



BACK TO BUSINESS

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SEPTEMBER 2007

From choosing to building

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PERSONAL PROTECTION IS TRANSLATING INTO ECONOMIC development in Emmet County. Sovereign Deed, a company that provides response services for manmade and natural disasters, is planning to invest \$80 million in constructing and operating a National Response Center at the Pellston Regional Airport.

“Pellston offers everything we need in the way of space and lack of congestion in the roads and skies,” said Rich Mills, Sovereign Deed Executive Vice President, noting that the closest disaster that happens in Emmet County is the cold. “We were also hoping to bring jobs to an area where they were needed. It looks to us to be a grand partnership.”

Just a few details stand between today’s anticipation and

increases in personal and public income: the Federal Aviation Administration allowing the county to sublease 700 acres that has been part of airport property since the 1930s to Sovereign Deed and local, state and federal officials providing about \$10 million for infrastructure upgrades to support the cutting-edge industry. With all the preliminary work indicating success, construction is expected to begin in the fall or early spring.

“Part of the commitment of Sovereign Deed is that it can make a positive impact on the community and put people to work. This is not related to the Michigan economy whatsoever,” said Lyn Johnson, Emmet County Controller, referring to the business as an advanced form of insurance, completely unrelated to the automobile industry.

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—Mary Keedy

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—Bob Keedy

Bob and Mary are the proprietors of Roast & Toast Coffee & Cafe and are partners in the City Park Grill.



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continued from page 1

Here's what the investment could look like, through a conservative calculation of the company's plans to employ 332 people, an amount which has more recently been increased to 500:

- Year 1 – 40 full-time jobs that average \$22 an hour and \$15 million-plus in construction
- Year 2 – Doubling the number of jobs and \$12 million of investment
- Year 3 – Doubling the number of jobs again with more capital investment (possibly 180 jobs total)
- Year 5 – Up to 500 direct jobs and completion of \$80 million in capital costs
- Create an annual payroll of more than \$17.8 million in Emmet County
- Add more than 179, and possibly up to 300, indirect jobs based on an increase in services

“These numbers don't include the building trades' jobs,” Johnson said, noting that Sovereign Deed is currently talking with local builders.

The campus is expected to ultimately include facilities such as a warehouse, communications/crisis center, training center and airport hangar. The national response center will be responsible for distributing supplies and information to district centers, which will, in turn, funnel the same to urban-based centers closest to those who contract for the services. The network would train its personnel and members to prepare for and react appropriately in a crisis situation, such as a tornado, hurricane or terror threat.

When categorizing the magnitude of the project and its potential economic impact, Andy Hayes, President of the Northern Lakes Economic Alliance (NLEA), said that locating Sovereign Deed in Pellston—even at the previous employee estimate of 332—is the same as bringing a new company with 5,995 jobs to Grand Rapids, a company with 2,769 jobs to Lansing or welcoming a company with 19,000 new jobs to Detroit.

“This is huge,” Hayes said.

In addition to jobs, Emmet County, McKinley Township and the Pellston Public Schools will all benefit from having 700 acres of land placed back on the tax rolls. According to Johnson, the amount of undeveloped land was important to the company and could add \$26 million in taxable value, all of which would generate income for improvements such as new roads and even augment the school system that, like many other Michigan schools, has been reducing the number of teachers.

“McKinley Township's taxable value could double in the next five years,” Johnson said.

In addition to the obvious benefit, the company's arrival could mean more residents building homes close to where they work and more children enrolling at the school. Other businesses may locate near the airport, based on the increased activity.

“When you have that many people flying in and you fly in the clientele they're going to have, the demand for improved airline services will be there,” Johnson said, noting that the county owns the airport's fuel concessions, “the one thing we make money on.”

Sovereign Deed has been working with representatives from Emmet County, NLEA and Northwest Michigan Council of Governments and elected officials from local offices to state and federal levels since January in putting the deal together. From amending Public Act 189, which states the definition on what types of companies qualify for tax abatements, to calculating spin-off benefits, the group effort is being touted as a key in getting the nod from Sovereign Deed.

“Everybody worked together and were very creative in figuring how to make this work,” Hayes said. “It underscores that we all play different positions in the economic development game and we all worked very closely throughout the process.” ■



PREVENT FRAUD, EMBEZZLEMENT THROUGH CHAMBER U.

When it comes to safeguarding your business from embezzlement or check fraud, it's true that “an ounce of prevention is worth a pound of cure.” You cannot prevent people from trying to commit fraud against you, but you can minimize their opportunities.

The Petoskey Regional Chamber of Commerce is offering a seminar on how to put proper safeguards in place at the next Chamber University seminar: The A,B,Cs of Fighting Fraud and Embezzlement. The seminar will be held from 9 a.m.-noon Tuesday, Oct 9, at Stafford's Perry Hotel. A local Attorney, Banker and CPA will discuss recent embezzlement cases in Northern Michigan, how to prevent check fraud, the top 10 ways to prevent employee embezzlement, and legal issues resulting from employee embezzlement.

Presenters will include attorney Laura Dinon of Plunkett Cooney, banker Steven Emerson of Northwestern Bank, and CPA Mike Novik of Dennis, Gartland, and Niergarth.

The cost to attend the seminar is \$15/person for Chamber members and \$30/person for non-members. Pre-registration is required. Contact Jessica McGeorge at 347-4150 or chamber@petoskey.com. ■

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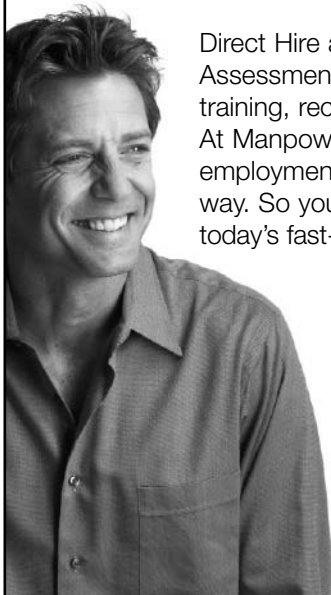
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Harbor Happenings

New program encourages local shopping

The Harbor Springs Chamber of Commerce has begun a Buy Harbor Springs program to increase awareness of the significant contributions local businesses make to the area's economic vitality.

Businesses in Harbor Springs are displaying eight inch, pink and teal Buy Harbor Springs window decals as a reminder to do business with Harbor Springs merchants. The program is designed to encourage residents and visitors alike to think locally first to help preserve the area's existing retail, restaurant and service character. Buying locally will help create a significant impact to the Harbor Springs economy.

For more information, or to purchase a Buy Harbor Springs decal, contact the Chamber at 526-7999. ■

Enjoying Harbor Springs on foot

The Chamber has introduced the new Walk to Shop Harbor Springs campaign, which promotes a user-friendly system of four scenic routes to walk and enjoy the Harbor Springs area.

The routes range in length from 1.2 to 3.5 miles and begin and end at the intersection of Main and State streets. Walkers may choose between the downtown shopper's loop, bluff, harbor-view or beach walks. All are included in the Walk to Shop Harbor Springs map now available at area businesses.

For more information, contact the Chamber at 526-7999. ■

Taste of Harbor

Taste the original. The 14th Annual Taste of Harbor Springs will be held from noon-3 p.m. Saturday, Sept. 22 on the waterfront in downtown Harbor Springs. Enjoy samplings from more than 25 of Northern Michigan's finest restaurants and eateries. Tickets are \$20 in advance and \$25 at the door and may be purchased at Mary Ellen's Restaurant and the Harbor Springs and Petoskey Chambers of Commerce. For more information, please call 526-7999. ■

Who's your hero?

Don't forget to nominate your hero for the 13th Annual Harbor Heroes Community Awards Dinner. Ballots will be mailed by Monday, Sept. 10 in anticipation of the Wednesday, Oct. 24 event at Boyne Highlands. The Harbor Heroes Community Awards Program is the Chamber's way of recognizing the people who help make Harbor Springs shine! Please be sure to include your hero by nominating him or her. Sponsorship opportunities are now available. Call 526-7999 for more information. ■

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Fore! Retail greens being manicured for October 6 shopping scramble



The Chamber, merchants from Downtown Petoskey and the Village of Bay Harbor and *Traverse, Northern Michigan's Magazine* present the 4th Annual Downtown Petoskey-Bay Harbor Shopping Scramble. The day-long event will be held Saturday, Oct. 6, with proceeds benefiting the Crooked Tree Arts Center.

Modeled after a golf outing, the Shopping Scramble allows your twosome, threesome or foursome to spend a day shopping, dining, and enjoying the amenities of these retail-rich areas without being bothered by sand traps or water hazards.

Shoppers will gather at the Arts Center for coffee and breakfast treats. From there, they will head out to shop 18 holes in Downtown Petoskey and the Village at Bay Harbor. In between, the shoppers will enjoy an elegant lunch and fashion show at Stafford's Perry Hotel. The day will end at the 19th Hole Party at Latitude Restaurant in Bay Harbor with great food and wonderful prizes.

On the courses, many shops and boutiques will offer special events within their businesses with opportunities to win prizes or make a hole in one with real bargains. Other participating businesses will donate a portion of their proceeds from the event to the Crooked Tree Arts Center or other local charities.

The cost to participate is \$40 per person. The fee includes breakfast, lunch, and late-day hors d'oeuvres, plus the chance to win prizes and have exclusive opportunities for discounts and special promotions at participating businesses. Registration forms are available at the Crooked Tree Arts Center (www.crookedtree.org) and at the Petoskey Regional Chamber of Commerce. The registration deadline is October 4.

Now is the time to begin recruiting your team. And remember, these courses are open daily should you need to practice your shopping skills prior to the event! ■

MOVERS & SHAKERS



Congratulations to **Latitude Restaurant**, **Chandler's** and **The New York Restaurant** for inclusion in *Savor Michigan Cookbook: Michigan's Finest Restaurants Their Recipes & Their Histories*. Co-written by Matt Sutherland of Traverse City, *Savor Michigan*, features select recipes for entrees, appetizers and desserts from Michigan's premier restaurants, along with photographs, descriptions and historical information about each establishment. The featured restaurants were invited to be featured and were selected based on the excellence and uniqueness of their food and ambience.

The book is available at Horizon Books and McLean & Eakin.



Northern Contract Interiors of Traverse City, has named Mark Fiegel Vice President of Sales. Fiegel brings more than 15 years of sales and business development experience. He is a graduate of Traverse City Central High School and holds a B.S. in marketing from Miami University. Mark can be reached at NCI's Traverse City office at (231) 946-1770.

Northern Contract Interiors welcomes Jennifer Peck and Denise Braun to its hospitality division, which provides furnishings, architectural products, space planning and interior design services for casinos, hotels, condominiums, restaurants and resorts. The company recently supplied the furnishings, draperies and storage systems for the new 300,000-square-foot Odawa Casino Resort in Petoskey.



Plunkett Cooney announces its new logo and name. The firm has embarked on a new branding initiative and has spent the past year reviewing its brand characteristics and developing a campaign for corporate image and messaging in the marketplace.



On January 1, Susan A. Eno, the current Executive Vice President and Cashier, will become President and CEO of **Citizens National Bank**. James C. Conboy, Jr. will retire from the position at the end of the year. He will remain on the board of directors and will assume the position of senior advisor to management.

Jim joined Citizens National Bank in 1998 as president and chief operating officer and has served on the board of directors since 1983. Prior to joining the bank, he was an attorney in Cheboygan where he concentrated on banking law.



Sue has worked for Citizens National Bank since 1971. She is a graduate of the Northern Michigan School of Banking at Northern Michigan University and the Graduate School of Banking at the University of Wisconsin.

CNL Income Properties Inc., a real estate investment trust (REIT) focused on lifestyle properties, has acquired the assets of Sugarloaf/USA in Carrabassett, Maine and Sunday River in Bethel, Maine. In a simultaneous, related transaction, Boyne USA Resorts acquired the stock of the American Skiing Company subsidiaries, owning the resorts, and sold the assets to CNL.

CNL leased the resorts back to Boyne USA Resorts, one of the largest operators of destination resorts and day-ski areas. Boyne USA Resorts is the owner/operator of geographically diverse four-season destination resorts and day-ski areas located near major metropolitan areas. The business has been overseen by the Kircher family since 1947 and is the largest family run four-season resort company in North America.

If you have information to share about your member business, please email the information and related photos to lisa@petoskey.com.

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FESTIVAL ON THE BAY COMMITTEE

Front row (from left): Eileen Gold, Becky Goodman, Erin Ernst, and Sue Kurtz.
 Back row (from left): Roger Tallman, John Roddy, Carlin Smith, Marty Van De Car, Al Hansen, and Johnnie Walker



FESTIVAL ON THE BAY COMMITTEE

From left: Cynthia Dickson, Ron Foeller, Lisa Hoyt, Marcie Szczubelek, Diane Bott, and Dave Penniman.

Not pictured: Lisa Ashley, Sarah Brauze



Ribbon



Congratulations to Lisa Dunneback of In-House Accounting Systems on her new office at 600 Charlevoix Avenue. She can be reached at (231) 487-9160.



Congratulations to Amy Stark of Stone Harbor Judgment Recovery on her new office at 600 Charlevoix Avenue. Amy can be reached at (231) 347-1896.



Harris Group celebrates their new office at 600 Charlevoix Avenue. Todd Rohrbach can be reached at (231) 348-6930.



Congratulations to the staff of The UPS Store as they celebrate their 10th Anniversary. They are located at 201 W. Mitchell Street and the telephone number is (231) 439-6000.



Kyle Lieberman has established a Petoskey office for Neace Lukens. The new office is located at 322 Bay Street, Unit #3. Neace Lukens' main telephone number is 231-347-1478 and fax number is 231-347-1539.

Cuttings



Oliver's Trendz has opened a new store at 302 E. Lake Street. The telephone is (231) 487-0673.



Maurices celebrates its new location at 2160 Anderson Road. The telephone is (231) 348-1975.



American Spoon Foods is celebrating its 25th year in business. The staff can be reached at (231) 347-9030.



Chamber Ambassadors assisted Odawa Casino Resort in celebrating their Grand Opening at 1760 Lears Road. The telephone number is (231) 439-6100.



The Friendship Center of Emmet County is celebrating 40 years of providing services to the community. The center is located at 1322 Anderson Road and can be reached at (231) 347-3211.

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Dunn's Business Solutions (00)
Eastern Upper Peninsula Fishing Charters (01)
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Bear Creek Township (99)
Collie Construction (89)
Crooked River Lodge (01)
Dermatology Associates of NM (05)
Elaine Keiser Architect, Inc. (00)
Graham Real Estate (73)
Harbor Auto Service (98)
Harbor/Brenn Agencies (97)
Harborside Inn (84)
Harbor Springs IGA, Inc. (88)
Hinckley Yachts of Harbor Springs (06)
Holiday Inn Express (04)
ICTNS (06)
Interlochen Center For The Arts (06)
James Peery Artist (02)
Jamie Martin Builder (30)
Kleinhenz Electric (88)
Knox Galleries, Inc. (05)
Law Offices of Jennifer E. Deegan (05)
Little Cigar Factory (05)
Louis A. Hoffman Nursery (06)
Mary Ann Archer Designs –
Fine Jewelry (06)
Mary Ellen's Place (89)
Northern Enclosure Lodge (05)
Northwest Michigan Works (98)
Out To Lunch (96)
Schiller Funeral Home (96)
Stafford's Pier (63)
The Hair House (88)
The Pleasantview Painter (98)
Wequetonsing Association (97)
Wequetonsing Golf Club (86)



to do



note





contact





calendar


PLACE IN SEPTEMBER PDA


 Confirm your foursome for the **Annual Chamber Golf Outing on Thursday, Sept. 20** at Hidden River Golf and Casting Club. Call Lisa at 347-4150.

 Looking for a great opportunity to catch up on business news and new Chamber members? Make a point to be at **Petoskey's Business Before Hours at 7:30 a.m. Thursday, Sept. 6** at Independence Village.

 The next **Business After Hours is Thursday, Sept. 27** at Odawa Casino Resort from 5-7 p.m.

 The next **Harbor Hour takes place from 5-7 p.m. Thursday, Sept. 13** at True North Golf Club. Join the Chamber for the return of this end-of-summer After Hours classic, featuring discounted afternoon golf (nine holes for \$25, 18 holes with cart for \$50). Designated tee times are available after 1:30 p.m. For tee time reservations, please call Dave Mocini at True North Golf Club, 526-3300.

 Don't forget to visit the **Petoskey Farmer's Market from 8:30 a.m.-1 p.m. every Friday** on Howard Street, between Mitchell and Michigan streets. The market runs through Friday, Sept. 28.

 The **Chamber's Friday e-mail** gives members current news and information on events in the community. Make sure you are in the loop and getting the Friday Chamber e-mail so you have the news first. Call Lisa at 347-4150 or e-mail her: lisa@petoskey.com today so you don't miss out.

BACK TO BUSINESS

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