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BUSINESS MAGAZINE

FOURTH QUARTER 2020

A CADILLAC AREA CHAMBER OF COMMERCE PUBLICATION

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RE-OPENED

And working to stay open SEE PAGE 6-7



Mission Statement

The Cadillac Area Chamber of Commerce is a visible business leader that advocates and drives business opportunities. Through business alliances, we are a catalyst for our membership and provide a persuasive regional voice benefiting our communities.

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Cadillac Area Chamber of Commerce

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CADILLAC AREA

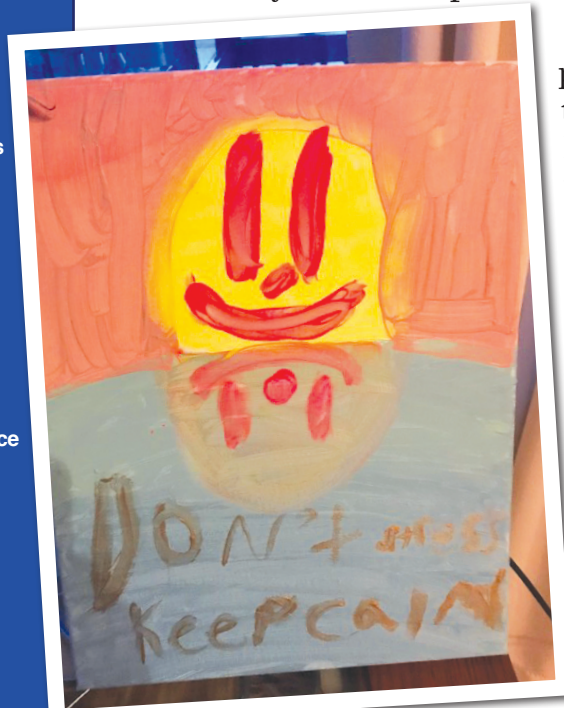
2020 HAS BEEN A CHALLENGE

Well, no one saw this pandemic coming. Life has changed in so many ways. Schools were closed, people laid off, businesses were ordered closed, and we were hesitant to even get together with friends and family. The Chamber was unable to host the Governor's Breakfast, the Brief Case Open and our Annual Chamber Dinner.

So far, 2020 has been one of the most difficult times in my life and it may not improve in the short-term either. Who knows where this pandemic is going, or how long it will last, but the Cadillac Area Chamber of Commerce is as resilient as the people of northern Michigan. We have outlasted tough times before. We are still here if you need us to assist you. We will persevere.



CHARLIE SCHWARZ
Interim President



My 9-year-old daughter, Cristabel, painted a picture with a caption that read, "Don't stress, keep calm." It really speaks volumes, and I hope you will remember this advice as we finish out this most abnormal year.

Please do your part to stay safe and let us hope for a strong finish to 2020.

"Buddies for Life,"

CHARLIE SCHWARZ

*Interim President
Cadillac Area Chamber of Commerce*

welcome

MEET HAILEY, *Administrative Assistant*

Hailey Soderman is a graduate of Cadillac Senior High School and will continue to work towards a bachelor's degree at Baker College. In February 2020, she accepted an administrative assistant job with the Cadillac Area Chamber of Commerce. The experience and time she spent at the Wexford-Missaukee Career Technical Center, made it possible for her to get involved with the Chamber of Commerce. In the months since, Hailey has worked to increase communications with members and unify marketing tools for the Chamber. She's looking forward to growing the Chamber and continuing to assist members.

In her free time, Hailey enjoys spending time with her family and being outdoors. She frequently kayaks, hikes, and goes for runs throughout the Cadillac area.



MEET CAITLYN, *Director of Membership Services*

As the Director of Membership Services at the Cadillac Area Chamber of Commerce, Caitlyn Berard works to serve and connect with members. Caitlyn has a background in economic and community development; she previously served as the director and liaison for government entities' and nonprofits'. She graduated from Albion College from the Carl A. Gerstacker Institute and Gerald R. Ford Institute, and went on to earn her Master's Degree from Wayne State University in Urban Planning and Development.

Caitlyn moved to Cadillac over a year ago, after spending a lifetime of summers in the area. She lives in the community with her partner Josh and both of their extended families. Her favorite hobbies include shopping local, eating local, and walking through the neighborhood with her and Josh's four fur children. She has great pride for her community and looks forward to growing engagement with the Chamber membership.



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REOPENING MICHIGAN



RE-OPENED

And working to stay open

When COVID-19 hit and the state started shutting down to stop the spread of the virus, the Northern Michigan Chamber Alliance sprang into action.

The Alliance is made up of 16 economic development organizations and chambers, including the Cadillac Area Chamber of Commerce. The Alliance advocates for rural northern Michigan business needs and represents more than 7,000 member businesses.

Not long after the virus led to shutdowns the Alliance went to work, first to advocate for businesses affected and their immediate needs. After that the Alliance developed plans to help drive

the economic recovery in northern Michigan.

To get the economy opened in northern Michigan the Alliance sought additional funding to provide businesses with the resources to restart or continue operations.

Alliance staff met with executive directors in the Alliance region providing information and explanations of executive orders issued by Michigan Gov. Gretchen Whitmer, said Kirstie Sieloff, Director of Government Relations for the Alliance. Sieloff said the Alliance also held webinars on a variety of topics, such as labor and economic opportunities, that information was then relayed by individual chambers to its members.

keeping the doors open

ONGOING WORK



“There was a lot of uncertainty (during the early stages of the COVID pandemic),” said Charlie Schwarz, Interim President of the Cadillac Area Chamber of Commerce. “So much information was ambiguous — how do I open safely ... loans versus grants, the Paycheck Protection Program, so much of it was confusing. The information the Alliance provided was really helpful.

“The government puts out a 50-page document and our businesses don’t have time to read that, but the Alliance would go through it and make it easy to understand. And that continues today,” he said.

The Alliance asked for clear guidelines to opening safely to protect workers and customers. It looked to expand COVID-19 testing, increase the availability of personal protection equipment and worked to develop comprehensive cleaning procedures.

“Northern Michigan has worked to partner with public health so we can mitigate risk, control the spread, and keep businesses operating. We know our businesses take protocols seriously,” said Stacie Bytwork, Chairperson of the Northern Michigan Chamber Alliance.

Reopening northern Michigan was crucial to keeping the economy afloat. The Alliance started an advocacy campaign, including letters penned by the Alliance to Michigan Governor Gretchen Whitmer, to get northern Michigan businesses reopened.

“We have engaged in this entire process in a constructive manner — and continue in that tone today by offering you a solution: allow northern Michigan to be your test case. Our communities in regions 6 and 8 are committed to implementing clear guidelines for safe operating practices, including expanded COVID-19 testing, use of PPE, employing modified social-distancing practices, and comprehensive cleaning procedures. We are confident that our business owners will take protocols seriously; this is their livelihood,” the Alliance said in its May 14 letter to Whitmer.

The work paid off when Gov. Whitmer announced the first phase of reopening starting with the northern Michigan region and later moved the region into Phase 4 on May 22 and Phase 5 on June 10.

“Listening to the business community, the Alliance knew it was time to move forward with the first phase of reopening,” said Kirstie Sieloff, Director of Government Relations for the Alliance. “Our businesses are innovative and as soon as we shut down, they were thinking of safe ways to reopen.”

“All of our Alliance members are passionate about serving

our businesses. Our monthly meetings always yield valuable conversations and actions for rural northern Michigan.”

Even with the reopening of northern Michigan, not every business was able to survive the shutdown. Those that do remain open their business operations look vastly different than they did before the shutdown.

“Some businesses have shifted sales online, many are doing curbside pickup; we have witnessed the true ingenuity of our business community during this crisis,” said Stacie Bytwork, Chairperson of the Northern Michigan Chamber Alliance.

With much of the economy back open in northern Michigan, remaining open will be a challenge. A second shutdown could be devastating. Alliance members are looking for the state to support business by doing things like funding Pure Michigan, Going Pro and roads to aid in the state’s economic recovery.

“Businesses need access to funding to stay open. We continue to advocate for additional funding for our businesses so they can keep their doors open and continue serving our communities,” Bytwork said.

The Alliance has teamed up with the Detroit Regional Chamber is asking state and national legislators to provide liability protection for businesses. The Detroit Regional Chamber, signed Chambers of Commerce throughout the state and the Northern Michigan Chamber Alliance, to the state’s congressional delegates asking for protections for businesses that follow reopening guidelines.

“While a statewide poll by the Detroit Regional Chamber found that 77% of voters ‘trust their employer to keep them safe,’ employees and employers alike are nervous about resuming operations. Business owners fear that if they can survive to idle their business in order to help flatten the curve of the virus, they will not be able to survive legal action resulting from an infected employee — even if they follow all national, state, local, and industry guidelines,” the letter to delegates said.

To help prevent a second shutdown, chambers and other economic development organizations need to help educate communities on following safety protocols. If we collectively do not follow the safety protocols in place and a Coronavirus spread increases, a shutdown could stop the economy in northern Michigan from reopening from the initial shutdown.

“Our businesses are already working to keep customers and employees safe and our neighbors employed,” Sieloff said. “They should not have to carry the burden of educating the public alone; that’s where chambers and economic development organizations come in.”





OUR WEBSITE IS GETTING A MAKEOVER!

We are excited to announce the upcoming launch of our new website! It will be more inviting, informative and user friendly. In these times where virtual has become the predominant form of communication, it is our goal ensure that our website is your go-to place for resources and information on how to drive your business forward.

Follow and like the Cadillac Area Chamber of Commerce on social media to get updates on our exciting updates and changes.



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KATE DEKAM, LEADERSHIP DIRECTOR

I would like to start this update with a huge congratulations to the Leadership Class of 2019-2020! Through hard work and perseverance, they achieved their goal of raising \$30,500 for the Cadillac Wexford Public Library. This money will be used to replace aging furniture and display cases, as well as allow for the use of more collaborative and customizable workspaces in the teen room and meeting spaces. An accomplishment like this should always be celebrated, and even more so in these unprecedented times. It speaks to the heart of this community, and to the unwavering support that business owners and citizens alike have shown this program year after year.

I was saddened to hear of the closing of the Kettunen Center, as that facility and the wonderful people who work there have been an integral part of the Leadership opening retreat for many years. Looking back at the countless class pictures taken on those wooden stairs, I am also excited at the prospect of new opportunities and new traditions. Leadership is best tested in moments of change, which seem to be in abundance these days.

As we head into our 30th year of Leadership, change will certainly be a factor. The core of the program will remain the same, with a nine-month schedule, a face-to-face class day each month, and a community service component. That being said,

the safety of our participants and presenters is our number one concern, and we have measures in place to allow us to adapt to the ever-changing demands of the COVID pandemic while also ensuring a quality program experience for everyone involved.

Other changes to the program include the addition of Ecology Day, which will highlight the amazing natural resources that our community has to offer, along with what we can do to protect and maintain them. Each month of the program we will also be focusing on a specific leadership skill. These topics, ranging from conflict management and resolution to public speaking, will help participants to understand their individual leadership style while providing them with resources to help hone in on strengths, and identify areas for growth.

Finishing one Leadership chapter and looking ahead to the next is bittersweet. The exiting cohort, my first class as program director, has continually impressed and inspired me with their positivity, grit, and team spirit. They have exemplified leadership under extraordinary circumstances and shown me what it takes to be "The Best Class Ever." I am appreciative of them and the high bar they have set—one I look forward to watching the upcoming Leadership class strive to meet.



For more information about the Cadillac Leadership program or this year's class project, contact Leadership Director Kate DeKam at (231)775-9776 or leadership@cadillac.org

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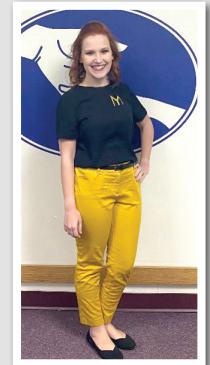


MARCH 2020 RISE UP! CADILLAC

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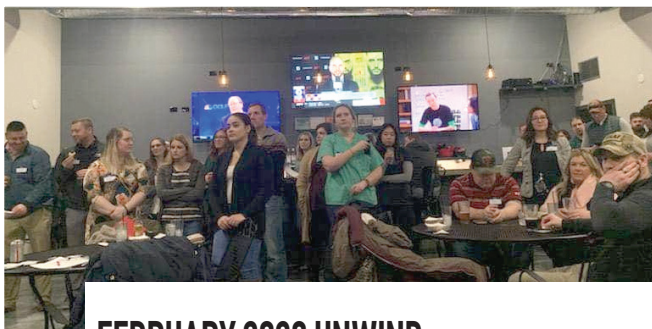


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Cadillac Area Young Professionals (CAYP) is dedicated to providing young professionals between the ages of 21-40 with the opportunity to network professionally and socially with each other. CAYP is committed to professional development and contributing to the communities of Greater Cadillac both through volunteer opportunities and leadership roles. Our goal is to promote a networking environment that helps attract and retain the next generation of business leaders.



FEBRUARY 2020 UNWIND

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Wexford-Missaukee Imagination Library program enters 7th year

The Wexford-Missaukee Imagination Library recently celebrated the program's seventh year in existence. The program, which started back in June of 2013, provides a book in the mail each month to children birth to 5 years, who choose to sign up.

The only eligibility requirement is that the family live within the service area of the Wexford Missaukee Intermediate School District. (Cadillac, Manton, Mesick, McBain, Pine River, Marion, and Lake City)

With coordination by the Wexford-Missaukee-Manistee Great Start Collaborative, and encouragement from community leaders and organizations, parents can spread the love of reading

and engage children in the most fundamental skill necessary to succeed in life.

According to the National Commission on Reading, "The single most significant factor influencing a child's early educational success is an introduction to books and being read to at home before beginning school."

Dolly Parton founded the Imagination Library in 1995, in her home town of Sevier County, Tennessee, and has now reached children all across the world.

The Wexford-Missaukee Imagination Library is 100% locally funded through grants, businesses, and individual donors that have sent out more than 152,000 books in the past seven years.

The cost of the age-appropriate, month-

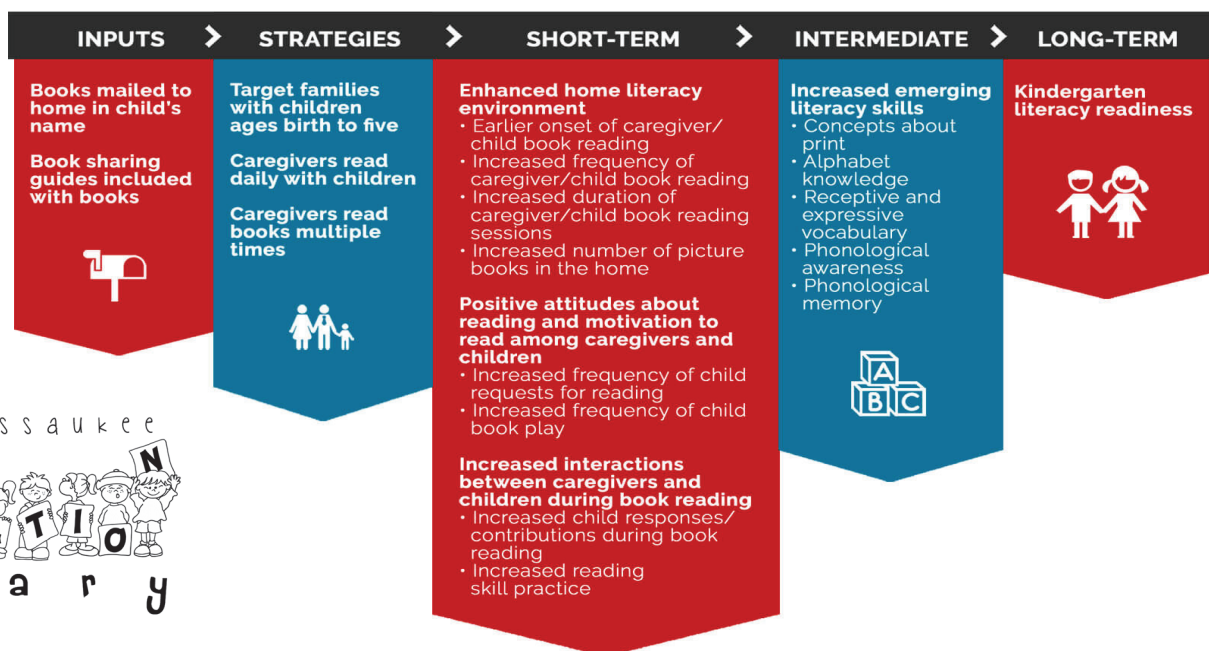
ly book and postage is \$2.12

The program currently has 1,854 children registered and since June 2013 has served more than 5,000 local children. To learn more about the Imagination Library or to register your child go to imaginationlibrary.com

There is a growing recognition and body of evidence that the success of business and future workforce depends upon strong early childhood systems. Research shows the care and education young children receive is critical to the recruitment and retention of current parent employees as well as the quality of the next generation of workers; two Key factors to the growth in the Wexford-Missaukee area.

Logic Model

Based on Imagination Library Research Findings and Literature Review



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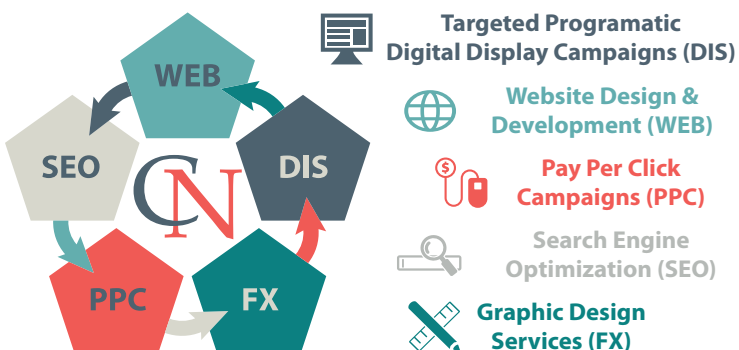
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Yarrow Brown joins Housing North as Executive Director

Housing North is pleased to announce that Yarrow Brown will join the organization as its new Executive Director.

Brown is stepping into the role previously held by Sarah Lucas. Housing North has been planning for Lucas' succession since the organization was established, so is well prepared for a change in leadership, with a solid foundation for programming and a growing voice statewide.

"I'm passionate about the mission of Housing North and thrilled to work with our communities to address the long-term housing challenges in our region," says Brown. "I am also very mindful that I am stepping into this new role during an unprecedented economic disruption, as our communities are beginning to feel the economic fallout from COVID-19. I am ready to begin working with our partners to advocate for the short and long-term housing solutions that will help our region recover and continue to prosper in the future."

Housing North, and Brown, will face new and unexpected challenges in the wake of COVID-19, but they come with opportunities for the organization to grow and evolve. With housing needs anticipated to increase in the wake of the pandemic crisis, Housing North's work to build programs and policies for housing solutions is more important than ever. Brown's strengths bring opportunities for more creative solutions.

A Leelanau County resident, Brown brings wide-ranging experience to Housing North, having worked with land conservancies, nonprofits, and local governments. She has managed complex land protection projects, outreach and educational efforts. As an independent consultant, Brown partnered on master plans, strategic plans, and watershed planning efforts. Within her own community, she serves on the Cleveland Township Planning Commission in Leelanau County, where she is a vocal advocate for workforce-affordable housing.

Brown's diverse background and familiarity with land use and acquisition make her an ideal candidate to lead a nonprofit focused on the complex issue of housing, especially as Housing North takes steps towards acting in a "housing conservancy" role that will leverage land for housing development. Land conservancies have many of the same complex challenges faced by housing development — and many of the tools that land conservancies use are important to long-term housing solutions. Community land trusts and deed restrictions are important mechanisms that Housing North is exploring in housing affordability initiatives.

As Housing North grows and evolves, Housing North is confident that Brown will build and strengthen relationships that support our goals and mission. She began work on May 4. Lucas will continue to provide assistance through the coming months to ensure a smooth transition.



Submit your Nominations for 2019/2020

Outstanding Citizen & Spirit of Community Awards

Forms can be found at www.cadillac.org

Awards will be announced at the
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Chris Staub named regional sales manager for BCBS

Christopher Staub, Blue Cross and Blue Shield of Michigan, serves as the Regional Sales Manager for Northern Lower Michigan.

Staub brings over 30 years of health care industry leadership and experience from his prior roles at Anthem Blue Cross and Blue Shield, Prudential and CIGNA Healthcare.

Staub graduated from Augustana College in Rock Island, Illinois with a degree in Business and Music. He has enjoyed serving in a variety of community roles including Traverse Connect (Board member and several committees), Xavier University's Executive Mentor Program (Cincinnati), the Dayton Area Diabetes Association (Board member) and Business Volunteers for the Arts in Chicago. Chris is also an Interlochen Camp Staff Alum, having served as a counselor and unit leader in the Intermediate Boys Division.

Staub and his family are residents of Traverse City. He enjoys hiking, traveling, adventure reading and playing or creating music on the piano and keyboard.



Women's Giving Circle approves grants for local non-profits

The Women's Giving Circle approved \$16,797 in grants on June 15 to local non-profits that support programs and projects for women and girls.

This year grants were awarded to Cadillac Area Hockey Association/WISE's Girl's Locker Room Project; Cadillac Area Public Schools' Cadillac Connectors Robotics Team; Cadillac Area Public Schools Kids Closet; Healing Private Wounds' Life Sport Program; Wexford-Missaukee Career Tech Center Drivers Ed Program for girls in the ISD School District; Wexford-Missaukee Child Protection Council Safe Sleep Initiative; and Wexford Osceola Habitat for Humanity' A Brush with Kindness program.

The Cadillac Area Women's Giving Circle is a group of women philanthropists that have pooled their funds to annually award grants addressing the needs of women and girls and promote their economic self-sufficiency and well-being. While charitable contributions are down nationwide, the group is financially committed to making a difference in the lives of community women in need.

Grants are awarded annually to creative solutions to the critical needs of women and girls in our community. Proposals are due by March 1. The Women's Circle has granted over 175,000 since 2009 and is a fund within the Cadillac Area Community Foundation.



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B&P Manufacturing receives Best Small Business Award

B&P Manufacturing is being recognized as one of the 2020 awardees for Michigan Celebrates Small Business 2020 Michigan 50 Companies to Watch as well as the PTAC Best Small Business Award presented by Michigan Celebrates Small Business. B&P Manufacturing was honored at an awards ceremony during the 16th annual Michigan Celebrates Small Business virtual event, July 28.

B&P Manufacturing is a designer, manufacturer, and distributor for material handling products and custom solutions for industry. In recent years, they have diversified offerings beyond commercial material handling products and branched into other sectors, like metal fabricated products, including missile containers, for the Department of Defense (DoD).

The company strives to be philanthropists within the local community and conduct business with integrity.

"Our dedicated team behind the scenes in Cadillac, Michigan continue to work hard to position B&P Manufacturing as a preferred supplier of fabricated products," said Craig Hewett, President of B&P

Manufacturing. "Our people truly make the difference because we care about our products, our customers, and each other. These 2020 MCSB awards are an honor and a validation of our ongoing commitment to our customers and community."

This year's Michigan 50 Companies to Watch have made a substantial economic impact, totaling \$365 million in total annual revenue for 2019. From 2016 through 2019, these companies generated \$1 billion in revenue and added 723 employees (both in Michigan and out of state), reflecting a 101.9% increase in revenue and 93.8% increase in jobs for the four-year period. That translates into a 26.9% annual revenue growth and 24.8% annual growth in employees.

Companies nominated for the Michigan 50 Companies to Watch award must be second-stage companies, defined as having six to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants. Additionally, the companies must be privately held and headquartered in Michigan.

Judges from economic and entrepreneurship development organizations selected the 2020 winners. The judges evaluated the nominees' demonstration of intent and capacity to grow based on the following:

- Employee or sales growth
- Exceptional entrepreneurial leadership
- Sustainable competitive advantage
- Other notable factors that showcase the company's success

Michigan Celebrates received 575 nominations for the Michigan 50 Companies to Watch award, which surpassed last year's record of 425 nominations. In addition to a competitive landscape for this award, the businesses who are selected by the judges go through a rigorous due diligence process prior to the final decision.

The Manufacturing Growth Alliance is the Managing Partner of Michigan Celebrates Small Business. Founding sponsors are the Michigan Economic Development Corporation, PNC Bank, AF Group, and Dynamic Edge, Inc.

Information about Michigan Celebrates Small Business can be found at www.MichiganCelebrates.org.



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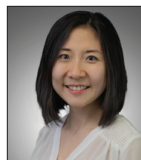
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Rob Shook, NP-C
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Soomin Han, PA-C
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Pediatrics



Amanda Barton, FNP
Family Medicine
Pediatrics

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Youth Advisory Council of the Cadillac Area Community Foundation, awards grants

The Youth Advisory Committee of the Cadillac Area Community Foundation gave \$11,500 to COVID-19 related needs in the community. Grants were awarded to Feeding America West Michigan's Mobile Food Pantry in the Cadillac Area, Sleep in Heavenly Peace to build beds for its project No Kids Sleeps on the Floor in our Town, and to Up North Arts' student summer Art Project. They also granted \$5,000 to buy activity items for students, the items were given out during the CAPS food distribution and at the YCMA dinner distribution.

The main purpose of YAC is to involve young people in addressing the issues facing their peers in the Cadillac area. It is an opportunity to build some social skills and instilling those good leadership skills, building friendships and having fun.

YAC students have granted over \$590,000 since 1990.



Kirstie Sieloff joins Northern Michigan Chamber Alliance

Kirstie Sieloff joined Traverse Connect this week as the new Director of Government Relations. Sieloff will also serve in the same role for the Northern Michigan Chamber Alliance.

President and CEO of Traverse Connect, Warren Call, shared his enthusiastic support for the addition of Sieloff to the Traverse Connect team. "Kirstie is bringing years of experience in state government to her role, having worked in the legislative and executive branches in Michigan. As Traverse Connect implements new programs to support sustainable economic growth and the creation of family-sustaining jobs in our region, this is a key time for us to have a strong advocate at both the local and state levels. Kirstie will be an advocate for residents and businesses in the Grand Traverse Region as we work to achieve the goals in our strategic plan."

Sieloff has spent her career working from within and outside of the Michigan state government. Her tenure most recently includes positions with Disability Network/Michigan, former Lt. Governor Brian Calley and former Rep. Al Pscholka. Sieloff began her career in the office of then-Representative Wayne Schmidt. She is a graduate of Michigan State and resides in Williamsburg.

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