

East Paris Business Association meeting minutes

April 12, 2007

Meeting held at Erika's Deli

Attendance:

Tom Zimmerman, Kentwood Police Department
David Miller, Keystone Pharmacy
Mark Arnoudse
Kevin Lipke, Sperry VanNess
Don Penniman, ASTI Environmental
Grant Winkelman, Zoup!
Lisa Decker, Stevens Advertising
Elizabeth Males, American Cancer Society
Margaret Shields, American Cancer Society
Rob Thurston, Design Financial Group
Cathy Albro, Creative Learning Toys
Pete Riley, Great Lakes Financial Insurance
Mark Schaefer, Creative Learning Center
John Karle, Crosby and Henry
Jerry LaValley, Lifepoint Financial Advisors
Karen Kuiper, Custom Group Services
Paul Karl, Karl Orthodontics
Lynn Francis, Prime Development
Ron Wanamaker, United Bank Insurance Agency
Denise Durkee, Easter Seals
Lisa Waalkes, BDO Seidman
Doreen Bolhuis, Gymco
Trisha Spaulding, Integrated Architecture
Ryan Coil, Kent County Sheriff's Department
Laurie Lindrup, Erika's
Allen Crater, Stevens Advertising
John Knoppers, United Bank

- 1) Welcome and introductions Many new faces are present due to increasing geographical area of group.
- 2) Presentation by Lisa Waalkes from BDO Seidman on two opportunities. Contact Lisa Waalkes at lwaalkes@bdo.com if you are interested in a Weight Watchers group or Toastmasters. Toastmasters is a group that meets to help members with their public speaking skills.
- 3) Presentation of draft of member directory by Trish Spaulding. Draft is available. Continue to submit business descriptions to John. Trish

- requests that descriptions be kept to 50 words or less so they fit on potential brochures/directories.
- 4) Comments on Ada and Rockford Business expos. Mark Schaefer stated he had gone to both and commented the Rockford expo was a good community event.
 - 5) Discussion on what participants want from the group. Here are some comments:
 - a. We should strive for unity, and get our names out in the market as a group.
 - b. We should have contact info for people involved in businesses in the area to information can be shared.
 - c. We need to have an umbrella organization so we can promote ourselves to other businesses in the area.
 - d. We should have a member make a short presentation every month so we know what other members do.
 - e. We could have a brochure to hand to clients/customers of area businesses, especially patients of health care providers. Brochures could include coupons as a method of introduction.
 - f. We should pursue a direct mailing piece to distribute throughout the area.
 - g. Advertising in Advance.
 - h. We can contact realtors to see if they are interested in providing a “welcome package” to give to people moving into the area.
 - i. Awareness of criminal activity in area.
 - 6) Motion made to nominate a President, Vice President, Secretary, Treasurer, and 2 board members by April 26, introduce them at meeting in May, and vote in June. Approved. Nominations should be sent to John Knoppers at United Bank, e-mail is john.knoppers@unitedbankofmichigan.com.
 - 7) Tom Zimmerman presented information on a golf tournament and raffle on May 18 at the Lincoln Country Club to raise funds for the 12th Metro High School Academy for high school juniors and seniors considering careers in Law Enforcement. Any contributions to the tournament or raffle are appreciated. Contact Tom if you can help. Tom’s phone is 656-6563, and his e-mail is zimmermant@ci.kentwood.mi.us.
 - 8) Presentation by Allen Crater from Stevens Advertising on advice on marketing the group. Allen stressed that we must start with a goal, and choose our tactics to meet the goal. A Board of Directors is necessary to make decisions. The best advertising dollar is spent on a specific type of business. We should consider segmenting within our group for specific advertising.
 - 9) Presentation by Elizabeth Males of American Cancer Society on the Forest Hills Relay for Life to be held June 8 to June 9 at Cascade Township Park. The ACS is still looking for participants and sponsors. Contact Elizabeth at 364-6121 or elizabeth.males2@cancer.org if you are interested.

- 10) Lisa Waalkes at BDO Seidman asked if anyone would be interested in making a presentation to Lunch and Learn to the staff at BDO Seidman. Usual participation is 20 to 30 people per event. Events are held monthly. If you are interested in making a presentation contact Lisa at lwaalkes@bdo.com to make arrangements. Lunch and Learns can be on a variety of topics.
- 11) Next meeting will be May 10th at Cascade Hills Country Club at 8 am. Todd Anderson from Ada Business Association will be making a presentation on their association. Laurie Lindrup will lead meeting. Jerry LaValley will be making a presentation to the group on his business.
- 12) Closing. Thanks again to Laurie for hosting, and for everyone for attending!