

CADILLAC AREA

BUSINESS MAGAZINE

FIRST QUARTER 2021

A CADILLAC AREA CHAMBER OF COMMERCE PUBLICATION

WWW.CADILLAC.ORG

Collaboration & Community Engagement

SEE PAGES 4-5

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

222 Lake Street • 231-775-9776

CADILLAC AREA 2021 DEVELOPMENT DRIVEN

The Northern Michigan Chamber Alliance (NMCA) hosted its annual Policy Conference this past month, providing insight into the initiatives and focuses of support for our businesses this upcoming year. The discussions were aligned with our efforts on remote working, infrastructure, childcare, housing, and economic development within communities like our own in Northern Michigan. These were addressed with our economic forecasts provided by Neil Bradley, Executive Vice President and Chief Policy Officer of the US Chamber of Commerce, and Jeff Finkle, CECD, President and CEO of the International Economic Development Corporation.

As more jobs around the world go remote, the need for physical structure and availability are acute. While employees have the flexibility to work from anywhere, many are choosing to work where they vacation, including destinations like Northern Michigan. Finkle emphasizes the importance of this migration as shifts in the workforce and real estate become apparent. While new residents' move to rural communities, even while working remotely, contribute to the local shopping, infrastructure, city resources and private services provided within their new home and ours.

In terms of infrastructure developments in the State of Michigan, Finkle emphasizes that USDA Broadband ReConnect Program has provided \$22.5 million to expand broadband to rural communities in Michigan. While broadband lacked in many areas of the country, including its strength in urban areas, investing in rural communities in Michigan is of high importance. With changes in employment due to climate change, energy market shifts, and increased disasters, the need for quality, reliable internet is an increased priority to support the growth of our established businesses but also future growth in our area.

With the new administration on January 21st, we will notice new federal priorities for recovery of the pandemic changes experienced last year. Finkle continued to emphasize that these goals are anticipated to be additional assistance for small businesses, infrastructure programs aligned with clean energy, mass transit and construction, and additional focuses on research and development and innovation across the federal government with a new level of focus on diversity, equity and inclusion.

The CACC looks forward to your attendance at our own virtual Economic Forecast on February 16th at 8 a.m. Our forecast will include keynote speaker Jim Robey, Director of Regional Economic Planning Services with the W.E. UpJohn Institute. Robey has presented our local forecast in the past and shared his expertise in industry studies, local labor markets, regional policy and planning and economic development. For more information, visit our website at cadillac.org.



CAITLYN M BERARD
President

CAITLYN M BERARD, President
Cadillac Area Chamber of Commerce

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NEW PLAN FOR A NEW YEAR

KIRSTIE SIELOFF
DIRECTOR OF GOVERNMENT RELATIONS FOR THE

NORTHERN MICHIGAN CHAMBER ALLIANCE AND TRAVERSE CONNECT

The Northern Michigan Chamber Alliance recently undertook a strategic planning process in preparation for the new year, 2021. Every business knows the importance of planning – and our Alliance knows this too.

Leadership of the Alliance's Partner members, including the Cadillac Area Chamber, came together over three Zoom sessions in December to create an Alliance strategic plan. Leaders explored the organization's guiding documents and talked about the future of the Alliance. A 30-60-90 day plan was created with organizational and policy activities to be undertaken over the next several months. The Alliance Partners utilized this plan for the first time at our January meeting, organizing our actions by what will be done over the next 30 days, 60 days, 90 days, and beyond.

One of the most recent activities tackled from our 30-60-90 plan is a refresh of the Alliance's policy priorities. For several years, the Alliance has utilized the Four Pillars of Rural Prosperity as our policy guide. This policy agenda has kept the Alliance focused – and this year we wanted to build upon the Four Pillars' success with new policy priorities.

The Alliance is in the final stages of approving our priorities that focus on supporting existing businesses, developing and attracting a talented workforce in northern Michigan, and maximizing the competitiveness of the rural northern Michigan business environment.

Under each of these policy priorities are specific actions to be undertaken in 2021, like addressing the Unemployment Insurance Trust Fund balance shortfall that resulted from government-mandated shutdowns and reducing regulatory barriers to increase the efficiency of the northern Michigan business supply chain. We look forward to sharing more on our 2021 framework in the near future.

Other immediate Alliance activities include issuing an annual report to showcase all the work done in 2020, exploring federal advocacy opportunities, and strengthening relationships with state departments. The Alliance will continue to connect with businesses and share our work in our new quarterly publication. Thank you for the opportunity to serve as your northern Michigan business voice in Lansing.



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 organization represents over 7,000 member businesses and exists to advocate for rural northern Michigan and move forward rural-centric business policy.



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Intermediate School District

INVEST IN YOUR COMMUNITY

Your community value is worth the investment.



It's a new year, welcome 2021! Now what? Are you ready for a difference but wondering how to make it happen?

Now more than ever, community is itching for connection. When a community collaborates, members can be heard. It is your contribution that supports the changes you notice from investment to disarray. It is with these same collaborations that you begin to experience other perspectives and insights from experiences outside your own. No longer isolated in the selection of our own priorities, we are exposed to the realities that are carried by others, providing understanding on how a decision can be made in the future. In building these relationships, you find resources, knowledge, and funding opportunities you would not have otherwise understood on your own. Through group involvement, you are no longer limited to the insights of your own experiences. There is a sense of confidence is instilled by your newfound partnerships and relationships that allows for more creativity and openness. Your growing presence in the community is met by increased awareness in your brand. It helps form the alliances that strengthen that awareness. These partnerships are what can be leveraged to provide growth and stability within your multiple aspects of community involvement, whether personal or professional, or social. All these things together make your community an attractive location for new employment, development, and infrastructure investment. With such a profound difference you immediately experience once involved, the feeling becomes addictive.

An entire neighborhood block can feel the weight of a distressed asset or pride from a cared for home, park, or infrastructure. Just like people, the physical aspects of our reality reflect our understanding of the care of our space and how we will invest in it within the future.

Where we are living, working, and socializing, our dollars and activity either contribute to our community's broken window or atheistic domino effect. The beautification or distress observed are the responses of our actions in motion. This response has such a great impact, and each of our responses are the difference between the two.

Now what?

We want working infrastructure, options of places to shop and eat, and a diversity of attractive homes, so what are ways we can be part of these upgrades in our own community?

Volunteer on a board, committee, council or commission. These are the representatives that make the direct decisions allows or kills funding and/or a project. Especially when it is something your knowledge or skills can provide insight too, by volunteering your time, you are investing in the decisions being made within the group. Thank you in advance for your service.

Directly Volunteer: While volunteering for an event, or community activity, you are in the midst of vulnerability of others. You are experiencing your neighbor's moments of

need and hearing the factors that have contributed to the experiences in which become a reality for them. When you are volunteering, your witnessing realities that lead to the decisions and choices that you may not otherwise understand without the experience. Your investment of empathy and time provide great comfort to those who need it during that time.

Volunteer as a coach or mentor: Give your time and attention as a coach or mentor to those who will gain the greatest amount out from your experience. As one of these leaders, you are dedicated to those needing or support, guidance, or resources and helping them to feel successful and productive. As you provide encouragement through your constructive guidance, you spark confidence in those you are helping. That confidence then flourishes into leadership that may otherwise would have been left unexperienced.

Donating: There is a reason that leadership and professional development writings everywhere indicate donations a common sign of efficacy and priority. When your value donations, your planning is an active practice of prioritizing between frivolous spending and intentional spending. This also provides a sense of worth to bestow on another party by valuing their need over your own. It's freeing to not spend loosely and instead offer money towards something that can directly affect an unmet need.

Sponsor: While donating provides a sense of pride, sponsoring allows your brand to take credit for it. It's a way to show your continued support while also showing your community you can be a resource for future opportunities.

Participate: Your non-profits, councils, social clubs, engaged community groups will host events and request your feedback on surveys or speak up at participating opportunities. When those individuals see your involvement, they notice your interest and care on the specific initiatives. As conversations related to the specific issue arise, participants will be aware of your interest and will know you're a resource moving forward.

Join a social club: Social clubs are integrated within service projects, regional initiatives, and large social engagements. The clubs have strict expectations of involvement which sets a standard for the volunteers and a reputation of resource and knowledge. As a member, your engagement is valued among the other members of the club but also other social clubs in the community.

Shop and eat local: These are our on-the-ground mentors, coaches, and creators of local economy. These are also the items sitting out at our homes, shared at holidays, and where we host our monthly book clubs. When you support local, you are supporting the direct impact of the sidewalk care, the uniforms your kids' teammates wear, the appearance of your downtown buildings, and the vehicles that park next to you in the grocery lot.

Vote: Do not miss an opportunity to share your voice and impact about your local choices. These are the immediate decisions that result in direct impact.

Thankfully, we are not alike which allows for such a diverse set of opportunities to share your knowledge, time, and treasures. As we offer of ourselves, we offer to our community. As a community investment, you will hear your input matter while being exposed to the perspectives around you. An investment in your community will provide you knowledge of connections and resources. With these resources, you have a sense of pride and confidence for what you can additionally contribute around you. Your new found confidence and branding will provide supportive partnerships and alliances. You will have leverage from your contingents. With this bold community confidence, you will see a see a flux of employment attraction which encourages partnership and communication. As a community, we serve together and grow together as each contribution gives way to conversations and dreams that would not have happened otherwise. From one community to another, while many typical characters are the same, the genuine attitudes and passions that lead the community conversations and votes are directed by the investors and leaders within the community. As a resident, your dreams can lead your community. As your community, we look forward to your involvement and working with you in 2021.

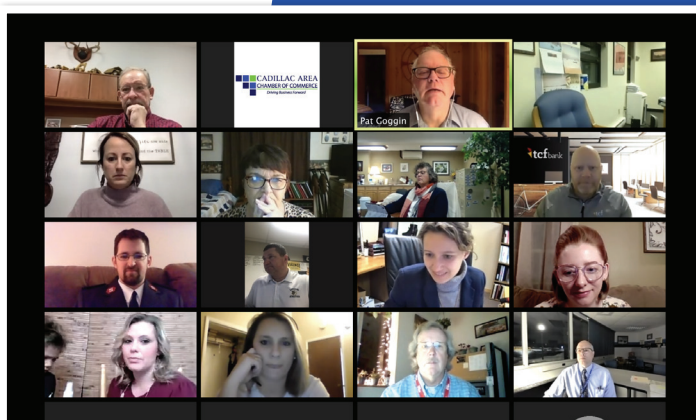
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The Cadillac Leadership program has been a staple of the Chamber of Commerce for thirty years now. While most are familiar with the program's existence, not everyone knows what it entails. I'd like to take a moment here to tell everyone what Cadillac Leadership is about and why you should want to be involved.

Cadillac Leadership is a nine-month program (September through May) dedicated to the development of leadership skills through education, awareness and networking relationships. The curriculum can be broken down into two categories: classroom and community service.

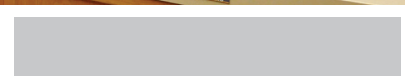
In the classroom, participants will engage in eight full-day sessions designed to showcase many areas of our community and provide opportunities to meet current community leaders. Through these sessions, Cadillac Leadership participants gain knowledge of trends, challenges and issues facing the greater Cadillac area with the ultimate goal of becoming future community leaders who anticipate change and act decisively.

Additionally, each year the class chooses and completes a community service project that offers ample opportunities to put their leadership skills into practice while also providing a valuable asset to our community. The service project affords Leadership participants an opportunity to practice skills necessary for being community trustees – coming to consensus and working with people of various backgrounds and interests. Participants gain lasting friendships, a better understanding of community needs, and shared sense of accomplishment for a job well done.

Aside from the group community service project, participants are also encouraged to volunteer on an individual basis. They are tasked with researching local non-profit organizations with the goal of identifying groups with long-term volunteer options that fit the participant's interests and lifestyle. Ultimately, it is my hope that the Leadership program serves as a bridge to continued community involvement that extends well beyond graduation.

If you have any questions, or would like more information about the Cadillac Leadership Program, please feel free to contact me at (231) 775-9776 or kdekam@cadillac.org.

-- Kate DeKam, Director of Leadership Services --



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

ALL ABOARD!

Cadillac Leadership Class of 2021 is proud to announce their class project: The Shay Showcase.

The Class considered several projects but none were able to meet every single criteria the way The Shay Showcase project has. Cadillac City Park, home of the Shay Locomotive, is becoming one of the most visited areas in Cadillac, with a growing downtown, views of the lake, farm market, splash pad, and fountain seating area. We needed a project with longevity, nostalgia, historic value, economic impact and the ability to cultivate a sense of community. Our direction was clear - the Shay Locomotive.

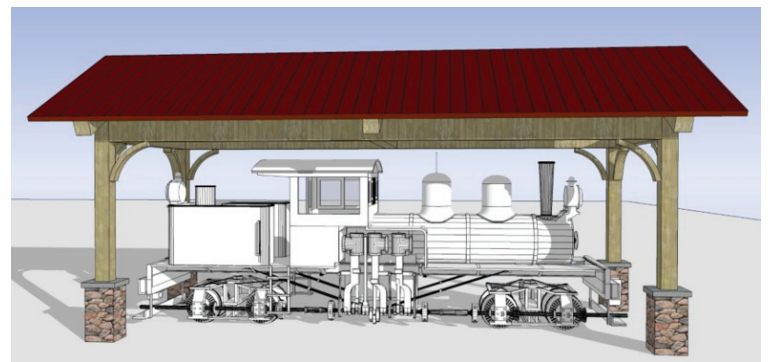
The Shay is one of Cadillac's most historic and iconic landmarks. Our plan is to replace the existing pavilion, which has been deteriorating, and to literally "raise the roof." People love the Shay, but are often disappointed when trying to get a great keepsake picture. We will replace the low roof and cumbersome support beams and add a variety of decorative sponsor bricks around the structure to pull it all together. Finally, we envision adding interactive illumination and lighting as well as educational elements.

The Class is currently brainstorming COVID-friendly solutions to launch our promotional campaign and events for The Shay Showcase and will update the community as soon as suitable events have been determined. In the meantime, we want Cadillac and our extended communities to be ready to champion The Shay Showcase project.

There are so many ways to get involved and support this community leadership project so consider how you, your family, community group or your company will participate. Sponsorship opportunities include donations of raffle item(s), volunteering, cash/service donations or sponsorship and 100% of all fundraising proceeds go to The Shay Showcase project. Further information on sponsorship opportunities will be made available shortly.

We have learned so much in this past year, including challenging times can lead to opportunities. We believe The Shay Showcase is "just the ticket" we need right now. Make this the moment that you are a part of preserving Cadillac's history while creating a better local experience and memories that last a lifetime.

The Cadillac Leadership Class will be reaching out to the com-



munity in the next few weeks with more information. Questions? Contact Leadership Co-Chairs John Wallace at jwallace@cadillac-mi.net or Chandler Gabara chandler.gabara@avon-protection.com.

Sincerely,
Cadillac Leadership Class of 2021!

Chandler Gabara - Co-Chair, John Wallace - Co-Chair,
Moria Stoll - Secretary, Kristopher Smith - Treasurer,

Caitlyn Berard, Paris Philo, Ashley McNally,
Ken Ames, Amber Durst and Mike Colby

Kate DeKam - Leadership Director





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CALENDAR

SAVE THE DATE

MARCH

RISE UP:
10th @ 7 AM

APRIL

RISE UP:
14th @ 7 AM



BUILDING RESILIENCE IN TIMES OF UNCERTAINTY

WEDNESDAY, DECEMBER 9



Sponsored by:

Blue Cross Blue Shield Blue Care Network
Presenters included Kathy Grinsteiner, Kristine Wilmoth and Betsey Williams

Kathy Grinsteiner is the Provider Engagement Manager for Blue Cross Blue Shield of Michigan and Blue Care Network's northern and west Michigan region. She also leads a frontline leadership coaching program for the operational areas. She holds a Master's degree in Communication Arts from Grand Valley State University. Kathy has created and delivered a number of skill-building presentations for local Chambers and employer groups.

Resilience is developed through our own self-awareness, introspection, and vulnerability with oneself. Grinsteiner shared some of her favorite resources for learning more about ones understanding and coping with what we learn. Wilmoth shared her favorite tips and tricks for upcoming anxieties and stress while working remotely in our new world.

ECONOMIC FORECAST

TUESDAY, FEBRUARY 16



Jim Robey, PhD Director,
Regional Economic and Planning Services
W.E. Upjohn Institute for Employment Research

Jim Robey's research and technical assistance on economic issues and in economic and workforce development has assisted corporate, nonprofit, and economic and workforce development entities in problem resolution and strategic decision making, from the local to the national levels. Spanning nearly three decades, his expertise includes industry studies, applied occupational analysis, economic impact modeling and analysis, economic and workforce development research and analysis, and site selection assistance. 2 Robey's research focuses on regional economic, education, economic development, and workforce development issues across Michigan and the nation. He prepares annual employment forecasts for southwest Michigan's metropolitan areas, directs the



HOUSING DISCUSSION

DECEMBER 15TH, 2020



Discussion included the sharing of local housing resources and services by Habitat for Humanity, Northwest Community Action Agency, the City of Cadillac and United Way 211 program. Yarrow Brown, Executive Director of Housing North provided insight to what current housing conversation are directed based on local surveying and COVID-19 resource. The conversation additionally provided insight into Housing Tools that can be used in the future such as Housing Conservancy, Missing Middle Zoning or Land Banks in the future. Alliance for Economic Success provided insight to these housing options and examples around the State.

Highlights included:

Solutions to housing barriers in rural areas include grants or low interest loans and financial partnerships; land donations; tax incentives; zoning changes for more diverse housing options; building public support and understanding and legislative or policy change to create more tools and revenue.

Current Policy Initiatives supported by Housing North include:

- Principal Residence Exemption Expansion Homestead credit granted to long-term rental properties.
- Led Rep. Triston Cole introducing to committee.
- Affordable Housing Credit Improvement Act (HR 3077/S 103) to expand and enhance resources for the affordable housing tax credit program.

Rep. Bergman co-sponsoring

- Low Income Housing Tax Credit Program- Amend the MSHDA Qualified Allocation Plan (QAP) to better address rural housing needs.
- Updated QAP to include changes for rural areas.
- Employer housing tax credit based on Illinois model.

Rep. Cole to sponsor

- Expansion of payment in lieu of taxes (PILOT) to apply to additional housing projects.

Sen. Schmidt to sponsors

To be more involved, visit Housing North's housing initiative Homes for our Future by reviewing their Homes for our Future Communications Toolkit and Housing Ready Checklist.

production of Business Outlook for West Michigan, and nationally provides economic insights for regional economic development. He has additionally coauthored research on a variety of national and regional issues. Prior to joining Upjohn, Robey was an Associate Vice President with Southwest Michigan First in Kalamazoo, MI, where he directed local economic development efforts in Marshall, MI. Prior to working in Kalamazoo, Robey was Managing Director at Mohr Partners, Inc., where he focused on site selection and economic and workforce development strategies, and was Vice President of Research at TeamNEO, where he oversaw and developed economic research across 16 northeast Ohio counties. He received his Ph.D. in Urban Studies (1997), with a specialization in Economic Development, and his master's degree in public administration (1993) from the Levin College of Urban Affairs, Cleveland State University. He earned his bachelor's degree in sociology (1979) from Edinboro State College.



membership updates

MIRANDA GRUNOW,

Director of Membership Services
Cadillac Area Chamber of Commerce
mgrunow@cadillac.org

This first month as the Director of Membership here at the Chamber has been very exciting. I am learning a lot and am more excited than ever to be a part of the Cadillac community. I have gotten the opportunity to meet some of our partners and hope to be able to visit in person more in the coming months. I enjoyed receiving holiday cards from members and engaging with some of our partners for Rise Up, Wind Down and Ambassadors.

In the coming months I would love to hear from you and how I can help your business make the most of your Chamber of Commerce membership. Some ways you can be involved with the Chamber in the upcoming months are:

- Rise Up Events
- Ambassadors Program
- Briefcase Open
- Governor's Breakfast

As I get to form relationships with our members, I would love to come and learn more about your business and how it operates. We can assess and see how the Chamber can drive business forward with you. Thank you for welcoming me and I look forward to hearing from you and how we can make the most of your membership with the Cadillac Area Chamber of Commerce.



Interested in Membership?



WE ARE INTERESTED IN MEMBERSHIP TOO!

As partners with our community businesses, we are providing voice, connections and advocacy for our home community. While the world is everchanging around us, your feedback, partnership and investment is critical on how we develop moving forward. For more information on involvement, please reach out to Director of Membership Services, Miranda Grunow at mgrunow@cadillac.org.

The CACC is ever adapting. Follow us on Social Media and join the newsletter for the latest updates, event information and resources.

- Cadillac Area Chamber of Commerce – Driving Business Forward
- Cadillac Area Chamber of Commerce - Home | Facebook
- <https://www.instagram.com/cadillac.chamber/>

Member 2 Member Advantage Program: Attention Chamber members: This program offers a unique combination of promoting member to member buying, boosting sales for our members and increasing member visibility. Go to www.cadillac.org click on the Member 2 Member Advantage Program to get started promoting your business and saving you and your employee's money.

New 2021 Cadillac News Resource Guide! The new guide provides updated resources and contacts for your community businesses. Go to www.cadillac.org to check out a digital copy today.

Welcome New Member



CADILLAC • LOFTS •

207 S. Mitchell St.,
Cadillac MI 49601
888-433-0164

This four-story, new construction building is located on the corner of S. Mitchell Street and E. Cass Street in beautiful downtown Cadillac. The building is constructed of energy efficient materials including steel framing, brick exterior, high-quality, large fiberglass windows, sound insulation between units, solid core doors and LED lighting. The first floor contains over 6,000 square feet of commercial space with large glass storefronts and a shared outdoor patio space. Residents have a main entrance to the building from the rear parking lot. There are 42 lofts in the building, with 14 lofts on each floor. Nine of the apartments are income-restricted for individuals or families making between 60%- 80% of the area median income.



Welcome Newest Visionary Partner:

Rexair^{LLC}

Mark Howie, VP of Manufacturing
230 Seventh Street
Cadillac, MI 49601
Direct phone: 231-876-3956
<https://rainbowsystem.com/>

Grants & Scholarships Available

The Cadillac Area Women's Giving Circle is a group of women philanthropists who have pooled their funds to annually award grants addressing women and girls' needs and promote their economic self-sufficiency and well-being. Deadline: March 1, 2021



Cadillac Area
community foundation
Where You Make the Difference

The Cadillac & Kellogg for Youth Committee, an Advisory Committee to the Board of Trustees of the Cadillac Area Community Foundation, accepts Youth Grant applications throughout the year. Applications will be accepted between September through June.

Cadillac Area Community Foundation, qualified applicants will be nonprofit groups and/or organizations that hold a 501 (c) (3) status. The geographic focus of the Trustee Grant Program is the Cadillac Area Public Schools District. Deadlines: Cycle 1 – February 28, Cycle 2 – June 30, Cycle 3 – October 31

Student Scholarships are made to support a student's education, awarded based on academic need, achievement, and grade point average. Applications accepted until April 15, 2021,

You can find all grant applications and scholarship applications at <https://cadillacfoundation.org>.

Habitat exceeds goal

If we have learned anything over the past year it is how important safe and affordable housing is. Our homes have become work spaces, classrooms, gyms and so much more.

Wexford-Osceola Habitat for Humanity's mission to build safe and affordable housing starts with you — your donations and shopping at our ReStore, volunteering on the job site and contributions all help us to do that for our partner families. We lend a HAND-UP not a hand-out.

Wexford-Osceola Habitat for Humanity exceeded its goal for Festival of Dreams and raised over \$28,000. We are so appreciative of all who participated by sponsoring, donating and bidding.

Web address: www.wexfordhabitat.org

Facebook: www.facebook.com/WexfordHabitat

Please call Amy Gibbs at 231-775-7561 or 231-468-1096 for more information or to volunteer.

Lending a hand does as much for the recipient as it does for you.



Jaycees events include virtual 5k

The Cadillac Jaycees are working on a plan for 2021 that includes Running 4 Paws Virtual 5k, Boon Road Clean-up, socials, and more.

JCI Michigan is setting up training for members via Zoom.

As of right now we have members and non members competing in Choose 2 Lose and trying to be healthier. We hold this competition every 8-10 weeks with a small break in between. We also have our GMM each month to spread the word about what we have going on.

If you'd like to keep up to date on what is coming up, find Cadillac Jaycees on Facebook!



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Welcome to the Visionary Family

Rexair has a well-recognized logo in the Cadillac area. From their widespread involvement in local organizations and events, Rexair has earned a reputation for support, care, and investment in their home manufacturing community. Whether it is employee investment or their sponsorship in nonprofits in the community, Rexair has been an integral part of our community growth and leadership development. We are honored to have them join the Visionary family.

What is a Visionary Partner?

A Visionary Partner is a community advocate that invests into community and economic development as well as local advocacy within the CACC. A Visionary Partner finds value in legislative and policy driven decisions that affect our local economy while building partners with regional, state, and federal representatives that get things done for our community. Their investment provides for these relationships to occur and for this, are promoted as a leader advocate in our community. For more information, please contact Miranda Grunow, Director of Membership Services at mgrunow@cadillac.org.

Understanding Rexair and its History

Rexair is a local developer and manufacturer of the world-renowned Rainbow products that are designed to purify air and clean homes. The Rainbow products use air purifying systems to separate dust, dirt and elements from our air and surfaces. The products are Certified Asthma and Allergy Friendly as well as Association of Home Appliance Manufacturers (AHAM) Certified.

The company found its start in 1922, when John Newcome, a young entrepreneur invested a device called the separator that would separate dirt from air creating a bagless home cleaner. It was a mentor; Leslie Green who bought the separator and renamed the company Rexair. Green brought in his friend, T. Russ Hill to evaluate the efficiency in which Hill brought on the water basin, purifying the air more efficiently because Wet Dust Can't Fly. J. V. Sanders, Rexair's most motivated salesperson, led the team through years of growth and expansion of Rexair. After generations of evolution, the Rexair Separator became known as the Rainbow for the sign of purified air after a rainstorm. Since these times, Rexair expanded into sales in over 80 countries with its lead offices in Troy and Cadillac Michigan.

In 1968, J. V. Sanders was on his way to Traverse City when he stopped in Cadillac for a meal. He loved the area and began asking around about local industrial facilities, recognizing advantages in using Cadillac as a new location for Rexair's manufacturing branch. When a property housing an old wood parts manufacturer was brought to his attention, Sanders seized the opportunity and officially moved Rexair's manufacturing to Cadillac, Michigan where it continues to be a home base for community employment.

Rexair's Reputation for Giving

Around the world, Rexair is additionally known for its generosity and support for employment in each of its locations. Rexair

strives to install a family atmosphere by providing a safe, clean, stable work environment, and along with generous wages and benefits. This helps attract and retain a highly skilled workforce and allows employees to focus on producing a quality product knowing they are valued and taken care of by Rexair. Kristopher Smith, Cost Account and Rexair employee of the Cadillac location, states "Rexair offers a great work environment. Employees are treated well and take pride in producing a quality product, right here in Cadillac." With the care afforded to each employee, it is not surprising that their average tenure is 20+ years.

Smith is currently a Cadillac Leadership Program participant sponsored by Rexair to network, learn, and work on a community service project over the next six months. "Rexair has a long history of supporting the Leadership Program, with many employees being Leadership alumni. "When asked if I would be interested, I jumped at the chance to network with other local business professionals and make an impact in the Cadillac area," said Smith, who is treasurer of this year's Leadership class responsible for overseeing funds for their Shay Locomotive project.

Mike Colby, a Mold Supervisor at Rexair is also taking part in this year's Leadership program and is appreciative for his Rexair's employment. Regarding his experience as a Rexair employee over the past three years, Colby states "[It's] truly an amazing environment. [I was] originally attracted to what I visually experienced in the beginning, super clean and organized state of the art robots and equipment." Colby goes on to say he quickly began to appreciate the core values of Rexair, including their commitment to employee's professional development and personal growth.

In addition to these allowances for employee engagement and support for community, Rexair also encourages employee donations to a local non-profit each year. Employees are provided an opportunity to have a standard deduction subtracted from their paycheck and held in a fund. At the end of the year, the total amount of employee contributions is matched by Rexair and donated to a local non-profit. As added incentive to participate, employees are offered prizes such as vacation days, TVs and other fun local goods and experiences. This past year, the employees' payroll deductions plus Rexair's match contributed \$46,174 to the Salvation Army.

The spirit of generosity is a customary practice with Rexair. In fact, currently, you will notice their sponsorship for the Shay Locomotive project by the Cadillac Area Leadership Program, Cadillac Area Chamber of Commerce events, CAPS Reverse Job Shadowing Program, CAPS Robotics Team, Wexford Missaukee ISD Programs, internships for both high school and college students, Cadillac Area YMCA, Stehouwer Free Health Clinic, Hospice of Michigan, New Hope Shelter, Cadillac Area Oasis, Cadillac Rotary, Wexford-Osceola Habitat for Humanity, United Way, Cadillac Firefighters/Deputies/Rotary, Cadillac Freedom Festival, Cadillac Lakes Cruise, Shepherd's Table, After 26, Wexford Council on Aging, Salvation Army, donations of turkeys and money during the Thanksgiving holidays and many future initiatives this upcoming year.

By supporting their employees and the community at large, Rexair's willingness to help where they can be a vital resource for the continued success and growth of the Cadillac area.

To learn more about Rexair, visit their website at www.rainbowsystem.com/. For local job opportunities, contact Human Resources at kwineland@rexairllc.com.



Cadillac Area Visitors Bureau Update

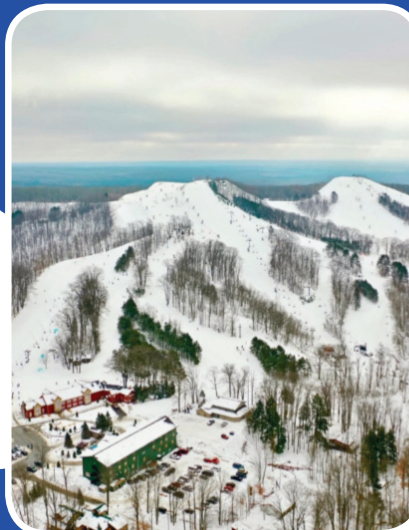
Our area's tourism industry has seen an increase in outdoor recreation users, as many of the indoor recreational activities have been limited due to Covid-19. Our lodging properties have enacted additional cleaning protocols for visitors, and although we had a better than expected summer and fall, the occupancy numbers weren't at past levels. We anticipate smaller groups to return in 2021, whether for business meetings or family gatherings.

With the unexpected and rather stressful year we've all had in 2020, we wanted to introduce something a bit fun for 2021. Introducing Cadbeary Shay Mitchell, or "Caddy" for short. Caddy will be popping up all around the Cadillac area in 2021.

Kathy Adair Morin, CMP, CGMP, GMS
Marketing & Group Sales Manager
Cadillac Area Visitors Bureau
231.775.0657
kmorin@cadillacmichigan.com
www.cadillacmichigan.com
www.facebook.com/visitcadillac
www.instagram.com/visitcadillac



You can follow the adventures of Caddy on our Facebook, Instagram, and website.



Caberfae Peaks offers discount "red cards" to local residents; buy yours for \$1 at the Cadillac Area Visitors Bureau.

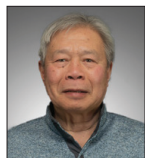
Our office can provide complimentary assistance in connecting with our lodging and event facilities to make meeting/event planning easier.



Meet Your Cadillac Medical Providers

Family Health Care's medical providers are ready to help each patient create a treatment plan specially designed for them. From newborn to elderly, our focus is to ensure each patient is receiving the attention they need to live their healthiest life.

Cadillac



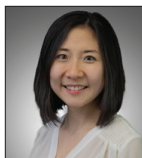
Gus Dolorfino, MD
Pediatrics



Pamela Mir, MD
Pediatrics/Internal
Medicine



Rob Shook, NP-C
Family Medicine



Soomin Han, PA-C
Family Medicine
Pediatrics



Robert Stankewitz, MD
Internal Medicine

Cadillac/McBain



Jon Borton, PA-C
Family Medicine
Pediatrics



Amanda Barton, FNP
Family Medicine
Pediatrics

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McBain, MI 49657
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Youth Development Center starts phase 1 of building project

Since the formation of Never Down For The Count Youth Services in 2015 as a 501(c)(3) nonprofit organization the goal has been to open a free youth center to serve the youth of Wexford County, MI. We believe in order to build a stronger community for the future that we need to invest in the youth of today. In the NDFTC Youth Development Center that investment will come in the form of mentoring based services that will help the youth involved (Middle-High School age group) find their "why," their created purpose and encourage their growth and development into young adults prepared for a life of success with the knowledge and life skills in place as a foundation for their launch in young adulthood.

At a minimum our youth need to graduate from high school. After graduating we will encourage four paths toward success as young adults.

1. Attending college (if their career objective requires an associates or higher level of education)
2. Attending a trade school
3. Joining the military
4. Entering the work force (either as an employee or launching an entrepreneurial business)

Near the end of 2020 an unexpected blessing came to us in the form of a donor who had a 10,000 foot building he wanted to donate to a worthy cause. The same donor had already donated another building to New Hope Shelter which is nearing comple-



NDFTC

Youth Development Center

tion close to the Wexford County Sherri's department. In addition to the donated building, a land-owner offered us land near the New Hope Shelter to build the building once we deconstruct it and have the land cleared and foundation in place. When completed, the NDFTC Youth Development Center will offer physical fitness

training in the form of non-combative boxing for fitness, healthy food, academic support/tutoring and life skill training with adult mentors who will share their experience as well as encourage each young person to find their direction and set their goals on graduation from high school with a life plan in place.

We now are beginning Phase 1 of the project which is deconstruction of the donated building (located in Hart, MI). Phase 2 will be the clearing of the land and laying of the foundation. Phase 3 will be the rebuilding of the structure. We are seeking those who will partner with us in volunteerism (workers at the site, food service, etc.) and financial support. More information can be found on our Facebook page - <https://www.facebook.com/NeverDownForTheCount>, Coach Dana Wilson, our Executive Director can be reached at 231-884-7776.

DATA TRACK 2019

	TOTAL		LABOR FORCE PARTICIPATE		EMPLOYMENT/POPULATION RATIO		UNEMPLOYMENT RATE	
CADILLAC CITY	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 16 years and over	8,085	201	57.8	3.4	53.4	3.2	7.3	3.1
Wexford County	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 16 years and over	26,272	70	56.9	1.6	53.3	1.5	6.2	1.1
Missaukee County	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 16 years and over	11,947	50	56.5	1.2	52.9	1.3	6.4	1.2

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Cadillac News

GET READY! 2021 Annual Virtual Rotary Auction Veterans Park Pavilion Project

Honoring all who served.

Rotary Club of Cadillac is proud to announce its 2021 major fund-raiser. The Veterans Park is where veterans can go year-round to build community, feel at ease, and heal. The (VSV) Veterans Park is a 501c3 nonprofit organization, located at 3740 41 Rd, Cadillac. The vision is to create a community space that supports local veterans and brings our community closer together. The park will feature a 5k cross country course, open-air pavilion, chapel, botanical gardens, guest cabins, and memorials.

The Annual Rotary Virtual (online) Auction runs March 6 through March 13 at noon. To bid on items, go to www.32auctions.com/CadillacRotary2021 or scan the QR code. We will continue to update our Auction site until the bidding starts on March 6th. Check back and bid often.



Consumers Energy' program pumps \$24K into downtown

The Downtown Cadillac Association (DCA) goal is to foster cohesiveness in the downtown area and coordinate events located within the Downtown Development Authority, to promote downtown shopping, dining and commerce. Over \$24,000 was put into the businesses that belong to the DCA over the holidays with a match grant from Consumers Energy of \$12,000 to downtown dollars that were sold at the Cadillac Area Chamber of Commerce. The businesses that accept Downtown Dollars include Above & Beyond Screen Printing & More, After 26 Depot Café, Blossom Boutique, Brinks Custom Framing, Cadillac Family Pharmacy, Clam Lake Beer Co., G & D Pizza & Party Store, Horizon Books & Coffee, Intermission Healthy Skincare, Jimmy Johns, Makse Boutique, Primos BBQ/Willow Market, Serendipity Boutique, The Sweet Shop, The Ultimate Gift Shop, Toy Town, War Games North and Your Sister's Closet. Proud supporters of the DCA include Ace Hardware, Baker College, Cadillac News, Cadillac Tuxedo, City2Shore Realty and Mercantile Bank.

Please visit www.downtowncadillac.com for more information.



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Housing North will continue to work to bolster housing options across Northwest Michigan with the help of two major grant awards over the next two years

Founded in 2018, Housing North is a nonprofit organization that works to build awareness, influence policy, and grow capacity and resources for housing solutions in Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. More information is available online at www.housingnorth.org.

Housing North launched its Homes for our Future Campaign in early 2020. The campaign is a call to action from the public, local governments, employers, and community organizations, intended to provide clear courses of action and resources about how to engage in, support, and lead work towards housing solutions. The activities of the campaign were interrupted by the COVID-19 pandemic and with the support from partners, the Homes for our Future campaign was recently relaunched in January 2021.

The Campaign provides for the formation of local committees to support local housing advocacy efforts, a series of training events, and development of housing ready checklists to help local municipalities better lay the groundwork for affordable housing development.



Events are scheduled throughout the region from February through July to share information about the campaign, ways to get involved, and how to become a local housing advocate including updates on Housing North's legislative activities, local housing efforts, and upcoming Housing North initiatives. Everyone is welcome to attend the events free of charge. The zoom webinar schedule is as follows:

February 9 • 6-8 PM - Housing North's Advocacy 101

February 17th • 2-3:30 PM - Housing North Legislative Initiatives and Housing Michigan Coalition

February 24 • 2-3:30 PM - Land Bank Partnerships

- what projects are happening in our region and how you can work with your land bank to develop more housing opportunities.

To RSVP for an event, sign up for updates, or learn more about the Homes for Our Future campaign, visit homesforourfuture.org. By participating in the campaign, citizens, community leaders, and business people can ensure that Northern Michigan communities are places where working people, young working families and all people can live and thrive.



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