrease, then you have to get creative. **Don’t just look for the sale; look for ways to save the customer money.**”

The Hirst Electric Company is a true Jackson treasure and it shows by Mike Hirst’s motto in five simple words: “The customer always comes first.”

*Writer: Jessica Anater, Jackson Community College Student*



# FROM PEERS

## Insider Tips for a Great Radio Interview

**R**adio is the only medium that is and goes everywhere. I want you to effectively deliver your message so you can take advantage of everything radio has to offer. First, **put the right person on the air**. A lot of times it will be the boss or the owner but sometimes it's not. You need to put on the radio someone who communicates well, has an outgoing personality and is enthusiastic about whatever it is you want to talk about. Trust me that energy translates through.

It's also important to **be prepared**. Some people think since they are talking about something they are familiar with they can just wing it. When 'in the moment' you might forget to mention something important. Share your talking points with the radio personality in advance. We won't be offended, actually we'll be thankful. We will be sure to talk about what is important to you.

Finally, **get to the point without being too brief**. It sounds a little contradictory but the last thing you want is a long winded answer that goes nowhere or a one word answer. Be precise with your answers, with just the finer details. Try to throw in a little humor too. The most important thing (this will feel weird if you are not used to it) is to **talk with a smile**. A smile comes through loud and clear on the radio. These are just a few helpful hints that will help you deliver your message to all of Jackson.

*Contributor: Marc W. Daly, News Talk 970 WKHM*



MARC W. DALY

## Simple Steps to Success for a TV Interview

**Y**ou are going to be on TV! This is a sales and marketing opportunity for yourself and your firm. Take some time to prepare so you will look and sound your best. Follow these simple steps and you will be getting compliments on your five minutes of fame!

**You have a mirror, use it!** Before getting in front of the camera, get in front of the mirror. Does your hair look neat and styled? Are your glasses clean? Are you wearing your best and most professional outfit? If you were testifying as an expert witness in a trial, would you wear this? Both men and women should wear a suit and jacket. Sleeveless and TV do not go together.

**Bring something!** You have been asked for an interview for a reason. Bring information, visuals, a story. Have something to say. If you have an opportunity beforehand, ask the interviewer or producer what they want you to talk about. What one thing do you want to get across to the audience? Prepare and rehearse short answers to anticipated questions.

**Converse!** Do not read from written or scripted material. Treat the interview as a conversation. Forget about the cameras and talk one on one with the reporter or interviewer. Speak up and speak clearly. Try to avoid verbal crutches (and, um, but, like, you know, okay?) It is fine to stop talking when you have nothing more to say.

Be rested, relaxed and have fun. Practice makes perfect ... do a good job and you'll be asked back!

*Contributor: Karen Hawley, Producer & Assignment Editor, JTV*



KAREN HAWLEY

# C Jackson County Chamber of Commerce CALENDAR



**To Register:** Unless otherwise noted, R.S.V.P. for events to Mary at [Mary@JacksonChamber.org](mailto:Mary@JacksonChamber.org) or 517-782-8221 (please have your credit card information handy when you call). All cancellations must be received with a 24-hour notice or no shows will be billed. Non-members are encouraged to attend no more than two networking events before joining. **All Chamber events are posted online at [www.JacksonChamber.org](http://www.JacksonChamber.org) under Events**

## JUNE EVENTS

### FRIDAY, JUNE 1

#### RIBBON CUTTING: CASCADES URBAN FISHERY

Celebrating the Grand Opening of the Fishery

- **Where:** Cascades Sparks County Park Pavilion (1401 S. Brown St.)
- **When:** Noon
- **Cost:** FREE

### SATURDAY, JUNE 2

#### TOUR JACKSON COUNTY

Today more than 14 local attractions and organizations are providing activities to Passport holders to remind our residents to enjoy Jackson... to remember the gems from childhood..to discover something new.. to take time out to invest in OUR community.

- **Where:** Various locations
- **When:** 11:00-4:00 pm
- **Cost:** Passports \$25-includes two adults, three children over 5, children under 5 free.
- **Other:** Discounts and special offers valid through August 23rd.

### THURSDAY, JUNE 7

#### LEADERSHIP ACADEMY ALUMNI ASSOCIATION MEETING

Engage with past Leadership Academy participants and uncover opportunities to use your Leadership Academy training to benefit the Jackson community. Join us!

- **Where:** Chamber Office
- **When:** 7:30-8:30 am
- **Cost:** FREE
- **Other:** Coffee and Donuts

### WEDNESDAY, JUNE 13

#### COFFEE WITH THE CHAMBERS

Early morning networking opportunity for Chamber members. Connect with current and potential customers over coffee out in the community with the Grass Lake Chamber.

- **Where:** The Depot (119 N. Lake St., Grass Lake)
- **When:** 7:00-8:30 am
- **Cost:** FREE

### FRIDAY, JUNE 15

#### RIBBON CUTTING: PARTNERSHIP PARK COMMUNITY GARDEN

Celebrating the start of this year's community garden.

- **Where:** NE corner of Mechanic and Biddle Streets
- **When:** 11:00 am
- **Cost:** FREE

### MONDAY, JUNE 18

#### ECONOMIC CLUB LUNCHEON WITH MARK HOLLIS

Come hear Mark Hollis, Athletics Director at Michigan State University, discuss investing in our state and how Spartan Athletics reaches out across the State of Michigan to make a difference as well as bringing a national audience to the state.

- **Where:** Cascades Manor House (1970 Kibby Rd)
- **When:** 11:30-1:00 pm
- **Cost:** \$25 for Members/ \$45 for Potential Members



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## THURSDAY, JUNE 21 BUSINESS AFTER HOURS

Join us in the Bear Garden for Business After Hours. There will be plenty of local beer, wine, food, music and of course, networking.

- **Where:** Sleeping Bear Winery/Bad Bear Brewery (2110 North Concord Rd.)
- **When:** 5:00-7:00 pm
- **Cost:** Free for Members/ \$10 for Potential Members

## THURSDAY, JUNE 21 KICK OFF: JACKSON ON TRACK - ADVANCING THE NEW PROFESSIONALS GROUP

Join the Chamber as we launch a group for those of you new to professionalism, new to Jackson or new to your particular profession. This group will focus on entrepreneurial support programs from networking to education to money-saving discounts.

- **Where:** Sleeping Bear Winery/Bad Bear Brewery (2110 North Concord Rd.)
- **When:** 5:00-7:00 pm
- **Cost:** Free for Members/ \$10 for Potential Members

## TUESDAY, JUNE 26 GOOD MORNING! GREATER JACKSON

Attend this live radio program that features 5 members. The June sponsors are: Accident Fund Insurance, Cassity Chiropractic, the Jackson County Fair, South Central Michigan Works! with room for 1 more sponsorship available.

- **Where:** Bella Notte Ristorante (137 W. Michigan Ave.)
- **When:** 7:30-8:30 am

- **Cost:** \$10 for Members/ \$20 for Potential Members
- **Other:** Hot breakfast and open networking included

## JUNE MEETINGS

### FRIDAY, JUNE 8

Ambassador Committee  
Where: Cascades Manor House  
When: 12:00-1:00 pm

### TUESDAY, JUNE 12

Leadership Academy Committee  
Where: Chamber Office  
When: 4:00-5:00 pm

### TUESDAY, JUNE 19

Chamber Board of Directors  
Where: Bella Notte Ristorante  
When: 7:30-8:30 am

### WEDNESDAY, JUNE 20

Economic Club Committee  
Where: Chamber Office  
When: 4:00-5:00 pm

### MONDAY, JUNE 25

Legislative Committee  
Where: County Commission Chambers  
When: 12:00-1:00 pm

### THURSDAY, JUNE 28

MLK Diversity/Challenge Day Committee  
Where: Chamber Office  
When: 8:00-9:00 am

JAXPO Committee

Where: Chamber Office  
When: 12:00-1:00 pm

## UPCOMING EVENTS

### THURSDAY, JULY 19

Business After Hours - Patio Party with OSB Bank at Hard Knock Grill

### FRIDAY, JULY 20

Coffee with the Chamber / Smart Commute at Concord Cafe

### TUESDAY, JULY 24

Good Morning! Greater Jackson

### WEDNESDAY, AUGUST 8

Coffee with the Chamber (Napoleon & Jackson Chambers)

### FRIDAY, AUGUST 10

Member Orientation

### THURSDAY, AUGUST 16

Business After Hours -Your NEW newspaper

### THURSDAY, AUGUST 23

Speed Networking

### TUESDAY, AUGUST 28

Good Morning! Greater Jackson  
JAXPO Vendor Meeting

### THURSDAY, SEPTEMBER 6

Leadership Academy Alumni Association Meeting

### MONDAY, SEPTEMBER 10

Economic Club Luncheon - Candidate Forum For State Reps

### THURSDAY, SEPTEMBER 13

Business After Hours - Staycation In Jackson

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# Three Benefits of Listening for Leaders

**M**any managers take for granted their ability to listen to others. But leaders are often surprised to find out that their peers, direct reports or bosses think they don't listen. Leaders are usually shocked to learn that others see them as impatient, judgmental, arrogant or unaware. To keep that from happening to you, pause for a moment to consider three benefits of listening and then reevaluate your listening habits.

**1. Listening helps you to behave exactly as you believe the person you wish to be would behave.** Author Stephen Covey recommends first taking time to listen to yourself in order to identify and consult with your own core values and goals.

**2. Listening is the incubator of innovative solutions to problems and new production methods.** When a leader tells someone exactly how to do something, or tells them to stop thinking and just keep doing it the way it's always been done, the organization misses out on any improvements that someone might discover by applying their fresh eyes and unique background to solving the problem.\*

**3. Listening increases accuracy.** Better listening leads to better recollection of important facts and issues later on, resulting in fewer miscommunications and fewer mistakes. Thus, attention to good listening technique is even more important when complex issues are involved.\*

The benefits of listening are worth the time to do a self check of your basic listening skills. First things first, ensure that you stop and give the person your complete attention. Secondly, are you maintaining good eye contact and asking questions of questions to clarify? Now, raise your skills and listening reputation to a higher level by becoming a person that regularly solicits opinions and takes action based on what you learned.

Pause to listen today.

Contributor: Susan Franck, Editor, Jackson Chamber News  
\*Visit [BusinessListening.com](http://BusinessListening.com) for more information.

BY SUSAN FRANCK



# The ROI of Mentoring

**T**here is a creative questioning force in young professionals, just waiting to prove themselves. Will you take advantage of it? Will you encourage or stifle their energy?

By mentoring young professionals in the beginning stages of their career, seasoned professionals will open themselves and their companies to great benefits including innovation, cutting edge technology and enlarging tomorrow's pool of leaders.

**Innovation occurs when you must re-think the daily activities you have become accustomed to and answer the questions why, how and why again.** Mentoring makes you take time to get back to the basics and review your processes. As surfacing issues and concerns are addressed, the process gets streamlined and improved.

As the young professionals ask their questions, they may have suggestions to make it better. When they do, pause. Rather than tell them they are wrong, or that's the way we've always done it, listen to their point of view. **They have a fresh perspective to see new potential and may be aware of newer industry trends or technology that can help your business.**

With mentoring the benefits are a double win-win. Both the mentor and the mentee grow personally and professionally. They say that you don't know what you don't know. **When both open themselves to suggestions for improvement and are patient with each other great growth can occur.** And you will be developing these entry level professionals into the leaders you'll need ten and twenty years from now.

Contributors: Jennifer Hill, Sales and Marketing Manager, Jackson County Convention & Visitors Bureau and Susan Franck, Editor, Jackson Chamber News

BY JENNIFER HILL





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# Boardroom Presentation *Tips*

All business communications are important, but with senior management, or the board of directors as your audience, you are in the hot seat. They are going to accept or reject the recommendation that you, your department or your team have worked so hard on based on your short presentation.

Use these tips to make a strong impression.

**Practice.** A report to senior managers is not a conversation; however, it must sound conversational. Once you have your notes, practice by speaking out loud to yourself or an associate. Make sure you are familiar with what you intend to say. Be clear with yourself so you can present clearly.

**Open with your conclusions.** Don't make your senior-level audience wait to find out why you are there.

**Describe the benefits if your recommendation is adopted.** Make these benefits seem vivid and obtainable.

**Describe the costs, but frame them in a positive manner.** If possible, show how not following your recommendation will cost even more.

**List your specific recommendations, and keep them on target.** Wandering generalities will lose the audience's interest. Focus on the bottom line.

**Look everyone in the eye when you talk.** You will be more persuasive and believable.

**Be brief.** The fewer words you can use to get your message across, the better. Shorter is more memorable and repeatable.

**Anticipate their questions.** Aim to answer them early in the presentation

Practice your presentation and be prepared. It's okay to be nervous, because nobody sees how you feel – just how you look and act.

A condensed version of the article by Patricia Fripp, CSP, CPAE *Climbing the Corporate Ladder*, published in the April 2011 issue of *Toastmaster Magazine*. Patricia is an executive speech coach, keynote speaker and the co-author of *Speaker's Edge*. Visit her Web site at [www.fripp.com](http://www.fripp.com)

# Join the Virtual Discussions

Ever since our nation's first citizens began figuring out how to make a Democracy work, Americans have spent a lot of time in open Town Hall meetings tapping into the collective wisdom and creativity of its townsfolk. Our government is supposed to represent the will of the people, and the Town Hall was designed to bring that out.

A lot has changed over the past 250 years. News travels faster than the speed of horses, pollsters slice and dice the public will, and most of us shudder at the thought of squeezing another meeting into our schedules. **But right now we have some very big problems and some very divergent arguments about how to solve them, so talk we must.**

The founders and participants in Jackson 2020 believe that everyone has a voice. And we believe that we won't solve those problems until a lot of voices are heard. Jackson's leaders need to hear your concerns, priorities and ideas. If we can all just agree upon a vision of the great community that we want Jackson to be, then we know that we will create it. Our goal is to do so by the year 2020.

Jackson 2020, with support from the United Way, has launched a new "virtual town hall" tool call MindMixer to spark the dialogue. **The Town Hall meeting is on, all the time, anywhere there is internet.** A few general questions are being discussed right now, and as Jackson 2020's work-

groups begin their work, many more discussions will be initiated. Please join in and speak up.

[www.createjackson2020.com](http://www.createjackson2020.com)

Contributor: Ken Toll, Executive Director, United Way of Jackson County



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### Norfolk Homes

**Sean Lefere**  
**8178 Jackson Rd., Ste. D**  
**(888) 772-5770**  
[www.norfolk-homes.com](http://www.norfolk-homes.com)

Real Estate  
 Summit Glen & Oak Grove Condominium Sites off McCain Road. Real estate developer of single family homes and condominiums.

### Partnership Park Downtown Neighborhood Association

**Katie Luke**  
**809 S. Jackson St.**  
**(517) 782-2188**  
[partnershippark.org](http://partnershippark.org)

Non-profit & Charitable Organizations/  
 Foundations  
 Where neighbors help neighbors

### Quiet World Sports LLC

**Kat Kulchinski**  
**206 Fourth St.**  
**(517) 879-8981**  
[www.quietworldsports.com](http://www.quietworldsports.com)

Outdoor Recreation  
 Beginning and intermediate kayaking school offering lessons and tours in the Jackson area. Sit-in, sit-on-top, tandem kayak, and stand-up paddle board rental at Vandercook Lake County Park. We offer heron tours in early summer and sandhill crane tours in the fall.

### Ryan Phillips, Schirmacher & Phillips PLLC

**Ryan Phillips**  
**2000 Townley St.**  
**(517) 788-9999**

Attorneys  
 A Jackson based professional company providing legal counsel and representation specializing in family law, landlord/tenant matters and civil litigation including collection matters.

### Special Olympics Area 19

**Danielle Hilliker**  
**1708 S. Jackson St.**  
**(517) 783-5311**  
[www.somi.org](http://www.somi.org)

Non-profit & Charitable Organizations/  
 Foundations  
 Area 19 encompasses Jackson and Calhoun Counties. Sporting events include: Aquatics, Athletics (Track and Field), Basketball, Bocce, Bowling, Cross Country Skiing, Cycling, Figure Skating, Golf, Horseshoes, Poly Hockey, Powerlifting, Snowshoeing, Soccer, Team Handball. Total area athletes served: 559

### The Summit Fitness & Training Center

**Heather Jones**  
**1901 Horton Rd.**  
**(517) 783-5261**  
[www.thesummitjackson.com](http://www.thesummitjackson.com)

Health & Fitness - Centers / Equipment  
 Complete fitness center specializing in training and weight loss.

# THANK YOU

## *Renewing April Members*

### 1-5 YEARS

A P Motors, Inc  
 Acro Legal Copy Service, Inc  
 Anderson Insurance Agency  
 Arrow Uniform  
 Birmingham Cosmetic & Vein Center  
 Blake Electric Inc.  
 Bo-Kay Studio  
 Brent Family Chiropractic  
 Cuppa  
 Fitness Council of Jackson  
 Greystone Tavern

Hammond Hardware  
 HARC - HIV/AIDS Resource Center  
 Indian Trails, Inc. dba Michigan Flyer  
 Jackson Small Business Support Center  
 Kentwood Office Furniture  
 Law Office of Richard C Mills, PLC  
 LegalShield  
 March of Dimes  
 Merchants Crossing Improvements LLC  
 Michigan Shakespeare Festival

Midwest Floor Systems, Inc.  
 Pinson Urology and Continence Center PC.  
 Pro's Gym  
 PS Advanced Solutions  
 Ray Printing & Mailing Company, Inc.  
 Susan Paris, Paris Agency LLC  
 The Purple Rose Theatre  
 Tripp's Auto Shop and Collision Center, Inc

### 6-10 YEARS

Barker Weber Insurance Agency

Bio Image Systems, Inc.  
 Brad A. Double, D.C.  
 F&H Manufacturing Co., Inc.  
 Heartland Health Care Center - Jackson  
 Jackson Canvas Company  
 Mid-Michigan Mechanical Contractors Assoc.  
 Northwest Refuse  
 Seymour Ford Lincoln  
 The Ballooney Bin

### 11-15 YEARS

Airport Lanes

Comcast Business Services  
 Curves  
 Envirologic Technologies Inc.

Hudson's Classic Grill  
 JTV, Inc.  
 ServiceMaster Absolute Home & Restoration Services

### 16-20 YEARS

Commonwealth Commerce Center  
 Thinking Real Estate

### 21-25 YEARS

Carlene G. Walz Lefere

Gordon Food Service  
 Northwest Community Schools  
 The Salesman, Inc.

### 30-40 YEARS

Estate & Pension Plans, Inc.  
 Marcoux, Allen, Schomer, Bower, Nichols & Kendall, P.C.

Safety Systems Inc.

### 66-70 YEARS

Comerica Bank  
 Dawn Food Products, Inc.

# The Ultimate Success Secret

My colleague, Dan Kennedy, says it very succinctly and accurately:

**Control = Responsibility**

**Responsibility = Control**

Every time you don't take responsibility for something that happens to you, you give up a little control. Every time you say...

*It's the town...*

*It's the season...*

*It's the weather...*

*It's the economy...*

*It's my vendors...*

*It's my upbringing...*

*It's \_\_\_\_\_*

you are giving away a little control.

Every time we deny responsibility for something that happens to us, we give up our ability to control our own destiny.



Every time you spend more than a few moments becoming frustrated with events outside of your control – spending your mental real estate, your time, your energy and your emotions on external circumstances – you are giving up responsibility for your success.

Always remember...

Your success is your responsibility. You control your time, your staff, your energy, your focus. Don't ever relinquish that.

By Bob & Susan Negen, excerpt from the Personal Business Skills Module of the Whiz Bang Retail Mastery System

The complete set retails for \$2497. Each of the eleven topics/modules is available for Chamber Members to borrow, one month at a time, with a refundable \$250 deposit. For more information contact: Susan@JacksonChamber.org, call 517-782-8221

## Rediscover Jackson

Get lost in art, delight in local wine or micro-brews and take in the sights while canoeing. Create a craft, go roller skating, take a family bike ride... Tour Jackson County

Saturday, June 2nd more than 14 Jackson County Attractions/Organizations are providing activities to Tour Jackson County Passport holders. WHY? To remind Jackson County residents to enjoy Jackson... to remember the gems from childhood... to discover something new... to take time out to invest in OUR community.

Jackson County residents can purchase a

passport from the Jackson County Chamber of Commerce beginning May 1st for \$25\* Passports include 14 offers to be used Saturday, June 2nd 11am-4pm. AND discounts and special offers valid through August 23rd.

Share photos from Tour Jackson County Day on the Facebook Event Page for a chance to win a photography package sponsored by A Frame Above and Picture This! Jackson.

Passports offer more than \$100 in value for only \$25.

\*\$25 passport includes 2 adults, 3 children over 5, children under 5 are included complimentary



## New Professionals Group

The Jackson County Chamber of Commerce welcomes new professionals/entrepreneurs to grow and develop professionally and personally with its new group, designed specifically for people new to the professional world, new to their particular profession or new to Jackson.

**The group will provide:**

**Access to Key People:** - Networking events with other new and seasoned professionals/entrepreneurs - Expanded sphere of contacts through association with Jackson County Chamber of Commerce

**Access to Professional Development:** - En-

trepreneurial support programs and resources - Business idea or product review board with Jackson Inventors Network

**Access to Educational Opportunities:** - Business start-up resource guide - Marketing, Sales, Human Resources and general business classes - Interview and resume assistance

**Access to Savings:** - Business start-up discount package

Group fees are \$50 for an individual that is not part of a current Chamber member or \$25 for individuals who already work for a Chamber member.

By Mindy Bradish-Orta

grow  
a healthy work force.  
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Blue Care Network  
of Michigan

Learn more today.

Contact the Jackson County Chamber of Commerce at 1-517-782-8221 or visit [jacksonchamber.org](http://jacksonchamber.org).

[bcbsm.com/grow](http://bcbsm.com/grow)

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

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John Campau, President

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