

CADILLAC AREA

BUSINESS MAGAZINE

FOURTH QUARTER 2020

A CADILLAC AREA CHAMBER OF COMMERCE PUBLICATION

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STAYING FOCUSED AND UPBEAT

11 POINTS OF POSITIVITY you can use
in your life today

SEE PAGE 4

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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CHAMBER STAFF

Charlie Schwarz, Interim President

cschwarz@cadillac.org

Bill Tencza, Economic Development

btencza@cadillac.org

Kate Dekam, Leadership Director

kdekam@cadillac.org

Caitlyn Berard, Director of Membership Services

cberard@cadillac.org

Hailey Soderman, Administrative Assistant

hsoderman@cadillac.org

Nicole Schultz, Great Start Director

nschultz@wmisd.org

Website: www.cadillac.org

Printer: Pleasant Graphics

Publisher: Cadillac Area Chamber of Commerce

The Cadillac Area Business Magazine is a publication of the Cadillac Area Chamber of Commerce. The Chamber reserves the right to edit or refuse articles and advertisements submitted to the Cadillac Area Business Magazine and reserves the right in its sole discretion to accept or refuse inserts and other materials to be distributed through the publication.

Cadillac Area Chamber of Commerce

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CADILLAC AREA

LOOKING AHEAD TO 2021

Well, as we end the last quarter of 2020, I think it's safe to say we will all be happy to see it go.

As with any new year coming, there is renewed optimism for 2021. We can only hope things will improve and America can heal, we return to more normalcy and we can all work together for the common good.

One big reason for my renewed hope for better things in the future is the direction the CACC is headed. I will be done in my role as Interim President on Dec. 4. At that time, Caitlyn Berard will take over the reigns and she will continue to lead us in a positive direction.

Hailey Soderman has done so much to reinvent our website, improve marketing, tackle virtual events, and her creative energy never stops.

Kate DeKam has the Leadership program back on track with another, "Best Class EVER!" She continues to do remarkable planning to make the program great, even in these tough times.

There will be a new Membership Director taking over soon with a more defined role and more community engagement. We plan on partnering with AES to add better focus, and a new position in the Chamber, for Economic Development. The environment here today, the leadership and the direction the CACC is heading, has never been better! This highly talented, energetic, intelligent, creative team, add excitement to the direction the newly revamped Chamber is heading. I know I can't wait to see the great things that come from this group and I know you'll want to stay tuned as well.

As I sign off, I want to thank everyone who assisted me in my role in the past year and never forget we are ... "Buddies for Life."



CHARLIE SCHWARZ
Interim President

CHARLIE SCHWARZ
Interim President

Cadillac Area Chamber of Commerce

welcome

CAITLYN M. BERARD, *President*

As President with the Cadillac Area Chamber of Commerce, Caitlyn M. Berard works to serve as a facilitator for connection, partnership and support for our businesses, residents, employment and tourism in the Cadillac area.

Upon starting in engagement in Cadillac this past summer, Caitlyn is getting involved by joining the local Rotary Chapter and Cadillac Jaycees organizations and volunteering as a member of the West Corridor Improvement Authority with the City of Cadillac. She is growing and meeting her community leaders through her Leadership training in the 2020-2021 Leadership Class and 2020-2021 Leadership Lab. You will additionally find Berard out eating local, shopping local and walking her fur children with Josh.

Berard is excited for the opportunity to lead and engage within her community. She is interested in the health of our communities engagement and economic development through the CACC's future initiatives. Berard serves as an advocate for Northern Michigan businesses, industry and economy. Berard looks forward to connecting with our regional leaders to serve our Cadillac area and support our businesses, residents, employment and tourism here.



MIRANDA GRUNOW, *Director of Membership Services*

Miranda Grunow is from Cadillac and is joining the Cadillac Area Chamber of Commerce as the Director of Membership Services. Miranda has a bachelor's degree from Arizona State University in Criminal Justice and Family and Adolescent Studies. Her background includes being on active duty in the United States Air Force as well as serving as a volunteer position to help build resiliency skills in both service members and their families. She has lived in many different locations to include Germany and Italy.

Miranda relocated back to Cadillac about two years ago and has worked with youth in the area to help improve graduation rate and equip youth with job skills through Networks Northwest. She has a fourteen year old son and a golden retriever. Her favorite hobbies are being outdoors; camping, hiking, paddle boarding, spending time with family and friends with cookouts and backyard gatherings. She enjoys photography, sports, reupholstering furniture and hands on projects. She looks forward to being out in the community here in Cadillac, as well as being involved in the planning of events and making it convenient for businesses to be able to be involved with the Chamber.



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Wexford-Missaukee ISD

WEXFORD-MISSAUKEE ISD

"Helping Schools Help Students"



Wexford-Missaukee CTC Director Dave Cox speaks to Northwest Michigan Adult Career Training program students in 2018. Cox gives presentations on how to have a better outlook

THE POWER OF POSITIVITY

Needless to say, 2020 has not been that positive of a year. From battling a pandemic that shutdown much of the country, and world for that matter, to having a contentious election season with public unrest, it may seem impossible to find something positive and remain optimistic.

Dave Cox, Superintendent of the Wexford-Missaukee ISD, is rarely seen without a smile on his face. It rubs off, too. Those that interact with Cox generally walk away in a better mood.

"Honestly, it is not a single thing or silver bullet or some magic thing. It really takes an effort to be positive any given day and even more so today," Cox said. "It is certainly not a one and done for sure."

Cox often is often asked to deliver his presentation, "Power of a Positive Attitude." He recently gave one of his presentations to students in the Agriscience program at CTC.

"I am more of a 'Reminder' than I am a 'Presenter,'" Cox said. "Everything that I talk about for the most part, everyone already knows, we just take it for granted, forget, or otherwise just don't do it."

Cox said he is a fan of Jon Gordon, <https://www.jongordon.com/> an author and motivational speaker. He said he has read most of Gordon's books ("The Coffee Bean," "The Energy Bus," "The Positive Dog," "The No Complaining Rule," and "Staying Positive") are a few of the books Cox incorporates into his presentations and his daily life.

"I have used what Jon has in these books to keep a positive outlook on everything well before COVID came along," Cox said. "I rely on them daily to stay focused and upbeat and positive in a very challeng-

ing time in our lives."

Cox says he tries to keep things in perspective by placing things in three circles of life.

DAVE COX'S POINTS OF POSITIVITY

- 1. Relationships** (They are everything)
- 2. Relevance** (Focus on what is important and what you can control)
- 3. Motivation** (Find ways to stay motivated)
- 4. Smile** (Easy and Free) Always makes people feel good no matter what side of the smile you are on.
- 5. Kindness** (Easy and Free) Look for opportunities to make people's day....it will come back tenfold!
- 6. Laughing** (Find things to laugh at including yourself)
- 7. Music** (Find and listen to music that takes you to a happy place)
- 8. Gratitude** (Be thankful for everything even, the little things like waking up, having a job, being healthy, friends, co-workers)
- 9. Forgiveness** (Forgive and better yet forget will make you happiest) toughest one for most people.
- 10. Wellness** (Take care of yourself) another tough one for many people
- 11. Pay It Forward**—Make people's day (Is fun and can be very rewarding and will recharge your soul) (Can be free and very easy, too)

The first and largest circle, which Cox says people spend “way too much time in,” is the circle that we cannot control. An example Cox gives is someone in the public not wearing a mask. The bottom line is; you cannot make them wear a mask so don’t let it ruin your day. The second largest circle is the influence circle. An example might be talking to family and friends about trying to quit smoking. You cannot control/make them stop smoking but you can potentially influence it. The third, and smallest circle, is what you have full control over. You can choose to wear a mask and to smoke or not.

“These are simple examples but I really try to filter everything through these circles and focus on what I can control and or influence only and try to keep the large circle as empty as I can,” Cox said.

But when the large circle is filled, or you’re just having a bad day, preventing that from snowballing into a bad week can be difficult. “This is the single biggest challenge for most people,” Cox said.

Cox said his advice for when someone is feeling negative is to stop what you are doing and take a break, go for a walk, do some knee bends, get a drink of water, talk to someone about something not work related, “the list can go on and on,” Cox said. “As corny as that sounds, it really is that simple — however, easier said than done.”

To make things a little easier, Cox says he makes lists of things that he can look forward to. He also places reminders of positive items in his calendar. When he is down he also thinks of other people.

“I also try to think of others who may be less fortunate than I am and try to convince myself that there is always someone worse off than me who would trade places with me in a heartbeat,” Cox said. “Having that thought process works for me just about every time.” That change of perspective is an example of how changing your thoughts can help improve your mood. He said it is amazing how powerful the mind can be as it relates to being negative or positive. Cox said an example of this is a funeral. At any given minute you can be sad, depressed and feeling very down and then any given minute you can run into a family member or friend you have not seen in a while and begin to reminisce of great memories and even laugh and smile. That is the power of the mind. If we ever fully realized the power of our thoughts, we would never have a negative thought again.... certainly easier said than done. Cox went on to say that making people’s day is another great way to make yourself feel better. Making someone smile, putting a sticky note on their computer or phone or sending an email or text or otherwise helping someone, even a stranger, he equates to plugging into a receptacle and charging his internal battery. One of Cox’s favorite quotes, “A negative attitude is like a flat tire...if you don’t change it you will never get where you want to go.”



welcome NEW Board Members

Brittany Kielbasa

Brittany Kielbasa joined the Cadillac Area Chamber of Commerce board in September of this year.

Kielbasa is a Cadillac native with a passion for community. She is looking forward to working with the Chamber to support local business, foster growth in our community, and contribute to making Cadillac an outstanding place to live, work and play.

Kielbasa has been employed by Wolverine Power Cooperative since 2017 and currently serves as the cooperative’s director of member service. Kielbasa lives in Cadillac where she and her husband, Carl, enjoy spending time outside and introducing their son to all that Northern Michigan has to offer.

Derek Graham

Derek Graham joined our board this September and is looking forward to joining the Chamber board to promote growth and retain local businesses, as well as get to know more about the great local businesses Cadillac has to offer. He has been a resident of Cadillac and employed at Baird, Cotter, & Bishop since January of 2013. Derek earned his C.P.A. license in 2014 and in January 2020 became a partner at the firm. He has been married for just over a year to his wife Kiersten, and they are expecting their first child, a baby boy, in December. He enjoys watching and playing just about all sports, with golf and hockey being his favorites. He and his wife really enjoy Cadillac and are looking forward to raising a family here.

Ashley McNalley

Ashley McNalley is the Branch Manager at 4Front Credit Union. She has been with 4Front for the last year and a half but, has been in the banking industry since 2015. She started her career at FirstMerit, before it was Huntington, as a part-time teller and part-time banker. She was quickly promoted to full time relationship banker, and then manager. Prior to banking, she has experience in retail sales, sales manager, and about 6 years of working the desk at a physicians’ office. She is local to the area, having grown up and graduated from Manton. Ashley participated in cheer for football and basketball, and also ran track. She attended Central Michigan University for four years, pursuing elementary education, but decided to take a different career path. She is married and has two children that keep her very busy. Spending time with family and friends is what she enjoys best. Ashley loves people and building relationships. She is very eager and excited to be a part of the Cadillac Area Chamber of Commerce; she is looking forward to the community involvement here in Cadillac and how she can help make a difference.

Addressing capacity limits ahead of colder weather

KIRSTIE SIELOFF

DIRECTOR OF GOVERNMENT RELATIONS FOR
THE NORTHERN MICHIGAN CHAMBER ALLIANCE
AND TRAVERSE CONNECT

The Northern Michigan Chamber Alliance recently sent a letter to Governor Gretchen Whitmer advocating for higher capacity limits for northern Michigan bars, restaurants, and meetings and banquet centers. This request comes as businesses pivot from summer to winter service and prepare for the colder months. In an Alliance survey of mostly bars and restaurants, over 70% of the business respondents feel comfortable operating at a capacity of 75% or higher, considering staff availability and required safety procedures. It is important to note that all of the Alliance's capacity advocacy is accompanied by community education surrounding the importance of mask-wearing to keep our economy open.

After the Alliance's initial push surrounding reopening advocacy, the Michigan Supreme Court's ruling prompted a series of state department orders, replacing measures that were formerly included in Executive Orders. Restaurants and bars were without capacity limits for a handful of days until another emergency order brought back old capacity limits of 50%. One significant change under the new emergency order is the reopening of bars earning more than 70% of their gross receipts from sales of alcoholic beverages.



As the state government works to put in place safeguards to protect Michiganders from COVID-19, the Alliance offers a framework for their engagement on behalf of the business community:

1. Continue to wear masks to keep our local businesses open, keep our friends and neighbors employed, and keep our communities safe;
2. Support keeping places of employment safe with required screening protocols for employees;
3. Base capacity decisions for businesses on the ability to socially distance and keep customers 6 feet apart; and,
4. Empower our local governments to loosen and tighten safeguards as necessary, depending on the local health landscape.

We can all do our part to stay safe to stay open by wearing masks so we can keep our economy open and maintain the vibrancy of our northern Michigan Communities.

About the Northern Michigan Chamber Alliance

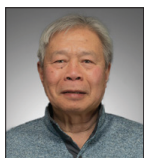
The Northern Michigan Chamber Alliance is a coalition of 16 chambers and economic development organizations from all across northern Michigan, including the Cadillac Area Chamber of Commerce. The Alliance exists to advocate for rural northern Michigan and move forward rural-centric business policy.



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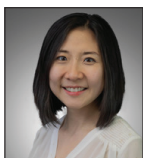
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The 30th year of Cadillac Leadership is currently underway! Like so many things in 2020, the program looks a little different this year. We've had new venues, new presenters, new class days, and new objectives. Being conscious of the ever-shifting COVID landscape has certainly provided some challenges, but it has also given us the opportunity to discuss perseverance through uncertainty and what that looks like through the lens of leadership.

In the previous edition of the Business Magazine, I spoke on the closing of the Kettunen Center. That facility and the outstanding staff who worked there will forever be remembered as a part of our program's history. Presently, we have found a new home for our opening retreat at Camp Torenta. While we did not do an overnight stay this year, we were able to kick off the new cohort with some excellent presentations and team building (thanks YMCA staff!), all while enjoying beautiful lake views, fresh air, and time around the bonfire. We hope this experience was the start of a new opening retreat tradition.

Speaking of new traditions, our first ever Ecology Day took place in October. As part of the curriculum, Leadership participants were given the opportunity to learn how to enjoy and protect the amazing natural resources available to us in our community. We'd like to give a huge thank you to our presenters

from North Country CISMA, the Wexford-Missaukee Career Technical Center, Wolverine Power Cooperative, and Michigan DNR—the knowledge they imparted inspired us all to add environmental stewardship to our leadership goals.

We have also added a new component to the program this year: The Leadership Legacy Project. Previously, the Cadillac Leadership program was essentially split into two parts: classroom and community service. This new piece will build upon both areas by focusing on individual volunteerism and creating a path to continued community involvement after graduation from the Leadership Program. To that end, this year's class participants have been asked to research non-profit organizations and to identify future volunteer opportunities where they can invest their growing skillset and knowledge base in a lasting way.

As far as the annual community service project is concerned, this year's cohort is deep in planning mode and hopes to have their chosen project approved by the end of the year. While 2020 has held an incredible amount of change, we hope that the incredible support and encouragement this community consistently shows to this program and our projects is something that remains the same.



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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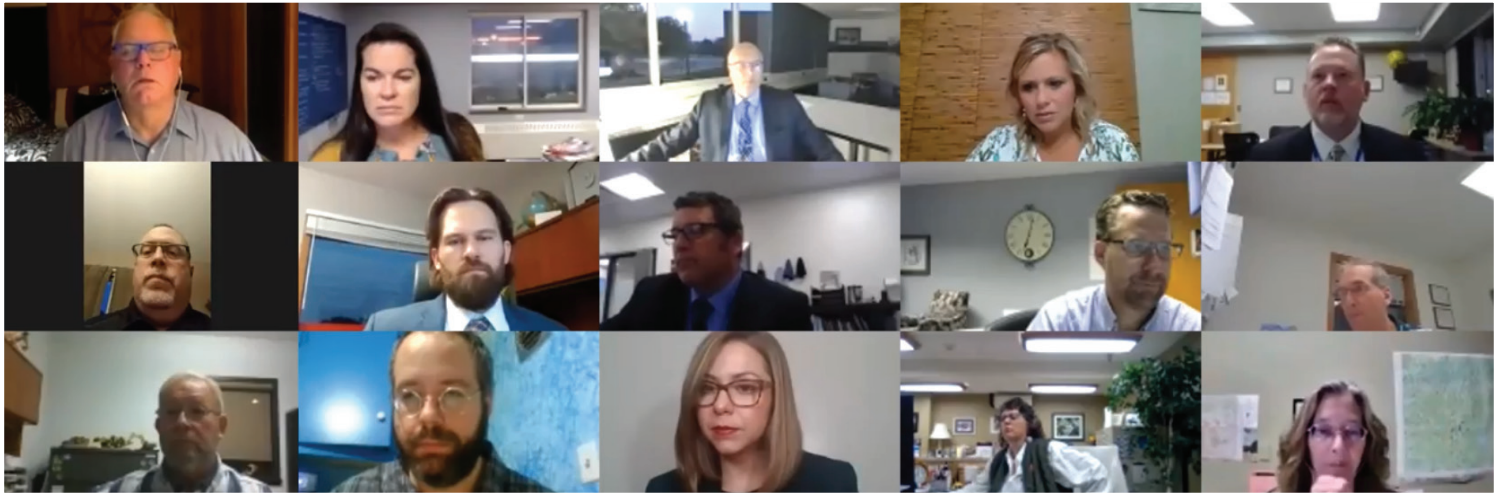
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RISE UP! CADILLAC 2020 ZOOM



cadillac area YOUNG PROFESSIONALS

The Cadillac Area Young Professionals (CAYP) is an organization whose goal is to attract young talent to our community and keep those individuals here in the Cadillac area. Throughout the year, the CAYP host a variety of events including monthly Unwinds, semi-annual fundraisers, and seasonal events—all designed to give people a chance to network and make connections with other area Young Professionals.

During these strange times, the CAYP has had to postpone these events. As we all adapt to the ever-changing environment around us, the CAYP hope to resume monthly Unwind events in January of 2021.

CARL KIELBASA,
CAYP BOARD PRESIDENT



OCTOBER CONSUMERS ENERGY GIVEAWAY



Jaycees remain active, committed to the community

The Cadillac Jaycees have been an active part of the Cadillac and surrounding communities since 1954. The Jaycees are a non-profit organization for young people between the ages of 21 to 40 who “build leaders through community service.” Why the age limit? The organization was developed with the idea to create and mold leaders which is essentially done by the time a person is the age of 40. The group has many volunteers and past members who are over age 40, but still enjoy the activities and engagement opportunities whether it is with the community or individuals.

The Jaycees are an International organization that recently went under a name change to JCI (Junior Chamber International). Our state level organization, JCI Michigan, provides many leadership style trainings and networking opportunities including a fun and rewarding conference each trimester of the year.

The Jaycees, also known as Junior Chamber, is a non-profit organization that is designed to help young people develop themselves both personally and professionally through community service projects, training, and networking. The Cadillac chapter's signature project every year is “Coats for Kids” and has been since as early as 1984. The group continues to fund-raise throughout the year to provide new winter coats and apparel to the local elementary schools.

The Cadillac Jaycees chapter has also been a part of starting up the NASF and Lakefront Days festivals. Other projects, events, and volunteer opportunities include the annual Easter Egg Hunt in the City Park, Boon Road clean-up, strawberry shortcake sales at the Cadillac Arts Festival, Boat Float social event, The Kindness Rally, and monthly socials dubbed “4th Friday Social.” The Jaycees also travel to other chapters around Michigan to help out (and maybe get some new ideas).

This year has proven to provide some challenges in fundraising opportunities. The Jaycees tried to stay active in the community so with President, Alisha Hennigan, creating a virtual 5k, Running 4 Paws. Alisha, co-chair of the project, Sandy Bredahl, brainstormed and implemented this fundraiser and community event. For a first year event and for it to be during a pandemic, it went quite well and we are looking forward to growing this event for years to come.

If you are interested in what the Jaycees have to offer, have always wanted to see something specific come to fruition for our community or would simply like to see what the Jaycees have going on and coming up, everyone is welcome to attend their monthly meetings. They are held the second Thursday of every month at Evergreen Resort in Cadillac with social time at 6:30 p.m. and a meeting start time of 7 p.m. The Jaycees are continually looking for new members who want to improve themselves personally and professionally who also want to create positive change their community! Follow them on Facebook and Instagram!



Providing assistance to local businesses

Alliance for Economic Success, a local non-profit economic development agency, has continued to provide support to area businesses during these difficult times. AES is a local agency that leads the Michigan Restart and Small Business Relief Grant programs along with our regional partners, funneling \$541,000 into 53 businesses and five non-profits in Wexford and Missaukee counties.

After seeing the devastation some businesses have experienced of late, AES has pursued a grant application to fund an entrepreneur business accelerator and innovation center in partnership with Baker College. A business case was done for this model years ago by University of Michigan to support area businesses and entrepreneurs. Part of the funding will help provide the assistance to local businesses to develop resilience plans to better support them during hard economic times.

The AES mission states it fosters collaboration to build prosperity and is excited to enhance its partnership with the Chamber further by finding new ways to better serve the business community. “No one can whistle a symphony. It takes a whole orchestra to play it.” – H.E. Luccock

Wexford Osceola Habitat for Humanity Goals for 2021

What a year 2020 has been so far — if we have learned anything from the COVID-19 crisis, it is that our ability to thrive during a shelter-in-place mandate is directly tied to the safety and stability of our housing.

Wexford Osceola Habitat for Humanity's mission is to provide safe and affordable housing for families in our community. We walk alongside our partner families while they attend credit counseling and home ownership classes as well as fulfill their commitment of sweat equity hours to be eligible for our programs. We are a hand up not a handout and strive to continue our work by cultivating relationships with past, current, and future partner families.

Our goals for Fiscal Year 2021 include the following:

1. Place partner family in her home by the end of 2020.
2. Select a new partner family and place them in a home in spring of 2021.
3. Complete a critical home repair in Osceola County.
4. Complete a veteran critical home repair in Osceola County.
5. Continue to grow our ReStore with quality donations, customers, and volunteers.

Please call Wexford Osceola Habitat for Humanity at (231) 775-7561 to see how you can make a difference in the community we live, work and play!

CADILLAC AREA CHAMBER OF COMMERCE

DRIVING BUSINESS FORWARD

OUR NEW WEBSITE IS HERE!

We are excited to announce the launch of our new website! It is more inviting, informative and user friendly. With virtual being the predominant form of communication, we want our website to be your go-to place for resources and information on how to drive your business forward.

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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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Rotary Club of Cadillac receives grant to add bike racks in the Cadillac Commons Area

Rotary Club of Cadillac has installed six colorful bike racks throughout the city with support from a district grant. Rotary District 6290 offers a matching grant opportunity each year for community projects such as this one.

"This year, we were able to collect \$2,500 – \$1000 from Cadillac Rotary Charities, a \$1000 from Cadillac Area Community Foundation, and \$500 from the CACF Youth Advisory Committee – to receive a \$2500 from the Rotary District 6290 to cover the \$5,000 cost of the bike racks installed in the Cadillac Commons," said Rotarian Doreen Lanc.

The six bike racks were beautifully constructed to not only promote economic and community development, but they also promote culture and art, health, and recreation. Rotary worked with Cadillac Fabrication to design the bike racks to highlight the Cadillac Commons area.



"Cadillac trails like the White Pine Trail, Cadillac Pathway, Lake Cadillac Bike Path, Mackenzie Trail, and Clam River Greenway have made Cadillac a destination for biking," Lanc said. We have more than 200 miles of multi-terrain trails. The new bike racks will allow riders to park their bike safely while visiting, eating, and shopping in our downtown."

Rotary Club of Cadillac has donated over \$1,000,000 to community projects and is very grateful to the many contributors over the years.

Rotary Club of Cadillac Turns 100!

The Rotary Club of Cadillac is celebrating their 100 year anniversary in 2020! The club was chartered on October 4, 1920. To commemorate this important milestone the Rotary Club gave away \$100,000 to twenty-five local nonprofits and other entities to help support their mission and the great work they do for our local communities! The funds were donated by Cadillac Rotary Charities, a separate 501(c)3 organization that provides grants to special projects in the greater Cadillac area. The unveiling of the awards took place on The Four on 9&10 news on October 15th. A list of the recipient organizations/entities is below. If you would like to learn more about Rotary visit their website, www.cadillacrotary.org, or on Facebook (Rotary Club of Cadillac), Instagram (cadillacrotary), and Twitter (@CadillacRotary). The Rotary Club of Cadillac is currently meeting at the Wex Tuesday's from 12-1pm. Come check them out!

Recipients:

After 26

Cadillac Fire Department

Cadillac Honor Guard

Cadillac Police Department

Camp Torenta

Carl T. Johnson Center

City of Cadillac - Green Way Signage

Eagle Village

Friends of the White Pine Trail

Friends of the Cadillac Library

Habitat for Humanity

Healing Private Wounds

Hospice of Michigan

Hospice of Munson Medical

Imagination Library

Love Inc.

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New Hope Center

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Randy Travis named the Regional Account Manager of The West Michigan BBB in Northern Michigan

Randy Travis is The Regional Account Manager for Northern Michigan with over 25 years of experience in building business relationships. He specializes in account management, marketing, and customer service. Randy will be the face of The West Michigan BBB in Northern Michigan. He will collaborate with our team ensure the best possible experience for our Accredited Businesses. Randy was raised in Northern Michigan and resides in Kingsley with his wife of over 25 years, Amy. After graduating from Kingsley Area High School Randy attended Northwest Michigan College and Grand Valley State University where he achieved a BBA in Marketing. Randy and Amy have 2 daughters who both graduated Summa Cum Laude from Saginaw Valley State University. Randy has been a volunteer Ambassador for the National Cherry Festival and has worked on projects for Freedom Builders of Traverse City. In his free time he likes to golf, spend time at the beach with family and friends and experience all that beautiful Northern Michigan has to offer.



Youth Advisory Committee donates 1000 mask to CAPS

The Cadillac Area Community Foundation Youth Advisory Committee donated 1000 masks to Cadillac High School, the masks will be distributed to 9 graders, Cadillac Innovation High School, cafeteria employees, and the rest will be used for students in sports.

Appropriate and consistent use of masks is most important when students, teachers, and staff are indoors and when social distancing of at least 6 feet is difficult to implement or maintain.

The Youth Advisory Committee had funds left in their budget and voted to purchase masks for their school. The masks meet CDC recommendations for cloth face masks, have the Cadillac Viking on one side, and the Youth Advisory Community logo on the other.

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Lorri B. King advances Chair for the Real Property Law Section Council of the State Bar of Michigan

In October of 2020 Lorri B. King, Attorney and Partner at The Law Offices of King & King and Cadillac Title will advance to the position of Chair for the Real Property Law Section (RPLS) Council of the State Bar of Michigan. Lorri was named Chair Elect of the Council in 2019 and has been a contributing member of both the State Bar of Michigan and the Real Property Law Council throughout her career. Lorri has participated in the work of multiple committees and has been a presenter at State Bar of Michigan Section Council Conferences. She currently serves on the Publication's Committee in addition to her Chair-Elect responsibilities.

The Council Chair is responsible for the oversight of the Real Property Law Section committees and publications. Lorri King has the distinction of being the first RPLS Chair to be named from the Northern Michigan Region.

King, "Real Estate Law is my specialty, and am honored to be recognized as the incoming Chair for the Council."

The Mission of The Real Property Law Section of the State Bar of Michigan is to provide education and information about current real property issues through meetings, seminars, the RPLS website, pro bono service programs, and publication of the Michigan Real Property Review. Membership in the Section is open to all members of the State Bar of Michigan. Statements made on behalf of the Section do not necessarily reflect the views of the State Bar of Michigan.



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October is HEALTH LITERACY MONTH

Literacy is the foundation of community and economic development. If you can't read, how do you follow instructions, manage finances, take orders, understand medical instruction, apply for jobs, get promotions, read to your children and help them with their homework?

The Wexford-Missaukee Imagination Library program, which started 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).

The cost of the age-appropriate, monthly book, with postage, is \$2.25. The program is funded 100% locally through grants, businesses, and individual donors. The cost of the program is over \$40,000 a year and currently has 1,854 children registered.

For more information please contact Niki Schultz at nschultz@wmisd.org.

Or donate online at www.cadillacfoundation.org click on DONATE. Please add in the memo: Book Match.

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Smith, Marinoff appointed to new roles with Munson

Tonya Smith, former CEO at Munson Healthcare Cadillac Hospital was appointed President of Community Hospitals and System Integration in July of this year. In this new role, her primary area of focus is creating alignment between Munson Healthcare and their community hospitals, including affiliated hospitals. Munson Healthcare has six community hospitals (Cadillac, Manistee, Paul Oliver Memorial, Grayling, Otsego Memorial and Charlevoix) and two affiliated hospitals (Kalkaska Memorial and Mackinaw Straits Health System).

Smith serves as the voice for community hospitals in strategic efforts to make Munson Healthcare a fully integrated system. Under her leadership, Munson Healthcare will continue to share best practices, leverage talent and expertise, and realize efficiencies and economies of scale through common vendors and standardized contracts. Munson Healthcare's focus on attracting patients and promoting care close to home allows patients to receive care in their own communities. "The community hospitals are an integral part of sustaining a world class healthcare organization in northern Michigan. I'm grateful to be a part of leading this transformation of care," said Smith.

Peter Marinoff was named Interim Community Hospital President at Munson Healthcare Cadillac Hospital replacing Smith. Prior to his arrival in Cadillac, he was President and CEO at Paul Oliver Memorial Hospital in Frankfort for seven years. Marinoff has a background in Accounting and Finance. He held positions at Munson Medical Center and was the Chief Operating Officer at



Paul Oliver before taking the reigns as CEO.

Marinoff is a native of Virginia and a graduate of Radford University. He received his MBA from the University of Michigan, attending courses in Ann Arbor and Flint. Marinoff, his wife Kristin and their two sons reside in Grand Traverse County. He enjoys the outdoors, especially boating, golfing, hunting and fishing. He is known to take a different route each day during his commute from Traverse City to discover Cadillac and the surrounding area.

"I've enjoyed getting to know the area and have received a warm welcome. I find Cadillac to be a very close knit and caring community. I have tremendous respect for the healthcare team here in Cadillac as they are incredibly passionate about delivering the best care for our community," said Marinoff.

OASIS Family Resource Center adapts to change

OASIS Family Resource Center had adapted through this public health pandemic. It was crucial for the agency to find a way to continue providing services through this time. We were aware that the incredible stress among individuals and families was going to cause major difficulties. The agency increased our technology capacities so that service delivery platforms were broadened. Staff know have the ability to work mobile, deliver services through phone, text, Zoom

or face to face when all health and safety protocols can be followed. In addition, we sought our technical assistance from our state partners to ensure we our survivors had the utmost privacy given to them when delivering services via technology. Staff also were creative in meeting places. We have had to decrease our shelter capacity to maintain safety through the pandemic, leading us to have to identify safe housing elsewhere, typically in a hotel.

We knew that violence and stress

in homes was increasing, leading us to make our services as accessible as possible. It was imperative families and survivors knew they had a physically and emotionally safe place to reach out to be empowered, supported and heard. We continue to be available to survivors 24 hours a day. The upcoming months bring uncertainty and we will continue to assess and adapt our services as necessary to provide stability and continuity to our community and survivors.



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YMCA Mission Continues Through the Pandemic

2020 has been quite challenging for the Cadillac Area YMCA as they have been for almost all nonprofit organizations. The onset of COVID-19 resulted in the Y facility being closed to the general public and member use for 3 months. During the time of closure, the staff and volunteers shifted their focus to offering childcare for essential workers, curbside meal pickup, well check calls and grocery shopping for seniors as well as numerous virtual programming efforts.

"Our staff and volunteers never really missed a beat. They really came together to think creatively and recognize how to serve and impact people in a rapidly changing situation." Says Mike Kelso, Executive Director/CEO. "We are grateful for the support of our members and the community. I suspect as we enter 2021 we will have continued needs to support. We are grateful to be open now, offering a space and programming for the community. We still face many operational restrictions and challenges. However, we continue to press on, adapting every day and seeking to address emerging needs."



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