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WATERFORD

Chamber of Commerce Celebrates 20 Years



Message from the President...

We have much to celebrate this year! 2018 marks the 20th anniversary of when the Chamber was initially founded and has since been the principal voice of our area's business community.

I am humbled and energized to have the opportunity to serve as the President of the Waterford Area Chamber of Commerce Board of Directors. For those of you who do not know me, I am Hilary Renno with Edward Jones. I have been with Edward Jones since 2008 and a member of

the Chamber since 2009. The Chamber has provided several benefits for me personally, professionally and as a leader within the community. I am continuously awed at the wonderful group of professionals we have working at the Chamber, building our community, and leading the way to make us stronger.

It is truly amazing how quickly time flies by, and this past year has been no exception. As I reflect back over the past 12 months, I am amazed at the depth and breadth of activities that our Chamber was able to accomplish. With a new year underway it gives us a chance to reflect on what we would like to achieve, change or continue doing well. According to research conducted by Franklin Covey, a team that has 2-3 primary goals is likely to achieve 2-3 of them. A team that has 3-10 primary goals is only likely to achieve 1 to 2 of them. As you set your personal and business goals for the year, please keep in mind that less is more.

I am looking forward to a great year! I hope to see you soon at a Chamber event!

Hilary Renno

Hilary Renno, AAMS®, President
Edward Jones

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We're celebrating! This year's Annual Meeting & Awards Dinner will kick off a very significant milestone for the Waterford Area Chamber of Commerce. We are delighted to announce 20 years of service to our members and

community. We hope all of you will join us to toast our journey and embrace the future.

The Waterford Area Chamber of Commerce was founded as a business association in 1998 to promote, support, and expand businesses, and make a difference in the business climate in Waterford and surrounding areas. Over the years, the Chamber, as many businesses, had their share of trials and tribulations.

In 2004, the Chamber was being operated on a shoestring budget by a small, amazingly dedicated, group of business owners and professionals. Bound together by their like-minded belief in the importance of a strong business community, they were determined to keep the Chamber afloat. With the task of finding a new home, Safety Technology International, locally headquartered, opened their doors and embraced the Chamber.

When Marie Hauswirth, the current Executive Director, was hired at the end of 2005, she knew there would be several big challenges on the horizon. However, the perseverance and philanthropic mindset she saw in this group of business leaders gave her the inspiration and courage to take on the position, plunge forward and never look back.

"The most important thing in my mind was to bring the people of Waterford together – businesses, government and community," says Marie. "Reaching out, not only within our borders but beyond, collaboration and placemaking became my strategy to achieve this goal. Simply put, communities need businesses, businesses need people and people need a sense of place. So this is exactly why we do all of the things we do."

Everything the Chamber does brings people together, creates a sense of place, builds relationships and promotes businesses and community. "Ultimately, I hope it instills the same pride in others that I have while living, working, and playing in Waterford Township."

My thanks to all of our members who continue in the legacy of our founders, believing and supporting our initiatives for a thriving business community. Wishing a very prosperous and healthy New Year to all!

December Perking UP - Chela Yoga



Our thanks to Marlo for hosting the December Perking Up and Heidi, Owner of L.A Cafe, for the wonderful pastries. Chela Yoga, located at **7631 Highland Road** in Waterford, hosted December's Perking Up. Owner, Marlo Ziegler, is celebrating her fifth year in business this month. Chela Yoga studio's class schedule offers classes for

all levels of students from beginners to those more experienced practitioners.

Chela Yoga is also an accredited yoga school offering 200 Hour Registered Yoga Teacher Training with Marlo Ziegler E-RYT200 RCYT. The teacher training is a 12-week course, where students will receive extensive training in Slow Flow Vinyasa, Basic Hatha, Gentle and Restorative Yoga.

Whether someone wants to become a yoga teacher or deepen their own personal practice and knowledge, this course is right for everyone. Chela Yoga follows the Hatha yoga modality and classes are available for all skill levels. Students range from 6 – 86. Marlo and her instructors help those with movement restrictions by offering options for various poses during each class.

Daily class schedules can be found at www.chela-yoga.com Students can also sign up prior to each class and can pay for classes in a variety of ways including drop-in, packages or annually unlimited. "We want everyone to feel welcome and provide a safe inviting environment for students to learn and further their personal yoga practice," stated Marlo. Marlo offers special classes and partners with organizations including Waterford Parks & Rec, local schools and businesses.

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Executive Director
WACC

**2018 Perking Up
Schedule of Events
8 - 9 a.m.**



- Jan. 9, 2018 Hallmann Advisors, CPA & Financial Services
5710 Bella Rose Blvd., Ste 200
- Feb. 6, 2018 Fabulous Events
1110 Crescent Lake Rd., Ste. A
- Mar. 6, 2018 Elite Sportsplex
2212 Mall Dr. E.
- Apr. 3, 2018 Culver's of Waterford
7313 Highland Rd.
- May 1, 2018 McLaren Oakland
50 N. Perry St.
- Jun. 5, 2018 Joint with Ideas for You
hosted by The Milner Agency
3756 Sashabaw Rd.
- Jul. 10, 2018 Quality Inn & Suites of Waterford
7076 Highland Rd.
- Aug. 7, 2018 Studio 8 Fitness
4761 Highland Rd.
- Sept. 11, 2018 PlayAllMedia
1150 Scott Lake Rd., 12A
- Oct. 2, 2018 AVON Beauty Supplies
4670 W. Walton Blvd.
- Nov. 6, 2018 Joint with Rotary of Waterford
hosted by Family Pet Practice
4260 Elizabeth Lake Rd.
- Dec. 4, 2018 Oakland Yard Athletics
5328 Highland Rd.

B.U.I.L.D 1 - Jan. 11
Canterbury on-the-Lake
8 - 9 a.m.

B.U.I.L.D 2 - Jan. 12 & 26
Oakland County Int'l Airport
12 - 1 p.m.

For information about these business referral groups, contact the Chamber office.

Monthly Meeting & Networking
OAKLAND COUNTY INTERNATIONAL AIRPORT



6500 Patterson Parkway
Jan. 10, 2018 / 10-11 a.m.

— RIBBON CUTTINGS —

The Bait Shop
2574 Airport Rd., Waterford
January 11 - Noon

Wink Lash Lounge
4180 Dixie Hwy., Waterford
January 16 - Noon

JANUARY NOTABLE NETWORKING LUNCHEON
Waterford: Then and Now

Presented by GREG FOGLEMAN
When: January 23, 2018
Where: OAKLAND COUNTY INTERNATIONAL AIRPORT
Dress: Business Casual
Cost: \$25 PERSON

EXPO 2018

WATERFORD AREA CHAMBER OF COMMERCE
Expo Success Workshop

Waterford Twp. Fire Dept.
February 1, 2018 | 8:00-9:30 am

HAVE YOU MADE YOUR RESERVATIONS?



Annual Meeting & Awards Dinner
January 25, 2018 | 5-9 p.m.
The Fountains Golf and Banquet Center

Headliner Sponsors




Rethink The Impossible
LIVE ON STAGE

MEMBERS IN THE NEWS continued...



**Ambassador of the Month
Suzette Hallmann
Hallmann Advisors CPA,
& Financial Services**

Suzette Hallmann has always had a deep appreciation and love for the Waterford, Clarkston and Lakes area here in Oakland County. She grew up on Lake Oakland and still resides on the same lake with her husband, Bill, and their two children. She is often fostering and doing rescue work with dogs in the area and is passionate about animals. She treasures being with family, lifelong friendships and entertaining. When not busy at the office or networking, you may find her gardening, boating, decorating or planning the next get-together.

Hallmann Advisors CPA & Financial has been a very active member in the Chamber since 2010. They have built many strong relationships and friendships through all their volunteer efforts. Suzette is an Ambassador and on the Board of Directors for the Waterford Chamber presently. They go out in the community and contribute/volunteer at many local organizations and in turn have met many great people in doing so.

Their CPA & Financial Services firm has been providing professional services to individuals and businesses of all sizes. The seasoned staff has many years of experience and are very knowledgeable. They give you the hands-on service you deserve and would expect. The integrity of this firm is held to the highest levels of quality so they can assist their clients and friends in their successful endeavors. "We strive to improve your tax position, business structure, benefit packages, acquisition potential and so much more," says Suzette. They offer a wide range of services for their business and personal clients, some of which are listed below;

- *Traditional Bookkeeping/Accounting
- *Quick Books Support
- *Personal Tax Return Preparation
- *Business Valuation Services
- *Financial Planning
- *Payroll Services
- *Estate Planning
- *Tax Planning
- *Corporate Tax Return Preparation
- *IRS & State Tax Resolution

Hallmann Advisors CPA & Financial Services is located across from Pine Knob's entrance at **5710 Bella Rose Blvd., Ste. 200, Clarkston.**

Call today for a complimentary appointment to review and plan for your future tax strategy. 248-625-2727

Alese Hardy of ATD Solutions Serves as 2018 YPN Chair



2017 was a stellar year for our Young Professionals Network. Under the leadership of Keri Milner, Owner of The Milner Agency-Farm Bureau, and our YPN Board of Directors, attendance has flourished. Our thanks to all for their hard work and dedication. Our board understands the importance of creating a culture of new young entrepreneurs who can connect, learn and grow personally and professionally.

We are delighted to introduce our 2018 YPN Chairperson, Alese Hardy. Alese started with ATD Solutions just over 2 years ago. She has worked very diligently over the years and now holds a management position within the company. Since the beginning, Alese was intrigued and always wanted a challenge. Over the past couple years, she has worked very closely with the Co-Owner of ATD Solutions, Jacqueline Kopp. "Jackie has not only become a great friend, but she is my mentor and someone I look up to. She has coached me in many aspects of the business world and I truly admire her dedication not only to the company, but to her family and community," says Alese.

Alese holds a special place in her heart for her community and she values giving back in every possible way. Over the past couple of years she has been able to volunteer her time to many organizations. Alese has volunteered with the Waterford Goodfellows and recently became a member of The Rotary Club. During the short time she has been with The Rotary Club, she has participated in events like the Ronald McDonald House, Shoes for Kids and Taste for The Holidays.

Alese is also a part of various business groups as well. She is part of The Local Business Network where she holds a leadership role as the chapter President. She is also a Chamber Member and served on the YPN Board of Directors for 2017.

When Alese is not volunteering her time and helping other local businesses, you will find her spending much of her time with family, friends and her two rescue dogs. Whether its running 5Ks to raise money for local shelters or charities, enjoying the outdoors or trying something new, Alese is grateful for all of the friendships and memories she has made throughout her community. She is always ready for the next challenge that life throws at her!



Ribbon Cuttings/Grand Openings



ASPIRE FITNESS
3635 Highland Rd.
Waterford, MI 48328
aspirefitnessclubs.com
248-622-9012



RUSTIC LEAF BREWERY
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Members in the News

WATERFORD'S SELECT AUTO CARE CHANGES OWNERSHIP



On Thursday, November 9, Select Auto Care, LLC announced their new ownership and celebrated with a ribbon cutting ceremony hosted by the Waterford Area Chamber of Commerce.

Over 100 people were in attendance, including customers, friends, family, neighbors, Chamber members and Oakland Co. and Waterford Twp. officials. All enjoyed a catered lunch provided by Franks, Etc. food truck. Proud new owners, Lori and Bill Rondello, were overwhelmed with the response to the ribbon cutting and expressed their gratitude to everyone for supporting them as they pursue a lifelong dream and enthusiasm in joining the Waterford and surrounding communities. Marie Hauswirth, Chamber Executive Director, and Gary Wall, Waterford Twp. Supervisor, presented a proclamation to the Rondellos and welcomed them to the community.

"We are excited to be a part of this community and anticipate growing Select Auto Care into a superior auto and light truck service destination. When you choose us to service your vehicle, you are supporting a local business," said Lori Rondello, Majority Owner. She added that being a woman majority owned business will help women be less intimidated to bring their cars/trucks in for service.

Select Auto Care, LLC is located at **2980 Winton Road** (Dixie Hwy. and Scott Lake Road). Hours are 8 a.m. to 5 p.m., M-F. Walk-ins are welcome and appointments are available by visiting the website www.selectautomi.com or by calling **248-674-3985**.



Waterford Foundation for Public Education Announces Mary Lou Simmons Legacy Endowment



Mary Lou Simmons, longtime Waterford educator and principal, has bequeathed over \$500,000 to the Waterford Foundation for Public Education. The Waterford Foundation announced the creation of the Mary Lou Simmons Legacy Endowment, in which \$250,000 will be earmarked for literacy and arts enrichment for Waterford School District students. \$20,000 to \$25,000 will be awarded annually for district wide programming for students. Elementary students will enjoy the Mary Lou Simmons Performing Arts Experience beginning this week, by attending the production of Joseph and the Amazing Technicolor Dreamcoat at Kettering's Performing Arts Center. They will also enjoy Kettering's Holiday Collage in December and Mott's play production in the spring. Middle and high school students will be provided similar opportunities this year.

The remaining \$250,000 will assist in developing the Mary Lou Simmons Waterford Promise, which will provide funding for post-secondary education to each Waterford School District graduating senior. This funding will be used as seed money to begin the development of the Waterford Promise and will rely heavily on community business support and donor contribution. It represents Mary Lou Simmon's belief that the Waterford School District is an outstanding place for children to receive a quality education.

Mary Lou Simmons was an educator, volunteer, and philanthropist who possessed a passion to provide innovative and creative experiences for Waterford School District students. She spent 32 years dedicating her life and career to children, and did so through her work as a teacher and member of the Waterford Foundation for Public Education.

The non-profit Waterford Foundation, established in 1984, is proud to proclaim it has an endowment just over \$2,000,000. Foundation trustees, volunteers, sponsors, and patrons have raised or donated money for many worthy projects with the Waterford School District. The Foundation exists to promote and recognize excellence in teaching and learning. Funding, derived strictly from donations or fundraising activities, supports teacher and student recognition events such as the grant program for District staff, Select Fifty for high school seniors, Durant Most Improved Program, scholarships for high school seniors, and outstanding teacher of the Year Award and Reception.



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40th Anniversary



Winter has Arrived! Protect Your Home & Business from Ice Dams

Icicles hanging along the eaves of your home or business may look beautiful, but they spell trouble. That's because the same conditions that allow icicles

to form - snow covered roofs and freezing weather - also lead to ice dams: thick ridges of solid ice that build up along the eaves. Dams can tear off gutters, loosened shingles, and cause water to back up and enter your building. When that happens, the result isn't pretty - peeling paint, warped floors, stained and sagging ceilings. Not to mention soggy insulation in the attic, which loses R-value and becomes a magnet for mold and mildew. Here are some quick and easy ways to prevent ice dams.



Attached with clips along the roof's edge in a zigzag pattern, heated cables combat ice dams that lift shingles and cause leaks. This solution allows you to equalize your roof's temperature by heating it from the outside instead of blowing in cold air from the inside. Install the cables before cold weather hits.



Take a box fan into the attic and aim it at the underside of the roof where water is actively leaking in. This targeted dose of cold air will freeze the water in its tracks. This can stop the water in a matter of minutes.



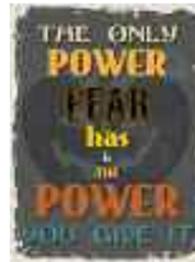
Pull off snow with a long-handled aluminum roof rake while you stand safely on the ground. Clearing the snow with a roof rake will instantly change the exterior temperature of your roof without damaging shingles.



You can also diminish the damage after the dam has formed with...panty hose! Fill the leg of a discarded pair of panty hose with a calcium chloride ice melter. Lay the panty hose onto the roof so it crosses the ice dam and overhangs the gutter. The calcium chloride will eventually melt through the snow and ice, creating a channel for water to flow down into the gutters or off the roof.



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A 2018 Resolution - Do the Thing you Fear!

Consider these wise old sayings:
Faint heart ne'er won fair maid,
Nothing ventured, nothing gained.
Giving in to fear makes you timid, while acting boldly makes you courageous.

Your thoughts create your visions, your visions create your feelings, your feelings create your action and your action creates your realities. Each time you feel afraid or nervous for any reason, the only solution is to, "Do the thing you fear." A grandfather once advised his grandson with this wonderful phrase: "Act boldly and unseen forces will come to your aid." This is where courage thrives and truer words have never been spoken.

Most salespeople are underperforming and earning much less than their potential. They have an overblown fear of rejection. Even though they have never met the prospective client or customer, they have an irrational fear of that person and worry whether that prospect will like them or approve of them. When you take a step back and dispassionately evaluate the fear of rejection by prospects or strangers, it seems kind of silly.

But for salespeople faced with the need to develop new prospects, it can - and often does - freeze them in their tracks. The activities that need doing don't get done and these hold them back.



They creatively avoid doing the work that would change their lives and those that they serve. One of the very best ways to develop the ability to take intelligent risks is to consciously and deliberately do the things you fear, one step at a time, making small strategic changes in your mindset. Taking a leap out of an airplane without a parachute isn't a small step - it is not risk taking, it is simply crazy. What you have to do is resist your natural tendency to slip into a comfort zone of complacency and low performance - that's the creative avoidance kicking in.

What if you were to take any fear that you are experiencing and look at it as a challenge or as an opportunity to grow and to increase your efficacy? In other words, consider your fear a causative power and live your life on purpose rather than on regret.

Face your fear by moving toward it. Control your thoughts, master the fear, and continue to move forward regardless of the fear. This is the mark of the superior person. Many of our fears of taking risks are false.

F.E.A.R. = False Expectations Appearing Real!



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Off to Neverland



Join the Oakland County Sportsmen's Club for a fun-filled afternoon, complete with songs and dancing with a sprinkling of Fairy dust!

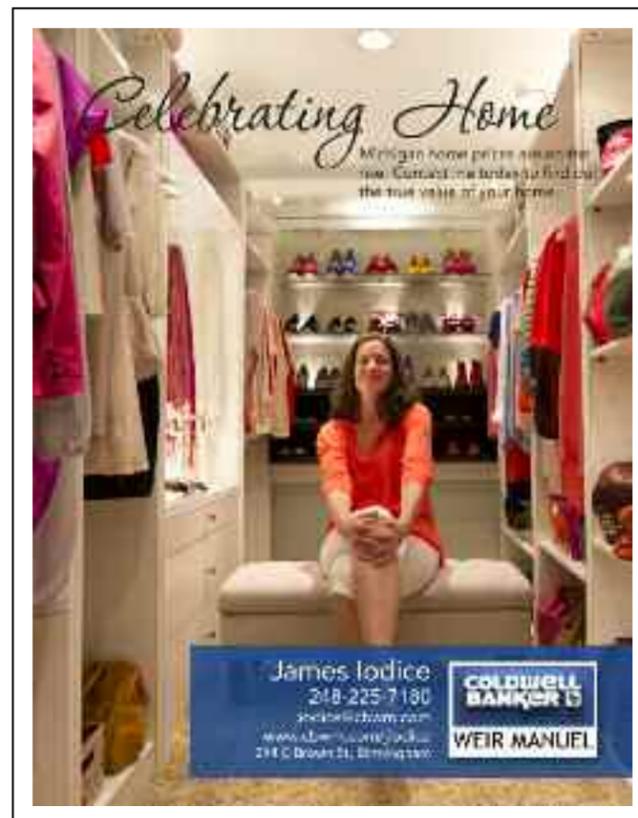
Off to Neverland is a wonderful event suitable for children of all ages. The cost of admission includes lunch of a hot dog, mac n' cheese, applesauce, cupcake and lemonade. There will be plenty of photo opportunities!

Tickets are available at the OCSC office - 9 a.m. - 5 p.m. Tuesday through Saturday. Reservations and prepayments are required. Cash, MasterCard or Visa accepted. For further information call 248-623-0444. Sorry, no ticket sales at the door.



Where: Oakland County Sportsmen's Club
4770 Waterford Rd.
Clarkston, MI 48462

When: January 20
Cost: \$20 per person
Time: 1 - 3 p.m.



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MEMBERS IN THE NEWS continued...

Clarkston State Bank Supports Habitat for Humanity Oakland County Operations with New Truck Donation



As part of its ongoing mission and commitment to supporting the regional Michigan community, Clarkston State Bank (CSB) www.clarkstonstatebank.com announced that it has made a significant donation to Habitat for Humanity of Oakland County. The cash donation from CSB allowed Habitat ReStores of Oakland County to purchase a much-needed new delivery truck. Headquartered in Southeast Michigan, CSB has a history of helping businesses and people who work and live in these communities. This donation continues CSB's relationship with Habitat Oakland and further entrenches its commitment to Oakland County.

"Habitat Oakland serves a vital role in building strength, stability and self-reliance throughout Southeast Michigan," said J. Grant Smith, CEO, Clarkston Financial Corporation. "Since our inception, Clarkston State Bank has been devoted to helping our community prosper, and we are proud to partner with Habitat Oakland to support our neighbors in need. Our staff has volunteered to work on various home projects for Habitat as well as involvement in other Habitat fundraisers. It's one of the many ways we are committed to our community outreach effort."

Habitat for Humanity brings people together to build homes, communities and hope. Habitat Oakland County's mission has a hyper-local focus with a world vision which engages donors, homeowners, neighbors, and volunteers working together to build better living environments.

Habitat ReStores of Oakland County are home improvement outlets and donation centers that sell new and gently used furniture, appliances, cabinets, paint and all other items for renovations and do-it-yourself projects to the public at a fraction of the retail price. ReStores — located in Pontiac and Farmington Hills — are proudly owned and operated by Habitat for Humanity of Oakland County with proceeds used to build strength, stability and self-reliance through shelter.

Clarkston State Bank opened in January 1999 and operates two branches in Clarkston and Waterford.

Media Contact: Clarkston Financial Corporation – J. Grant Smith, CEO, 248-922-6945.

Changing of the Guards WACC Board of Directors

The WACC Board of Directors serve three year terms unless they elect to serve on the executive board. "This year, we would like to thank outgoing Past President, Amy Vernon, Owner of Le'Flair Decorating & Staging for her years of dedicated service," says Marie Hauswirth, Executive Director. "Amy's leadership, dedication and commitment to the success of the Waterford Area Chamber of Commerce is overwhelmingly appreciated." Amy joined the board in 2011 and began serving on the Executive board in 2013, totaling seven years of dedicated service.



Nikki Tippett, Treasury Management Specialist for Clarkston State Bank, will be joining the slate of directors for 2018. Even though Nikki has lived in Clarkston for the past eleven years, she is very vested in the Waterford area. Not only do her and her husband, Sidney, both work in Waterford, it is where Nikki was raised.

Nikki attended school in Waterford from Kindergarten through 12th grade, graduating from Mott High School. While attending Oakland University, she worked for the Waterford School District where she met her husband. As a teacher, one of Nikki's favorite buildings to work at was Durant High School. "Durant has a great staff that is working with the area's youth in a really positive way, and it was such a great feeling to be a part of that."

Nikki has worked for Clarkston State Bank for 6 years, with the last 3 years in their Waterford Office. In her position, she has worked to bring technology to bank customers with a mobile app and remote options to make banking more convenient, as well as representing the bank with the Chamber. "I love being back in Waterford, because it was a great place to grow up, and being a part of the Chamber helps me to be an active part of the area's success."

"We are delighted to have Nikki as the newest addition to the WACC Board of Directors," says Marie. "No doubt she will be a stellar addition to the success of the Waterford Area Chamber of Commerce."

MEMBERS IN THE NEWS continued...

WATERFORD POLICE ADD K9



It is with great pride that we announce the addition of our new K9 "Diesel" and his handler, veteran Police Officer, Michael Zorza. In early 2016, the last of our police K9s were retired. As we conducted a complete evaluation and reorganization of our department, the decision was made to suspend the K9 program.

Now that we have completed our reorganization, we have re-activated our K9 program. We see the team of Diesel and Officer Zorza as a great asset to the police department and the community. Diesel is dual trained in tracking and drug detection. When properly trained and deployed, police K9s are a great investigative tool, suspect apprehension alternative, community liaison, and another level of safety as a partner to their handler as well as to assisting officers.

Diesel is a Dutch Shepherd that came from a specifically selected breeder specializing in Police K9s. Before traveling here all the way from Holland, Diesel received preliminary training from the breeder and was united with Officer Zorza shortly after his arrival. Diesel and Officer Zorza attended the Oakland Community College Advanced Police Training K9 Academy, where they received specialized training and bonded as a team over a five week period.

The team is now deployed as part of the regularly scheduled road patrol. They will respond to all types of calls for service, as any officer does without a police K9. This assignment will not limit their ability to act in any way as an assigned road patrol unit. The entire cost to obtain Diesel, train him and Officer Zorza, as well as continuing maintenance and training, is funded with drug forfeiture money.

Ribbon Cuttings/Grand Openings



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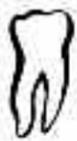
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Skier's Pier hosts 26 Annual Polar Bear Ski



Every year on the first Saturday in December, Skier's Pier hosts their Annual Polar Bear Ski. The balmy 50 degree weather brought out a record number of participants nearing 130 skiers, surfers, and wakeboarders ready to bear the 46 degree water!

This year's Polar Bear Surf and Ski benefited Toys for Tots. The event raised over \$2000 and loads of smiles from happy children!



Located at the White Lake Inn dock, it took the effort of five crews of boats to man the event. The driver of the Malibu 21 VLX was World Champion Wake Surfer, Nick Pano, Skier's Pier's very own Ambassador and Phase Five Wake Surf Team Members. Chamber member, Bonnie Pappas of Michigan First Mortgage. Her husband, Scott, also volunteered his time on the frigid water.

Don't miss next year's Polar Bear Ski and in the meantime, stop into the Skier's Pier showroom to pick out your new Malibu or Tahoe if you prefer floating on the pond!



Skier's Pier - 2505 Dixie Hwy - Waterford, MI
www.skierspier.com

Community Montage Now Available



Community Creations Montage has released the new montage rendering of Waterford Township. Several local businesses participated in the project. These posters are a unique way to cherish your town and they are a wonderful adornment for the walls of your office, community business, or home.

The renderings are available for purchase at Waterford Township, the Waterford Library and Waterford Area Chamber of Commerce. Stop by any of these locations to pick up your copy of the Montage. The cost for a poster is \$10.



JANUARY ISSUE 2018

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) 505-4698

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Waterford, MI 48329
(248) 674-4655
www.twp.waterford.mi.us/198/51st-District-Court

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*Indicates new member of the Waterford Area Chamber of Commerce

