

TOP STORY »

Wes Eklund's reflection after two years as chair of the Chamber.

The economic downturn has had a serious impact on everyone. Now is the time to reevaluate your priorities and make sure you are spending your resources on the most important things. Business advocacy is one of those things.



An issue that is always overlooked by many past, current and future members is the piece around business advocacy. Providing a voice for business is a core piece of the Chamber's offerings. The Government Affairs committee is one of the largest and most active groups in the Chamber. It is always looking at important business issues and weighing in on your behalf at the local, state and national level. [MORE>>>](#)

MUSKEGON IN FOCUS!

Muskegon In Focus is a new program presented by the Chamber. This high impact program was designed to orient key members of local leadership teams to a **comprehensive overview of the people, places and possibilities of the greater Muskegon community.**



In just eight hours, over a four week period, the nine participants in this first Muskegon In Focus program were introduced to key issues, institutions and leaders shaping our community through virtual tours, experiential activities, panel discussions and presentations. In all, there were 26 presentations by community leaders and business executives. [MORE>>>](#)

SAVE MONEY ON YOUR HOLIDAY SHOPPING!!!

Check out the member coupons on the Chamber's website at muskegon.org!

Here are a few examples:

- Driving to Grandma's for the holidays?...National Car Rental
- Need to find room to hide gifts?...Space Made Simple
- Entertaining over the holidays?...Servpro



[MORE COUPONS>>>](#)

Posting coupons is FREE and easy!

- Offers can be available to members only or to the general public, you decide.
- Offers can include dollar or percentage savings, gift with purchase, buy-one/get-one or any offer you would like.
- You determine the expiration date.
- You establish the disclaimers, i.e. 'one coupon per customer per visit', 'some restrictions apply, see store for details', etc.
- Link the coupon directly to your website.
- Include a special code for tracking response to your offer.
- Create as many coupons as you like!

[CLICK HERE](#) for instructions>>>

TAKE ADVANTAGE OF COST EFFECTIVE MARKETING OPPORTUNITIES FOR 2010!

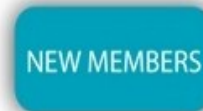
The Chamber has created a variety of cost effective **ADVERTISING** opportunities for ANY SIZE business. From FREE online coupons and low cost website banner ads to mailing lists and celebration kits, there is something for everyone.

In addition, the Chamber has a variety of **SPONSORSHIP** opportunities for 2010, a great way for members to support Chamber programs and events, while gaining visibility and increasing brand recognition among hundreds of businesses. [MORE>>>](#)

UPCOMING EVENTS

- **12/3/09 Holiday Kick Off** - Celebrate the holidays with the Chamber & our partners! [More>>>](#)
- **12/15/09 Business Briefing** - Learn about energy efficiency tax deductions for your business! [More>>>](#)
- **1/20/10 Business Showcase Luncheon** - Reserve your booth now for this sell-out event! [More>>>](#)
- **01/29/10 Business For Breakfast** - The Economic Forecast...find out what's in store! [More>>>](#)
- **02/18/10 The Annual Jubilee** - Save the date for the Chamber celebration of the year! [More>>>](#)

[More Chamber Events...](#)



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DIVERSITY MATTERS!

In November, the Diversity Committee hosted the Business Briefing, “**Diversity Marketing 101**”. The format included brief presentations by a panel of marketing experts and business owners including Paul Billings, 103.7 The Beat; Jan Brimhall, Sam’s Club; Sonya Hughes, Grand Rapids Chamber of Commerce; Joan Kessler, Mercy Health Partners and Jason Pieceki, Qonverge.

Over thirty attendees learned how the buying power of multicultural markets can effect your bottom line, the importance of incorporating diversity in your company brand, and some of the challenges in developing a multicultural marketing message. Overwhelmingly, the panelists agreed that **businesses that incorporate diversity into their business culture will be stronger over the long term**. For more information [CLICK HERE>>>](#)

REPRESENTING OUR INTERESTS

The Michigan Port Collaborative announced formation of an Interim Steering Committee comprised of local leaders from 19 Great Lakes port communities in Michigan. **Janessa Stroud, Vice President of Government Affairs at the Muskegon Area Chamber of Commerce**, is among the list of appointees. The complete membership of the Interim Steering Committee is listed below.

The Interim Steering Committee will meet in December in Lansing to recommend a permanent organizational structure that will advance the Collaborative’s goal to create an effective voice in Lansing and Washington D.C. for policies and funding that will enable coastal communities to serve as Michigan’s Front Door.

[MORE>>>](#)

HOLIDAY OUTREACH

The needs in our community this holiday season will be greater than ever before. In response, the Chamber has created a Holiday Outreach page to help businesses and employees easily find information about community needs and giving opportunities. **Consider giving back to the community by donating** to any of the following causes. [MORE>>>](#)



If you would like to post your Holiday Outreach information, please contact Debbie Degner at <mailto:atddegner@muskegon.org>.

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Did you miss last month's enews? [Check out our archives here](#).

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