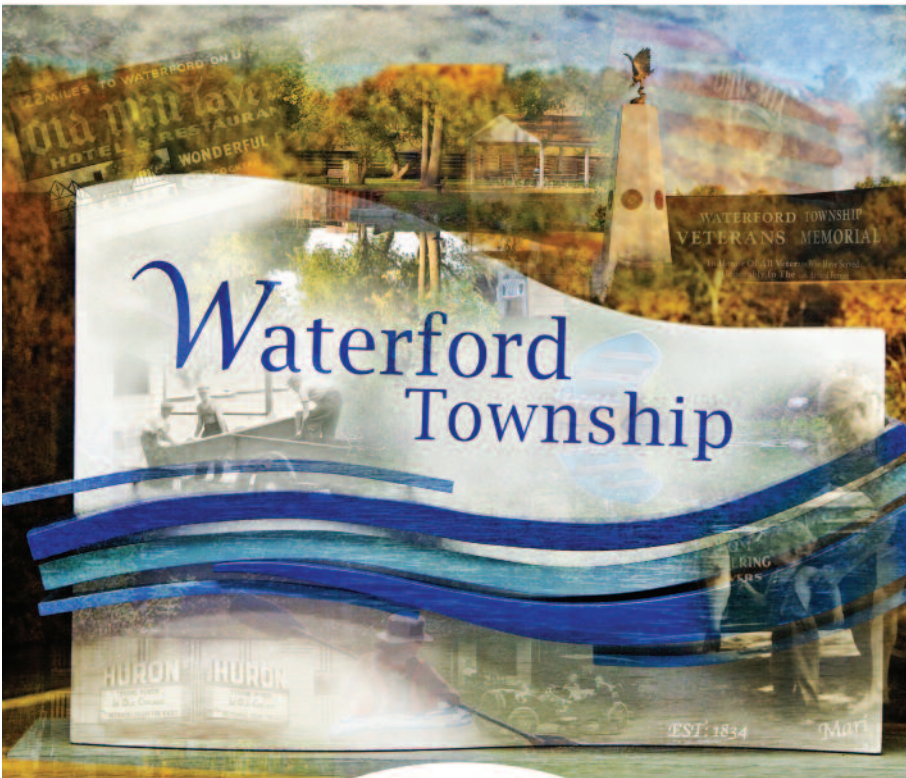


# WATERFORD *area*

CHAMBER of COMMERCE

## Waterford Area Chamber of Commerce Membership Directory & Community Profile 2012



## COMING SOON! Brand New 2012 Membership Directory & Community Profile

- Glossy Full-Color Publication
- 12,000 Copies
- Buyer's Guide
- Alphabetical Listing
- Township Services
- Visitors Guide
- Education
- Medical
- Parks & Recreation
- History of Waterford
- Government
- Important Numbers

*Cover by Photography by Mari*

## December Perking Up - Greek Jalapeno - Oakland Press 2011 Best of the Best!



Left to right: Jackie, Shannon, Alex, John and Karen

Best New Restaurant! Best Greek Restaurant! Best for Lunch! Best for Dessert! Best Service! Best Place to get a Hamburger! And...Best Breakfast ever at the WACC Perking UP!

Greek Jalapeno hosted the December Perking Up with a wonderful assortment of breakfast foods and delicious desserts. It was the perfect ending to a year of monthly gatherings by chamber members, guests and all of the past year's wonderful hosts. Our thanks to Karen, Alexandra and the staff for their great hospitality!

Opening in May of 2010, Greek Jalapeno's wide-ranging menu offers everything from Mickey Mouse pancakes to appetizers, homemade soups and fresh salads along with Mexican and Greek specialties. Whether you prefer the fajita burritos, lemon rice soup, gyro supreme or a greek jalapeno burger, there's something for everyone. And all cooked to "authentic" perfection! They also have amazing rice pudding, flan, tres leches and fried ice cream. Stop in for breakfast, lunch or dinner or grab a carry out. Greek Jalapeno is located at **6636 Cooley Lake Road**. Visit them at **www.greekjalapeno.com** or call **248-363-3322**.

**BOARD OF DIRECTORS 2012-2013**

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WACC



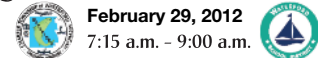
**2012 Perking Up Schedule of Events**

- |         |  |         |   |
|---------|--|---------|---|
| Jan 10  | La Marsa<br>4240 Pontiac Lake Rd.  | Sept 11 | Physiotherapy Associates<br>7500 Highland Rd  |
| Feb 7   | Fitzone for Women<br>5217 Highland Rd  | Oct 2   | Al Deeby Chrysler Dodge Jeep Ram<br>8700 Dixie Hwy<br><i>(Joint with Clarkston Chamber)</i> |
| Mar 6   | Silent Call<br>5095 Williams Lake Rd   | Nov 6   | Planet Fitness<br>5142 Highland Rd  |
| April 3 | Advanced PetCare<br>6378 Sashabaw Rd   | Dec 4   | Glen-Gery Brick<br>6315 Highland Rd   |
| May 1   | Poor Boy Choppers<br>4763 Dixie Hwy  |         |   |
| June 5  | Physiotherapy Associates<br>7500 Highland Rd                                   |         |   |
| June 14 | All Saints Cemetery<br>4401 Nelsey Rd<br><i>(Joint with Clarkston Chamber)</i> |         |   |
| July 10 | Clarkston State Bank<br>6600 Highland Rd                                       |         |   |
| Aug 7   | Signs by Tomorrow<br>2701 Elizabeth Lake Rd                                    |         |   |

**Save the Dates**

Wednesday, February 29, 2012

STATE OF THE TOWNSHIP BREAKFAST



February 29, 2012  
7:15 a.m. - 9:00 a.m.

"Leveraging Opportunity"

Wednesday, March 21, 2012



Waterford Mott High School

**Annual Meeting & Awards Dinner**

*Have you made your reservations?*



**When: Thursday, January 12**  
**Where: White Lake Oaks**  
**991 N. Williams Lake Rd.**  
**Time: 5:30 p.m. - 9:00 p.m.**

**Chamber Welcomes Amy Novak!**



The chamber welcomes Amy Novak to the chamber staff! For several years our members have been asking how we get everything done at the chamber office. Honestly, with all of the additional programs, benefits and events

preparing for our 2012 member directory, as well as gathering your logos to enhance your listing on our website. Amy and her husband, Jeremy, have two children, Riley and Ryan. She has a pet guinea pig named Oreo (yes she is black and white). Please join us in welcoming Amy!

that we've added over the past 6 years, it has been quite difficult. We have been fortunate to get assistance from the staff at Safety Technology International and are thankful.

We are thrilled to announce that we have finally added a part-time support staff member. Amy brings a vast amount of experience to the chamber headquarters, which will help us in the overall growth of our organization.

Many of you have already had an opportunity to speak with Amy as we've been

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Terry Hodskins, President

hap Aetna



## Members in the News

### Meet your new incoming 2012 Board of Directors...



*Jim Ellsworth*

Jim has been a Waterford resident for over 30 years and a business owner for 35 years. His previous businesses included residential and commercial remodeling and new home construction. Other ventures included sales and installation of heavy duty playground equipment for many Michigan school districts and city parks. In 2007 he founded his current business, Shred-MAX, a mobile document shredding and recycling business. A long term member, Jim understands the importance of good customer service, relationship building and philanthropy.



*David Meyer*

David moved to Michigan seven years ago when he was assigned the Detroit Metro area territory with the Maytag Appliances Co. When Maytag was acquired by Benton Harbor based Whirlpool Corp., David came to work for Coffee Break Service as the sales manager. David served as sales manager for just over two years. After a short sabbatical, he was brought back in as Vice President – Financial Operations, allowing Owner and Founder, Bob Smith to retire from the day-to-day operations. Coffee Break Service is proud to offer locally roasted coffees and utilizes local companies as vendors at every opportunity.



*Hilary Renno*

Hilary is a financial advisor for Edward Jones Investments which is located in the PineTree Plaza at 4192 Pontiac Lake Road. Prior to Edward Jones, she was an operations manager for GMAC Mortgage in Troy. She has a finance degree from the University of Michigan Business School and is an avid football fan. Her other hobbies include playing soccer, running and learning to golf (Rick is available!). Hilary is very driven and competitive, which she attributes to being an identical twin. This attribute and her strong sense of community involvement, where she lives and works, is a valuable asset for the chamber board.



*Richard Coatta*

Rick sold his small delivery company business in 1999 to pursue a career in his real passion - golf. Richard is the head coach at Oakland Community College. Under his reign they have won Conference, Regional and placed 5th at this year at the Nationals. The team now stands 4th in the country of 92 junior colleges. Richard is a USGTF graduate and entered the PGA in 2004 completing three levels. Richard's expertise includes all aspects of golf management and he now teaches exclusively! The chamber will certainly utilize his expertise!

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**[www.bowmanchevy.com](http://www.bowmanchevy.com)**

## Video Tutorials, A Great Draw for Businesses



Vanguard Video & Multimedia just finished up a tutorial business video for a local hunting shop. If you have an educational topic at your business that you want to convey to customers or clients,

a tutorial video for your website or even a DVD you can hand out to clients, you can kill three big birds with one stone.

A tutorial video is like watching a cooking show; you can't take your eyes off it. People want to see how things are done or made. Since it has educational information, clients want to buy it to educate themselves about your products and services. If you use just a little tease of it on your website, YouTube or Facebook, it will draw in customers to connect with you. Also, don't forget that placing a video on YouTube brings your company higher rankings on the Google search engine and won't cost you anything. Of course there are varying degrees of tutorials, some just for employees and fellow clients but they all do the same thing, and they make the viewer pay attention to your company. Nowadays, you can have these types of videos made inexpensively and also of course may be used as a tax write off.

### Production Tips

**1.** Make it personal. If your video doesn't have a personality, then neither does your business – at least not as far as the viewer is concerned. Generic shots of b-roll office environments and stock photography tell viewers that your company is just that – a generic, stock, unoriginal service. People want professional, but they don't want boring. Don't be afraid to show footage of actual employees – maybe a few seconds of greeting from your CEO if possible. This

will yield a more personal feel and a better connection with potential clients. A sense of humor can also establish a sense of personality – but don't overdo it! You don't have to do standup comedy in your office, but a few quirky scenes or funny lines can be what keep your viewers from clicking away.

**2.** You can get a big response without a big budget. Just because you're producing video content doesn't mean you have to pay for a Hollywood movie. There are plenty of affordable services and software products that let you record, edit and produce videos from one interface. If your business provides a Web service or computer software, you can use applications to record screens of the product in action, and then add audio narration later. Just remember to try to get some human faces in there for the personal touch.

**3.** Make a tutorial. Tutorial or how-to videos are a great excuse for providing video content. Not only will it provide another play button to hit, but the content can clarify any aspects of your service that are difficult to explain with text alone. Customers want to know exactly how a product or service works before purchasing. Providing a set of how-to's will allow potential users a view into the user experience, and give current users a guide for using your product most effectively. Screen recording and adding narration is a perfect technique for this kind of content.

Contact the experts at Vanguard Video & Multimedia if you have any questions about making a tutorial, technical or training video. They are an excellent resource for fellow members! Call **248-318-7472** or visit **[www.vanguardvideo.net](http://www.vanguardvideo.net)**.



## Join the Waterford Coalition at the 14th Annual Taste of Waterford!



The Waterford Coalition for Youth is a 501 (c)(3) non-profit organization that promotes a safe and healthy way of life for our youth by supporting activities that reduce the risks associated with adolescent problems, behaviors and substance abuse. They are moving full speed ahead with their preparations for the 14th Annual Taste of Waterford, scheduled to be held on **Thursday, January 26,**

**2012** at the Oakland Schools Conference Center in Waterford (**2111 Pontiac Lake Road**).

This year's theme invites guests to walk the Red Carpet as a VIP in their mission. Over 35 of the area's most generous and delicious culinary establishments will be on site for guests to sample a wide

variety of cuisines. The Coalition's selection for Citizen and Youth Group of the Year will be honored, in addition to featuring a beautiful raffle/silent auction, 50/50 opportunities, plenty of entertainment, music, fun and activities for all ages to enjoy. There will be several awards given for the best dressed celebrity as well that evening. A variety of sponsorships and tickets are available and can be purchased by sending a check to the Waterford Coalition for Youth, 5150 Civic Center Drive, Waterford, MI 48329 or to charge, visit **[www.wcfytow.eventbrite.com](http://www.wcfytow.eventbrite.com)**. This premier Waterford event draws close to 1,000 community members each year and is a wonderful way to beat the winter blues and support the youth in our community.

For any questions, please contact the coalition's Executive Director Heather Halls at **248-618-7424**. Located in the Waterford Police Department, the Waterford Coalition for Youth is a member of the Alliance of Coalitions for Healthy Communities ([achconline.org](http://achconline.org)), a networking organization of 14 Oakland County coalitions. Please visit the WCFY at [wcfy.org](http://wcfy.org) or like their Facebook page.

# Welcome!

## NEW AND RENEWING MEMBERS

We appreciate your generous support!

*Please do business with fellow chamber members when looking for products and services.*

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(248) 683-3360

### **CLARKSTON STATE BANK**

**Angela Zerfoss**

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(248) 886-0086  
www.clarkstonstatebank.com

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**Nick Corridor**

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www.kmart.com

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(248) 618-0300

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www.watertowerstorage.com



\* Indicates new member of the Waterford Area Chamber of Commerce

**MEMBERS IN THE NEWS continued...**

**Clarkston State Bank Hires Robert Grant as Executive Vice President and Senior Lender**



J. Grant Smith, president and CEO of Clarkston State Bank is pleased to welcome Robert F. Grant as their executive vice president and senior lender, filling a key position for the bank. Mr. Grant brings with him broad experience and knowledge in the commercial lending and credit disciplines, both of which are invaluable in today's environment.

Mr. Grant's 30+ years banking experience is highlighted by his appointment to Regional President at TCF Bank back in 2008 after heading up their commercial banking discipline in 2005. During that time, he led the growth of the commercial loan portfolio by 20% over three years and established a health care loan group that yielded both significant loan and deposit growth for the bank. He previously spent 20 years in leadership roles in commercial lending at Old Kent Bank and its successor Fifth Third Bank.

President J. Grant Smith said, "The addition of Bob to our executive team, along with his leadership and lending expertise, is critical to our strategic plan as we complete our turnaround and begin the process of rebuilding the bank. Our Board of Directors is excited to have him on our team and know his presence will have a great impact on our future."

Mr. Grant is located at the Waterford office of Clarkston State Bank on Highland Road in front of the Oakland County International Airport. Clarkston State Bank opened in January 1999 and operates four branches in Clarkston, Waterford and Independence Township.

**Fallen Heroes Memorial Foundation Honors Service Members**



As of Dec 6, 2011, Michigan had lost 227 men and women in the War on Terrorism. On October 29, 2011, the Fallen Heroes Memorial Foundation dedicated its 30th memorial. Located in the city of Clare, the memorial honors three service members from Clare County. This brings the total number of Michigan's Fallen Heroes the foundation has honored to 50.

The foundation would like to thank everyone and every business that contributed last year, in any way, to help us honor those who have made that ultimate sacrifice while serving in Operation Iraqi Freedom and Operation Enduring Freedom.

As they look forward to 2012, they pray to not lose more military personnel. Their work will continue as they strive to honor all of the fallen heroes. The Foundation's project for this year is to build a memorial in Oakland County that will honor all of the 18 from Oakland County who have given their lives fighting in the War on Terrorism.

Please see the newsletter insert to learn more about this project.

**Bulging & Herniated Discs? Shooting, Burning Pain?**

The spongy cushions between each of your vertebrae are essential for smooth, pain-free movement. When one bulges or ruptures and starts pushing on a nerve, the resulting pain can be agonizing and debilitating. We are now utilizing cold laser therapy for both acute and chronic conditions.



Cold laser therapy is rapidly becoming the number one, painless, non-invasive and drug free pain management tool. It can heal wounds and soft tissue injuries faster. We are able to relieve our patients pain and disability resulting from disc injury and degeneration, by repairing damaged discs

and reversing dystrophic changes in nerves. You don't have to suffer with head, neck or back pain any longer!

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## Physiotherapy Associates FAQ's

### Physiotherapy Associates

Do you ever wake up wondering why it's so difficult to move? Maybe you just can't keep up with your kids like you use to. Physical therapy may be able to help.

**What is Physiotherapy?** Physiotherapy, or physical therapy, is a health care profession that focuses on the prevention, diagnosis, treatment, intervention and rehabilitation of injuries and illnesses. Physical therapists receive extensive education in a variety of sciences so they understand how the body works and how to get you moving again. Common treated injuries include: knee pain, back pain, shoulder pain, arthritis, osteoporosis, sprains, strains and fractures and many more. Whether you are living with diabetes or recovering from a stroke, a fall or a sports injury, a physical therapist will work closely with you.

**How do I start?** Begin by visiting your doctor to receive a prescription for physical therapy. Then you select the best physical therapy clinic for you. Ask the physical therapy clinic if they participate with your insurance company. Receiving care from a participating clinic will minimize your financial responsibility. You are the most important member of your own health care team and you have the freedom to choose your own physical therapy clinic.

**What happens next?** The road to recovery begins with an evaluation by a physical therapist. During your evaluation, the therapist will dis-

cuss your medical history along with your goals for your treatment. You are going to gain the greatest benefit from therapy by attending all the visits your doctor and physical therapist recommend. You will likely receive instructions to perform exercises at home to facilitate your recovery. By taking an active role in your therapy, you will be increasing your maximum potential results.

**No pain no gain?** Not necessarily. We believe the body's responses indicate their healing process. If you are in pain from an activity, you are going to begin guarding yourself. A physical therapy treatment will be different for every individual. Your treatment will involve manual techniques the therapist performs as well as guided exercises to build strength and improve mobility. One of the main goals of therapy is to educate you about your body and your injury and help you learn how to control your pain.

**Why Physiotherapy Associates?** We are the only national provider solely dedicated to outpatient rehabilitation, orthotics and prosthetics services. Today, we serve patients in more than 600 locations throughout more than 30 states. Our therapists work closely with you to understand your unique circumstances and to design a customized plan that meets your personal goals. We believe success is collaboration...our expertise and dedication combined with your trust and commitment. Together, we will reach your goals. For more information or to schedule a consultation with one of our therapists, please contact our Waterford clinic at **248-674-8855** or visit **physiocorp.com** for more locations.



**Dr. Adam Apfelblat**  
**Recipient of Waterford Business Person of the Year**

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## MEMBERS IN THE NEWS continued...

## RCS Technology Now Offers Managed Services For More Efficient IT Services and More Predictable IT Costs

# RCS TECHNOLOGY

RICHTER  
COMPUTER  
SERVICES



RCS Technology has selected Level Platforms Managed Workplace as their remote monitoring and management platform. Using Level Platforms Managed Workplace will help RCS Technology's customers stabilize and optimize their IT spending through the delivery of more efficient services, keep their internal resources focused on core business activities and arm them with accurate data about the health and performance of their IT assets. RCS Technology customers can expect to experience a dramatic reduction of unscheduled downtime and lower IT costs because problems are detected and resolved faster – often before customers are even aware of them.

Level Platforms is the leading provider of managed services software for IT solution providers servicing small and mid-sized end customers through its award-winning remote monitoring, management and automation software, Managed Workplace®. For information, visit [www.levelplatforms.com](http://www.levelplatforms.com). RCS Technology is located at 6150 Highland Road Bldg. 2. For information call **248-255-4617** or visit [www.rcstechmi.com](http://www.rcstechmi.com).

**Get the Power Package!**  
Member-2-Member Benefit

HAP, Delta Dental, and AAA have joined together to offer value-based benefits to Chamber businesses.

Customize your own benefits package with the options you need with new plan designs that are more affordable than ever.

Contact your agent, call (800) HAP-PLUS or visit [hap.org/powerpackage](http://hap.org/powerpackage).

**hap** **DELTA DENTAL** **AAA**

## OLHSA Announces Walk for Warmth 2012 - New Oakland Venue, Same Great Cause!



What better way to spend a snowy Saturday morning in February than getting together with friends and neighbors and walking for a great cause? In its 22nd year, OLHSA, A Community Action Agency, is ramping up the Walk for Warmth fun with a new Oakland Walk location – Great Lakes Crossing Outlets – to be held on February 11, 2012. This exciting new venue will offer walkers not only the stellar live entertainment they've come to expect from Walk for Warmth, but also shopping discounts at various outlet stores throughout the mall.

The Livingston Walk will be at the Hartland Educational Support Service Center on February 25, a tried and true location for our friends and supporters to warm up their sneakers and warm homes across the county. Family friendly entertainment will include Buzz Elliott from WHMI-FM as emcee, a foot-tapping soundtrack provided by local DJ Kurt Lewis and much more.

As always, 100 percent of the proceeds from both Walk for Warmth events will go towards keeping the heat on in the homes of Oakland and Livingston County residents throughout our harsh Michigan winters. In the face of a persistent economic downturn, hundreds of local families will benefit from Walk for Warmth. By donating or raising just \$300, you will keep the heat on in a home for an entire month, helping children stay healthy, learn better in school and helping the whole family stay safe and warm.

Donations are now being gratefully accepted – your dollars will make a difference right away! Walkers (teams and individuals), sponsors and volunteers are needed for both Walk for Warmth events. Sponsorship levels have been adjusted this year to be even more attractive to local businesses. Interested in supporting the Walk but not sure where to begin? Let us present to your group! We'll happily come to your business, church or community groups to encourage Walk participation and support. To donate, sponsor, register to walk, request a presenter or for all Walk for Warmth details, please visit [www.olhsa.org/walkforwarmth](http://www.olhsa.org/walkforwarmth).

## Town Tub Coin Laundry

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### Nick Philko

Owner

3595 Pontiac Lake Road  
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[www.towntubcoinlaundry.com](http://www.towntubcoinlaundry.com)



## MISSION STATEMENT

To Preserve and Promote the Vitality  
and Economic Growth of the Business  
Community in the Waterford Area.



## CHAMBER NOTICE

The chamber membership investment dues have remained the same since 1998. Over the past 13 years, as a result of our growth and added benefits, the cost to operate has obviously increased. After surveying several neighboring chambers, the board voted for a very small increase in 2012. This increase is still less than other chambers and not based on number of employees. Although, \$20 is a small amount, it will dramatically help the chamber provide more individualized attention to our members, enhance current programs and bring additional value-added benefits and services.

We greatly appreciate your continued support!



### Thoughts from your President...

I love the Waterford Chamber and our members are the best! Here is a perfect example of how everyone chips in and we get things done. The Annual Dinner committee met and tried to figure out how to make stands to hold up the creative centerpiece decorations for the dinner. It was suggested to check with a couple of members to see if they would be willing to help. That same day, Darren Grunstadt, owner of the L.A. Café, stopped in the chamber office. He was asked if he knew anyone who had a table saw. Darren just happened to own one and within two hours of the conversation, Darren had 22 table stands made for us!

We were also trying to figure out who could build a prop to use for our entrance at the dinner (you'll have to buy tickets to see the final product). Gary Wall, owner of Wall to Wall Construction, was called to see if he could build the structure for the entryway. He came in the chamber office that day to look at the picture and immediately following went to White Lake Oaks to take measurements. What do you know; we now have stands and will have a great entryway for the Annual Dinner. You have to love our Waterford chamber members. They are the best!

Here's your challenge for this month: Invite someone you do business with to one of the upcoming Chamber events listed in this newsletter. If every member recruited just one member this year we would have over 1,000 members in our chamber. Have a happy, healthy New Year and thanks for everything you do for our chamber.

*Lisa Rochford*

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