



Chamber hosts workshop on creative marketing & advertising for small business during recessionary times

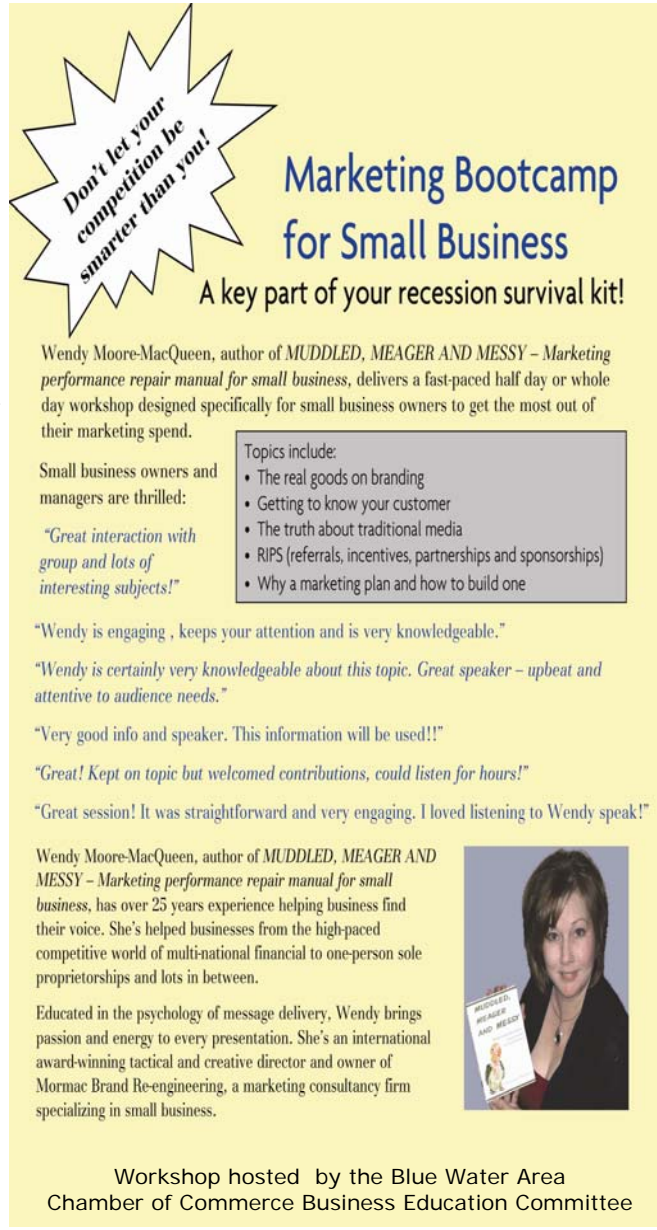
**Thursday, March 5
11AM - 1:30PM
Great Lakes Maritime Center**

**\$15/per person
includes lunch by Chef Shell's**

This fast-paced session will offer insight into **low cost effective marketing strategies** and tactics to help you manage the mine-field of small business marketing in both good and recessionary times.

Recession Survival Workshop

- Really know your audience—who are your customers and how to reach them
- Creative use of your marketing budget – more than just advertising
- What sets you apart from the competition?
- Does branding actually matter?
- How to determine if online marketing and social media makes sense for your business
- What makes a good advertisement
- Developing a marketing plan and sticking to it
- The reality of traditional media



Marketing Bootcamp for Small Business

A key part of your recession survival kit!

Wendy Moore-MacQueen, author of *MUDDLED, MEAGER AND MESSY – Marketing performance repair manual for small business*, delivers a fast-paced half day or whole day workshop designed specifically for small business owners to get the most out of their marketing spend.

Small business owners and managers are thrilled:

“Great interaction with group and lots of interesting subjects!”

“Wendy is engaging, keeps your attention and is very knowledgeable.”

“Wendy is certainly very knowledgeable about this topic. Great speaker – upbeat and attentive to audience needs.”


“Very good info and speaker. This information will be used!!”

“Great! Kept on topic but welcomed contributions, could listen for hours!”

“Great session! It was straightforward and very engaging. I loved listening to Wendy speak!”

Wendy Moore-MacQueen, author of *MUDDLED, MEAGER AND MESSY – Marketing performance repair manual for small business*, has over 25 years experience helping business find their voice. She’s helped businesses from the high-paced competitive world of multi-national financial to one-person sole proprietorships and lots in between.

Educated in the psychology of message delivery, Wendy brings passion and energy to every presentation. She’s an international award-winning tactical and creative director and owner of Mormac Brand Re-engineering, a marketing consultancy firm specializing in small business.



Workshop hosted by the Blue Water Area Chamber of Commerce Business Education Committee

Company Name: _____

Attendee(s): _____

Phone: _____ Fax: _____

Email: _____

Reserve: # _____ seats @ \$15.00/each = \$ _____ Total

Payments must be received prior to event or at the door.

Method of Payment: Visa Mastercard Check

Card# _____ Exp. _____ Signature _____

Blue Water Bridge schedule slightly delayed

The Michigan Department of Transportation, working cooperatively with the Federal Highway Administration (FHWA), General Services Administration (GSA) and the U.S. Custom and Border Protection (CBP) are currently preparing a Final Environmental Impact Statement (FEIS) for proposed improvements to the Port of Entry at Port Huron, Michigan and the adjacent I-94/I-69 corridor.

The public release of this document originally anticipated for February 2009 will be delayed until the end of March 2009.

Following the release of this document, a 30-day waiting period will be held where the public can review and comment on the FEIS. If no major new issues are discovered during this waiting period, the FHWA can then issue a Record of Decision (ROD).

The ROD is the official document which authorizes MDOT to move forward with the design and right-of-way acquisition phases of the project. The earliest the ROD could be issued is late April/early May 2009.

The reason for the delay of the FEIS release is because of the estimated cost of the project which exceeds \$500 million. In accordance with FHWA guidelines, all projects exceeding this \$500 million threshold must undergo an independent cost verification session. MDOT and FHWA will hold the BWB plaza study cost verification session in mid-March 2009. Once complete, FHWA will sign the FEIS and MDOT will release the FEIS.

The FEIS will address comments and issues raised by federal, state, and local agencies and the public during the review of the Draft Environmental Impact Statement. The document will also include an extensive overview of the Recommended Alternative and the proposed mitigation and enhancement measures MDOT proposes to implement to offset the direct and indirect impacts associated with proposed improvements.

When released, the document will be available for review at the study web-site

www.michigan.gov/bluewaterbridgeproject

and the following locations:

MDOT Port Huron Transportation Service Center; City of Port Huron, Office of the City Clerk ; St. Clair County Planning Office ; St. Clair County Library ; Port Huron Township; and Fort Gratiot Township.

Small businesses target of fraudulent activity

The Blue Water Area Chamber of Commerce informs small businesses in the area that the U.S. Small Business Administration issued a scam alert today warning them not to respond to letters falsely claiming to have been sent by the SBA asking for bank account information in order to qualify them for federal tax rebates.

The fraudulent letters were sent out with what appears to be an SBA letterhead to small businesses across the country, advising recipients that they may be eligible for a tax rebate under the Economic Stimulus Act, and that SBA is assessing their eligibility for such a rebate. The letter asks the small business to provide the name of its bank and account number.

These letters have not been sent by or authorized by the SBA, and all small businesses are strongly advised not to respond to them.

The scheme is similar in many ways to e-mail scams often referred to as "phishing" that seek personal data and financial account information that enables another party to access and individual's bank accounts or to engage in identity theft.

The SBA is working with the SBA Office of Inspector General to investigate this matter. The Office of Inspector General asks that anyone who receives such a letter report it to the OIG Fraud Line at 1 (800) 767-0385, or e-mail at

OIGHotline@sba.gov.

March newsletter deadline is Wednesday, February 25th.

Stretch your advertising budget

Ad solutions that work for your business



The Blue Water Area Chamber of Commerce offers targeted reach, flexible pricing, and tracking capabilities for advertisers looking to stretch their advertising dollars. With costs ranging from as little as \$4.99 per month, these entry-level advertising options include sales management assistance from a specialized support team.

Business Classifieds If you have business related items to sell, the Chamber can help with our business classifieds section in the monthly *Connections* newsletter. Submit 4 lines of text at no cost, or for an enhanced classified, we can add a link to a full page of text, photos or your web page for only \$10.

Enhanced Search & Display Online Directory Listing Why just list your business name when you can highlight your business by adding a descriptive paragraph, eye catching border, photo or logo and a link to your website in our online business directory.

Click and Track Web Banner Advertising Put the power of the web behind your advertising. With over 1/2 million visitors to the Chamber's website, a flashing banner ad will put your business front and center. The Chamber can track and report back to you the number of times your banner ad was viewed and web surfers were sent to your website.

E-Connections Newsletter The Chamber's *Connections* monthly newsletter, with enhanced ad links and a direct readership of over 550 area professionals and access to over 15,000 employees in the Blue Water Area, offers small businesses access to affordable advertising.

Check your selections

Free Classifieds
Enhanced Ad \$10

\$42/year
only \$3.50 per month

\$240/year
only \$20 per month

Business card & 1/8th page
\$20 per month

Full page \$49 per month

EXCLUSIVE OFFERS:

"Hi"light Promotion The Chamber office welcomes thousands of visitors annually from developers, sales representatives and recruiters, to tourists and relocators. Let us shine a little light on your business with our "Hi"light promotion - only seven (7) oversized 11.5"x12.5" backlit full color ads are available in the Chamber lobby promotional display unit. Be out front and on top and our visitors will see you first!

\$300 per year
Only 7 premiere spots available

President's "Business Beat" Spotlight The Chamber President will spotlight your business as the sponsoring member for "Business Beat" - our weekly commentary highlighting chamber events, members, or public affairs that airs every Tuesday 8 am on 102.3FM WGRT. Limited to one 30-second spotlight sponsor per month (you'll be heard 4-5x a month) on a first come basis.

\$100 per month
1 available per month

Purchase the advertising package that *works* for your business

Company Name _____ Contact Name _____

Email Address: _____ Phone # _____

Payment Type: _____ Invoice Me or Credit Card # _____ Exp. _____ 3-digit _____

Fax completed form to: (810) 985-7311 or email to: info@bluewaterchamber.com

For more information, call the Blue Water Area Chamber of Commerce at (810) 985-7101

\$853 Million Fed Stimulus For Roads

Here's the box score on President Barack **OBAMA**'s federal stimulus money for Michigan road projects: \$853 million for the state, 25,000 direct and indirect construction jobs, 75 percent earmarked for state trunk lines and 25 percent for local road projects and shovels in the ground within 120 days, this according to Gov. Jennifer **GRANHOLM**.

The Governor began a two-day swing through the state Thursday to outline where this batch of Obamabucks would go. At a Lansing news event, she told the Tri-County regional planners that there were more projects on the table than could be funded, but this was a way to put people back to work now.

The Governor reassured legislators that they would be included in the appropriation process. Recall that earlier last week, Senate Majority Leader Mike **BISHOP** (R-Rochester) expressed fears that lawmakers would be left out. The Governor said the stimulus supplemental measure would be sent to the House and Senate.

She also told reporters that the federal dollars would be used to reimburse local school districts for her projected \$59 per pupil cut announced last week. The Governor's media office made it clear after the statement that while her per-pupil cut will stand, the federal recovery money will "more than offset" the proposed cut for next year, something the Senate Fiscal Agency (SFA) identified Thursday.

Granholt next huddled with SEMCOG officials and then moved to Genesee County. She'll visit the west side of the state to meet with Metropolitan Planning Organizations on Friday.

With motorists dodging potholes left and right, MDOT Director Kirk **STEUDLE** said none of the federal money can go for those maintenance projects, including snow removal and road side clean ups. He said the 120-day window for getting the approved projects underway would be met.

Michigan's share of just over \$800 million was out of a total federal road pie of \$27.5 billion.

House Dems Unveil Anti-Foreclosure Measure

Tuesday, the House Democrats announced legislation aimed at helping Michigan homeowners survive the prevailing hurricane of foreclosures.

The headline piece of the prospective legislation is a 90-day moratorium on foreclosures. This sounds simplistic and gimmicky, but there appears to be more to the concept than immediately meets the eye.

Under the plan, when the lender begins the foreclosure process, it must notify the Michigan State Housing Development Authority (MISHDA) as well as the homeowner. At that time, if the homeowner agrees to participate, the 90-day moratorium kicks in. During the 90 days, the homeowner is to meet with the lender to try to work out modified mortgage payments. In addition, they would meet with a housing counselor to help them plan ahead, whether or not they ended up keeping the home.