

COMMUNICATE



SAGINAW COUNTY
CHAMBER
OF COMMERCE

CONNECT AND INFLUENCE

2024

ANNUAL

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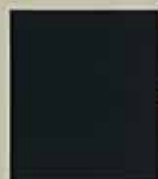
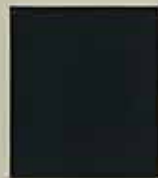
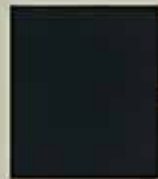


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Mission

We lead on behalf of business.

We communicate, connect, and influence.

Vision

We envision creating a thriving economy in Saginaw County and beyond.

We demonstrate INTEGRITY -

We do the right thing. We are honest.

We make the tough decisions.

We demonstrate the courage to live our values.

We trust each other. We work for the community.

We live our COMMITMENT -

We are dedicated to the Chamber vision and mission.

We do the hard work to communicate, connect and influence.

We are conveners. We follow through and serve.

We are proactive and responsive in serving our stakeholders.

We are resourceful and empowered to act.

VALUES

We are INCLUSIVE -

We listen. We welcome. We invite.

We reduce and eliminate barriers.

We are INNOVATIVE -

We are forward thinking and embrace change to succeed

at our vision and mission. We consistently strive

to do what we do even better. We bring solutions

and execute to access opportunity for our

members and the communities we serve.

2024 Board of Directors



Chair
Seth Perigo
Huntington



Vice Chair
Pat Hengesbach
Garber Management Group



Secretary
Dan Dralle
Nexteer Automotive



Immediate Past Chair
Gavin Goetz
AT&T



Treasurer
Andy Mehl
Rehmann



Corporate Counsel
Tom Basil, Jr.
Shinners & Cook, P.C.



John Boothroyd
Michigan Sugar Company



Michael Colby
Isabella Bank



Pavel Konecny
Tri-Star Trust



Pastor Chris Pryor
Victorious Believers Ministries



Mary Storm
CMU Medical Education Partners

Executive Committee



Steve Canole
1st State Bank



Beth Charlton
Covenant HealthCare



JoAnn Cray
Saginaw Future Inc.



Nancy Davis
Team One Credit Union



Jenny Geno
Saginaw Intermediate School District



Jason Griffin
Hemlock Semiconductor Operations
LLC



John Kaczynski
Saginaw Valley State University



Jon Lynch
Three Rivers Corporation



Kevin Mannor
Mannor Group



Annette Rummel
Go Great Lakes Bay

Members at Large



Dan Scheffer
Ascension St. Mary's



Peter Shaheen
Shaheen Development



Jeff Stoutenburg
Dow



Martha Zehnder Kaczynski
Bavarian Inn Lodge

It has been my honor and privilege to be a part of an exceptional Chamber Team! In my nearly 25 years with the organization, I have seen tremendous progress in our county and region in terms of development, relationships, and gaining statewide recognition in some of the innovative programs and developments here.

I'm proud to lead the
Saginaw County Chamber of Commerce.

Veronica Horn
President/CEO

What I enjoy most about my role at the Chamber is that no two days are ever the same. We offer a variety of events and regularly communicate with our members, giving me something to work on from the moment I walk in, to the minute I leave each day.

**Rebecca Suhr, Communications &
Event Specialist**

Having been with the Chamber for 16 years, I've worn a number of hats: Manager of First Impressions (receptionist), I.T. Manager, and Board of Directors liaison to name a few. I loved them all equally (except for I.T. - I hate I.T.). But, the one aspect of my job that I like the most, is the ability to be creative. From building giant mushrooms for Chairman's Ball to creating the yearbook and video for Leadership Saginaw, I have the freedom to let my imagination run wild and put my craft skills to good use.

**Lisa Dobbins, Director, Events &
Leadership Saginaw County**

I've been with the Chamber for over 22 years and have never worked with a better team of people. The camaraderie, shared commitment to the work and each other, and the never ending opportunity for growth and change have kept me engaged and passionate about our community and our Chamber.

**Nancy Stevenson, Director
Communications & Events**

I LOVE everything about my job. Working with our Members and YPs is very rewarding. Seeing them make connections and conduct member-to-member business is truly enriching. I am incredibly fortunate to be part of a team that aims to provide the best membership experience for Chamber members and YPN members in the Great Lakes Bay Region - or even on a State level. Seeing them use the memberships to the fullest extent possible and engage with each other is really what I love best about my job.

**Sam Tany, Member Engagement
Manager &
YPN Program Director**

What I like about working at the Chamber is meeting new people and businesses in the area. I also enjoy working with a great team of people.

Patty Sapak
Executive Assistant

What I love about my job are the members, the staff and the passion for our community. It's amazing.

**Eugene Seals, Director
Member & Sponsor Sales**

Chamber Staff



Top 6 Priorities

ADVOCACY -

We prioritize legislative and local-issue advocacy, helping influence and shape public policy to achieve a healthy, business-friendly community, region, and state. We work with individual members as well as strategic partners.

COMMUNITY VALUE -

We originate, lead, implement, advocate, support and partner on initiatives and projects important to positive community growth within Saginaw County, the Great Lakes Bay Region, and the State of Michigan.

CONNECTIONS -

We are a conduit to building connections with community leaders, policymakers, legislators, philanthropists, employers, customers, business partners, new employees and friends. Helping forge connections is one of the most important things we do.

DIVERSITY & INCLUSION -

We support partnerships and collaboration, bringing diverse groups together to foster an exceptional Saginaw. We actively seek opportunities to bring all voices to the table and work tirelessly to promote business members of all races, religions, ethnic backgrounds, sexual orientation and age.

LEADERSHIP -

We are at the forefront of developing, preparing, and connecting community leaders through programs like the Young Professionals Network, Leadership Saginaw County, Momentum, Community Leadership Awards, and through strategic partnerships.

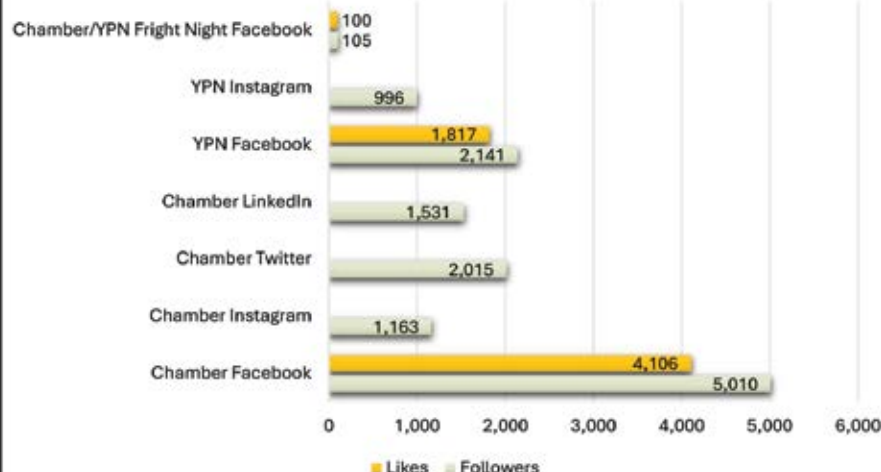
TALENT ATTRACTION & EDUCATION -

We work with education, business, and legislative partners to address the number one concern of members - access to a skilled and talented workforce.



Chamber by the Numbers

2023 Social Media Reach



Chamber Email Reach

818 — YPN Members

2,892 — Chamber Members/Employees

627 — Friends of the Chamber/
Legislators/Others

2023 Print / Digital / Web / Email Reach

51 — **At A Glance Chamber Newsletters**
Weekly emailed newsletter includes new members, event calendars, job bank, member news, offers, and more. Circulation: 3,000+

1 — **Simply Saginaw Chamber Directory & Resource Guide**
2,000 print copies distributed to Chamber members and upon request to employers and businesses for recruitment efforts. Over 25,000 views annually of digital version.

1 — **2023 Annual Report**

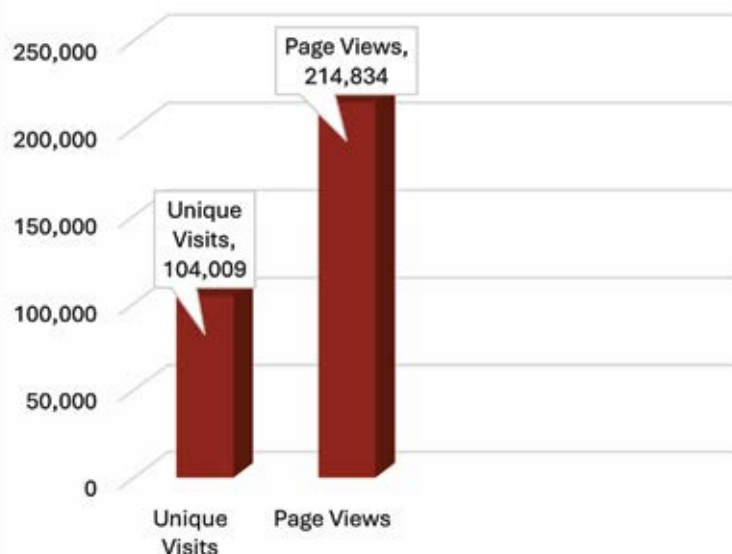
4 — **Business Advocate Magazine**
Quarterly business-focused public policy magazine distributed to each Chamber member plus all Saginaw County Businesses with 10 or more employees.

12 — **YPN Navigator**
Monthly young professional-focused, email newsletter includes new YPN members, calendar and event information, professional development articles, offers and more. Circulation: 830+

68 — **Chamber/Legislative/Community Update Email Communications**
Special updates dealing with public policy, Chamber information, or community news sent through email to over 3,000 member contacts.

66 — **YPN Email Communications**
Special program, professional development and community information updates targeted to over 800 Young Professional Network member contacts.

Website: SaginawChamber.org



Most Visited Website Pages

- Job Bank
- Events
- Events Details
- News

Chamber by the Numbers

2023 Membership & Participation

93 — New Chamber Members
33% are minority/women-owned businesses

69 — New YPN Members

8 — Graduates of Momentum Women & Minority-owned Business & Mentorship Program

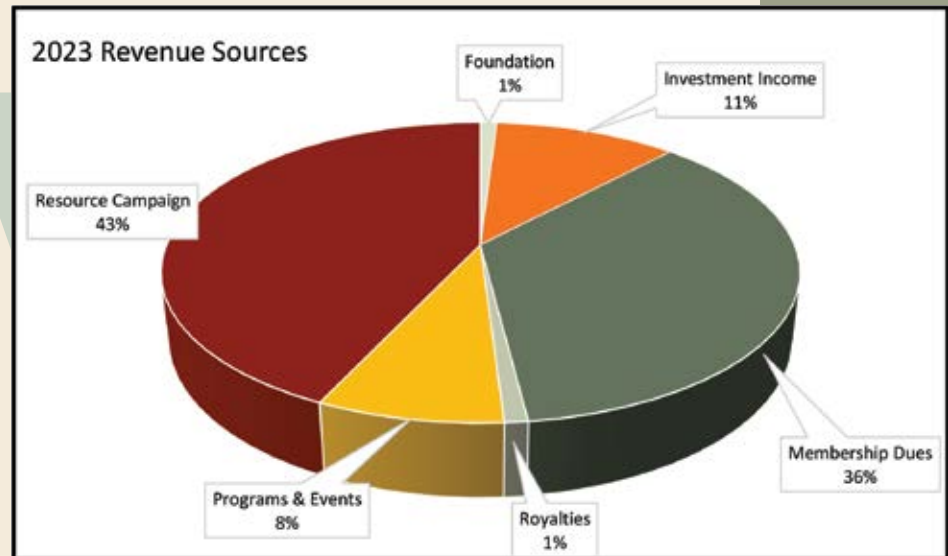
27 — Chamber Board Members

29 — Chamber Ambassadors

15 — Chamber Diplomats

27 — Graduates of Leadership Saginaw County Program

71 — Participants in Chamber Sales Leads Program



**Chamber Membership as of
April 1, 2024
915 members**



**2024
Chairman's Circle
Sponsors**

Chamber by the Numbers



276 Events Held in 2023

- 10 → Percolator Breakfasts
- 13 → Business After Hours
- 31 → Ribbon Cuttings/Grand Openings
- 1 → Legislative Luncheon
- 2 → Small Business Development Seminars
- 1 → Chamber Summit
- 4 → Chamber 101
- 1 → Chairman's Ball
- 1 → Annual Meeting
- 1 → Chamber Classic Golf Outing
- 1 → Community Leadership Awards Luncheon
- 11 → Leadership Saginaw County Program Sessions & Graduation Event
- 6 → Momentum Women & Minority-Owned Business & Mentorship Program Sessions
- 1 → Chamber Fright Night: A Ghostly Affair
- 10 → YPN After5/Before 5 Events
- 3 → YPN Gives Back Events
- 3 → YPN Professional Development Sessions
- 4 → YPN Regional YPN Events
- 1 → YPN Golf Outing
- 2 → YPN Strategic Planning Sessions
- 1 → Chamber Board Appreciation Luncheon
- 168 → Sales Leads Roundtable Sessions



Chamber Ambassadors

Ambassadors facilitate Chamber retention, provide public relations support between Chamber staff and the members, encourage member participation and provide event and communication assistance.

2024 Ambassadors

Chairwoman: Lindsay Kerry, McNally Office Service

Vice Chair: Ken Voelker, Wilson Realty Inc.

Secretary: Laurie Barr, My Member Insurance Agency/Occasional Details Catering

Dan Benkert, Goodwill Industries of Mid Michigan
Tanisha Brooks, Trinity Creations Photography
David Brown, Isabella Bank
Becky Carrier, Tri-Star Trust
George Copeland, Saginaw Valley State University
Becky DuRussel, Independent Bank
Breanna Graczyk, Alzheimer's Assoc. - Greater Michigan Chapter
Nicole Hanson, Mercantile Bank
Sonia Herrera, Saginaw Bay Area Title Agency
Andie Holbrook, RE/MAX New Image
Ryan Jones, The State Bank
Samantha Jones, PartnerShift Network
Miranda Keenan, Farmers Insurance Miranda Keenan Agency
Greg LaMarr, Saginaw Future Inc.
Jeff Larsen, Great Lakes Bay Health Centers
Anita McKeith, AMP - Anita McKeith Photography
Emily Migut, Dow Credit Union
Cheryl Moeller, Andrews Hooper Pavlik PLC
Andrew Patton
Amy Pitts, Gohm Insurance Restoration Inc.
Thor Rasmussen, TempleArts
Ann Ray, Wildfire Credit Union
Emma Rogers, Future Insurance, Inc.
Andrea Sanchez, TLD Holdings
Cindy Sanders
Crystal Sanders, Underground Railroad
Miguel Torres, K?Onda!
Tracy Walker, Alpha Media Saginaw
Joseph Wehner, Health Advantage Credit Union
Keith Wenzel, 1st State Bank
Fred Wydra, W & W Tri-City Liquidation



2023 Ambassador of the Year
KEN VOELKER



2023 Distinguished Ambassador
ANITA McKEITH

2023 Ambassadors in Action



Chamber Diplomats

Diplomats are a volunteer, incentivized sales force made up of employees from Chamber member businesses. They help raise 43 percent of the Chamber's annual operating budget through relational sales of sponsorships and advertising.



2023 Diplomat of the Year
TONY HOLSTINE

2023 Diplomats

Laurie Barr, My Member Insurance Agency/Occasional Details Catering
Laura Biggins, Garber Management Group
Leslie Bilodeau, Covenant Occupational Health Services
David Brown, Isabella Bank
Marc Cesere, Huntington
JoAnn Crary, Saginaw Future Inc.
Jill Creegan, Century 21 Signature Realty
Wendy Groll, Dale Carnegie Training
Tony Holstine, Longevity Health Plan
Jonathan Homan, Covenant HealthCare
Lindsay Kerry, McNalley Office Services
Kevin Neumeyer, The State Bank
Ryan Ratynski, Covenant HealthCare
Melissa Spranger, Mercantile Bank
Ken Voelker, Wilson Realty Inc.
Keith Wenzel, 1st State Bank

Young Professionals Network

The mission of the Young Professionals Network (YPN) is to support the attraction and retention of young talent to Saginaw County and the Great Lakes Bay Region while developing the next generation of leaders. The group is led by a Steering Committee made up of Chamber member young professionals who oversee three standing sub-committees including Marketing, Events, and Welcome. Together they work with the Chamber staff to develop programming, attraction and retention strategies, and strategic community partnerships.

2024 YPN Steering Committee

Chairwoman: Cristie Douglas, Andrews Hooper Pavlik PLC
Vice Chair: Kim Anderson, Goodwill Industries of Mid Michigan
Secretary: Melissa Leivo, Hierographx

Emily Almarouhn, Saginaw Covenant Academy
Ryan Kenny, Garber Automotive Group
Christiana Malacara, Alpha Media/Delta College
Bailey Mielke, Gratiot Animal Hospital
Mitch Piper, Braun Kendrick
Amy Pitts, Gohm Insurance Restoration, Inc.
Mason Sarosi, Tri-Star Trust
Jessie Teeter, Mid-Michigan Children's Museum
Amelia Whitford, Independent Bank



2023 Young Professional of the Year
KIM ANDERSON



2023 Rising Young Professional
MELISSA LEIVO



2023 Rising Young Professional
ZACH MOULTON

Leadership Saginaw County is a 10-month community awareness and leader connection program. It was founded in 1986 to develop leaders with knowledge of the community and a desire to serve. Many of the 950 graduates serve in key positions on boards and committees of community-based organizations, local and state government, and volunteer activities.

Leadership Saginaw County Program

Each year the Leadership Saginaw County Class develops a legacy project they believe will have a lasting impact on Saginaw County. Past projects cover a wide range of interests and include the Leadership Saginaw Cares Giving Circle, The CAN Locker at the CAN Council, support of important community millages, fundraising, the gateway signage to both Saginaw County and Riverfront Saginaw, and even the recruitment of a conductor for the Saginaw Bay Symphony Orchestra.

The interests and passions of the Class of 2023 are vast. With Saginaw County's rich history and increasing amenities and opportunities, they all agreed that it is a great place to live, work, and play. After careful consideration, they decided to work with Saginaw County Parks & Recreation for their project.

The Saginaw Valley Rail Trail sees thousands of visitors each year. The class will help prep 2/10 of a mile of fence line and install a mural on the Saginaw Valley Rail Trail that will speak to its history and the bright future of Saginaw County. In addition, the class will work together to raise \$7,500 for materials and a muralist to complete this unique endeavor. Projected completion is Summer of 2024.



Sales Leads Roundtable Program

The Chamber's Sales Leads Roundtable Program consists of groups of non-competing member business representatives who meet weekly to provide each other with business leads. The Chamber currently operates four different groups who share qualified business referrals, motivate professional growth, and share relevant community information in a comfortable, relaxed environment.

In 2023, 57 member companies participated in the Chamber's Sales Leads Roundtable Program.

They generated over \$5 million from leads obtained through the program.

Momentum Minority & Women-owned Business Development and Mentorship Program

Momentum is a minority and women-owned business education and mentorship program targeted toward those in business for less than five years and who are actively seeking growth strategies. Accepted applicants participate in a program orientation, six scheduled educational sessions covering topics from business structure, funding and budgeting, to strategic planning, marketing and forecasting. They must also attend four Percolator Breakfast and two Small Business Development events. In addition, participants are provided access to volunteers from the Chamber membership for independent mentoring.

At the conclusion of the program, graduates receive a certificate of completion suitable to include in funding requests to financial institutions as well as a one-year complimentary Saginaw County Chamber of Commerce membership to aid their efforts to grow their business and engage with the local business community.



Advocacy & Public Policy

The Ad Hoc Government Relations Committee is made up of business leaders from the Saginaw County Chamber of Commerce Board of Directors and issue experts who volunteer their time to evaluate, identify, and prioritize public policy initiatives and local candidates relevant to creating a positive business environment for community growth. The Board sets Chamber policies giving staff the direction and authority to respond to issues quickly.

The Chamber also advocates on a variety of long and short-term projects in pursuit of our vision to create a thriving economy in Saginaw County and beyond. In 2023, the Chamber successfully advocated for funds in support of Riverfront improvements for the Medical Diamond Project including:

- \$5 million in City of Saginaw ARPA Funds
- \$5 million in County of Saginaw ARPA Funds
- \$30.3 million in State of Michigan Funds
- \$3.4 million in Federal Funds

The Chamber also actively tracked a variety of proposed legislation with potential impact on businesses including supporting the EITC Credit Expansion for Tax Year '22 and opposing the ABC Test for Independent Contractors. Other advocacy efforts included working to address the issue of missing middle-income housing, participating on the City of Saginaw ARPA Advisory Committee, and collaborating with other area Chambers on regional initiatives.

Strategic Partnerships

The Saginaw County Chamber of Commerce utilizes strategic partnerships to accomplish its mission and vision. In 2023, some of those partnerships included:

- Saginaw Future Inc.
- Michigan Chamber of Commerce
- CMU Medical School
- Regional Chamber Coalition
- Saginaw Valley State University
- Go Great Lakes Bay
- Central Michigan University
- Memorial Cup Bid Commission
- U.S. Chamber of Commerce
- Saginaw Crime Prevention Council
- Business Leaders of Michigan
- Delta College
- Great Lakes Bay Regional Alliance
- Saginaw County, City, and Municipal Governments

Benefit Partners Program

The Saginaw County Chamber of Commerce provides members with access to value-added benefit programs. The Chamber vets and endorses their products and services and they help support the Chamber's quality-of-life or community initiatives and member services.



Blue Cross Blue Shield of Michigan and Blue Care Network provide members with decision support tools for help in navigating plan options and selection. They also provide discounts and services to compliment a company's benefit plan and provide educational resources for businesses and their employees.



Accident Fund Insurance Company of America provides worker's compensation insurance. The Chamber's group historically receives dividend percentages from 5-13% based on each member's workers' compensation premium costs. In 2023, Saginaw Chamber members collectively earned dividends totalling \$38,334. Checks went out to participating members based on their premium costs.



Aflac supplemental insurance provides an additional layer of financial protection for your employees and their families in the event of a serious accident or illness. It is voluntary additional coverage you can use to help with out-of-pocket expenses not covered by your major medical insurance.



Through partnership with the Michigan Chamber of Commerce, Saginaw Chamber members can purchase the most up-to-date labor law posters. All mandatory state and federal notices are consolidated on one 27" x 39" (required size) laminated sheet. The annual fee ensures one full year of current poster compliance. You will be notified of any changes to the posters for a 12-month period.



Through partnership with the Michigan Chamber of Commerce, the Saginaw County Chamber of Commerce can provide members savings, refunds and credits on utility and telecom costs through Tenurgy. Tenurgy performs a thorough analysis of utility billing to investigate potential billing errors, recover over-payments, and discover, negotiate, and activate future savings opportunities for your business.



Saginaw County Chamber of Commerce members who also belong to the Michigan Chamber of Commerce and have between 2-150 employees can participate in the Michigan Chamber Multiple Employer 401(k) Plan (MiMEP). Adminstrated by Tri-Star Trust, MiMEP provides small businesses with all the benefits a large organization can offer their employees at a competitive price.

MEET MANY PEOPLE AND TELL THEM WHAT YOU DO

- Attend monthly Perc Breakfasts and Business After Hours
- Be seen at Chamber Signature Events
- Attend Member Ribbon Cuttings and Grand Openings
- Join a Sales Leads Roundtable Group
- Join the Saginaw County Young Professionals Network
- Attend a YPN After 5 or other event
- Apply for Leadership Saginaw County

SERVE ON A COMMITTEE

- Apply to be a Chamber Ambassador
- Volunteer for a Legislative or Ad Hoc committee
- Participate on the YPN Steering Committee or the Marketing, Events or Welcome Subcommittees
- Say Yes, if asked to serve on the Chamber's Board of Directors

USE THE CHAMBER'S FREE MARKETING TOOLS

- Post your Community event
- Post coupons and member offers
- Submit a press release or member announcement
- Post jobs in the job bank
- Utilize free listings in the Chamber Directory and include your company description

SAVE MONEY

- Utilize value-added Chamber Benefit Partner services
- Take advantage of special member-to-member discounts



MAXIMIZE YOUR
MEMBERSHIP



GROW
YOUR
BUSINESS!

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