

**TOP STORY »**

**NEW! BUSINESS RESOURCE GUIDE AVAILABLE**

Finding the right business resources at the right time can be a challenge. The Muskegon Area Chamber of Commerce has created a guide to help entrepreneurs identify which of over 15 local resources and organizations offering free or low-cost business development services and/or counseling. Based on the stage of your business, services are divided into general categories including counseling & research, finance, education & training and location assistance & incubator programs.

To begin using the guide, consider what development stage you are in at the current time. For example, SCORE or Service Corp of Retired Executives provides FREE private counseling for individuals in the business start-up stage. SCORE can assist with developing business plans, research, resource and financial assistance. [MORE>>>](#)

**MAXIMIZE YOUR MEMBERSHIP by sharing the opportunities!**

*"The (Muskegon Area) Chamber has been a very valuable resource. Through the Chamber, my colleagues and I have made many long-term professional and personal relationships."* - Jennifer Scofield, Shoreline Vision

Jennifer Scofield is probably the most visible representative from Shoreline Vision at Chamber functions, however, the important part of her quote above is that there are a number of people employed at Shoreline Vision who have also benefited from the company's membership in the Chamber.

As a Chamber member, you and your employees have access to a variety of educational and networking opportunities throughout the year. [MORE>>>](#)

**CLEAN INDOOR AIR REGULATION TAKES EFFECT NOVEMBER 9, 2009**

There's a new regulation in Muskegon County, called the Clean Indoor Air Regulation. As a business owner or manager, here's what you need to know about this new regulation.

- All public and private worksites and all private residences used as a child care, health care or adult day care facility, or as a business open to the public are included in this regulation.
- All other private residences, bars, restaurants and tobacco specialty stores are not included.
- All businesses included in this regulation need to develop and adopt a smoke-free workplace policy by November 9, 2009

For more information [CLICK HERE>>>](#)

**MUSKEGON NOMINEE WINS LAKESHORE ATHENA AWARD!**

The Lakeshore ATHENA Award program – a program of the Holland, Muskegon and Grand Haven/Spring Lake/Ferrysburg Chambers of Commerce – is celebrating and recognizing the outstanding contributions of women in business and leadership.

The Muskegon Area Chamber of Commerce is pleased to announce the 2009 Lakeshore ATHENA Award winner is...

**Blanche Smith**, Executive Director of Family Services Center in Muskegon. Ms. Smith was named the 2009 Lakeshore ATHENA Award winner at a luncheon on Tuesday, October 6, 2009. Her credentials speak for themselves! [Read more>>>](#)

**NEW! MUSKEGON IN FOCUS PROGRAM FOR EXECUTIVES**

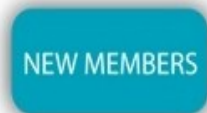
**UPCOMING EVENTS**

• **10/13/09 Business Briefing - Creating Curb Appeal for Retailers** - presented by professionals in the area of visual merchandising and retail operations. [More>>>](#)

• **10/14/09 Multicultural Business Showcase** - Check out unique products & services available to you from local, diverse businesses! Keynote presentation, Diversity Matters!, provided by Dr. Michelle Loyd-Paige from Calvin College. [More>>>](#)

• **10/23/09 Business For Breakfast** - A panel of local business leaders will share their experiences as they use Advanced Manufacturing Technology to move their company forward in the global economy.

[More Chamber Events...](#)



**CHAMBER**  
News Room

**MEMBER**  
News Room



MUSKEGON In Focus is designed to orient key members of your leadership team to a comprehensive overview of the people, places and possibilities of the greater Muskegon community.

In only eight hours, leaders of your organization gain a comprehensive understand of the Muskegon area. This is done by introducing them to key issues, institutions and leaders shaping our community through virtual tours, experiential activities, panel discussions and presentations.

For program details [CLICK HERE>>>](#)

### SEPTEMBER CHAMBER EVENT REVIEW...

The business community was back in full force this fall as they attended a variety of Chamber programs in September designed to provide networking and learning opportunities. Chamber events range from low cost educational seminars to social networking functions. If you weren't able to attend, here's what you missed.

Starting with a **BUSINESS BRIEFING** on September 15<sup>th</sup>, sponsored by **Huntington Bank**, when a group of 50+ attendees listened intently to a presentation on Search Engine Optimization by Curt Mencer, a certified internet marketing consultant. Key messages for optimizing your website presence on the internet included relevance, reality, research and refine.

On September 16<sup>th</sup>, the **BUSINESS SHOWCASE LUNCHEON** drew over 95 attendees with 22 businesses showcasing their products and services. This event, sponsored by **Hackley Community Care Center** and **Parmenter O'Toole**, provided displayers the opportunity to directly interact with potential clients/customers. Showing presentation creativity, **Tracy Adams of Boomer Capital Management** ended his 1 minute commercial with the quote, "while you were worried about your retirement, my clients were having a day at the beach", after which he gave away a folding beach chair to one of the attendees.

[MORE SEPTEMBER EVENT REVIEWS>>>](#)



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