

WAYNE CHAMBER of COMMERCE

BUSINESS TO BUSINESS NEWSLETTER

August 2010

VOL. 7, ISSUE # 8

2010
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www.waynechamber.net

CHAMBER MEMBERS CELEBRATING OVER 50 YEARS

As part of celebrating the 50th Anniversary of the City of Wayne, the chamber will be doing features on our members that have been in business for 50 years or more.

WAYNE WESTLAND FEDERAL CREDIT UNION

In September 1952 the Kaiser Frasier Employees Credit Union in Willow Run was granted a federal credit union charter to serve their employees with a safe and prudent source to save and borrow. The credit union grew to 3,300 members with \$615,000 in total assets.

In June of 1953 an aircraft contract was cancelled and the plant had soon closed its operations. The credit union was in trouble due to the massive layoffs. The Board of Directors knew it would only be a matter of time before the credit union would fail. In 1953 the credit union had to suspend member withdrawals and could not pay member dividends. The credit union's doors were closed for four months.

In March of 1954, the Board took action and submitted an amendment to change the charter of the credit union and become a community credit union. This amended charter was approved in April of 1954, and under its new charter, the name of the credit union was changed to Wayne Community Federal Credit Union, located at 3911 Newberry Street in Wayne, Michigan. The amended charter received attention from around the nation to help set standards for other credit unions where there were similar plant closings.

In 1974, when Nankin Township became the City of Westland, the credit union changed its name to the Wayne Westland Federal Credit Union.

This year marks 56 years for Wayne Westland Federal Credit Union and its member - owners. Today, the credit union currently has over 11,000 members with an asset size of \$63 million. There was a need by the community for this credit union in 1954, and there is a need today in 2010.



PROFESSIONAL INSURANCE ASSOCIATES

Professional Insurance Associates agency began when Lawrence Steinhauer joined the firm of Hawthron and Maben Insurance and Real Estate in Wayne. Mr. Steinhauer bought the firm in 1943 and changed the name to Steinhauer Insurance and Real Estate. Gerald Steinhauer joined his father's firm in 1961. The Steinhauer Insurance agency merged with Westside Associates agency in 1976 under the present name of Professional Insurance Associates. Pooling their specialized talents and experience the new agency expanded to serve Wayne, Washtenaw, and Oakland counties and communities in Southeast Michigan. Over the years Gerald Steinhauer was joined by his three sons; Philip, David and Matthew (in photo to the left). Philip, David and Matt were born in raised in Wayne which is why they call their Wayne office home. In the mid 70's, the Steinhauer family moved to Chelsea which became the site of their second location in 1998.

Professional Insurance Associates expanded yet again in 2008 by acquiring The Brady Insurance Agency Located near Rochester Hills (Shelby Twp). The acquisition has given Professional Insurance Associates three locations across Southeast Michigan and access to even more quality insurance carriers. This allows our customers the ability to receive multiple quotes through one convenient source. Professional Insurance Associates is a local, independent broker, which means they have the ability to broker to many insurance companies to help serve your needs. They are proud to say that their customer list spans the spectrum; There is rarely a risk that they cannot insure.

The Steinhauer's believe that the key to their longevity is their staff. Professional Insurance Associates employs 14 individuals who have been the glue that has held the practice together for 77 years. Some of their staff that has been here for 15, 20, 30 years. The years of services shows how dedicated and committed the staff of Professional Insurance Associates is to the company and the strength of the working relationship.

The personal aspect of their business is something Professional Insurance Associates and the Steinhauer family pride themselves on. When you call their office, you will not be directed to a computer operated system but an actual person who can help answer your questions or guide you to someone that can. The success of Professional Insurance Associates is underwritten by its reputation for attentive service, problem solving and continued involvement to insure the health of your business.

Business News

For the past ten years, **Squeaky Clean Window Cleaning Inc.** has been making a difference in how you see the world. Whatever you do in life, nothing is more satisfying than feeling like you make a difference in people's lives. Clean windows do that for a business through attracting customers by letting them know you care enough to have a clean establishment. For property managers and homeowners it helps to beautify the property. Squeaky Clean services hundreds of small businesses on weekly, monthly, and quarterly contracts. These include restaurants, department stores, credit unions, banks, specialty shops, and cleaners, as well as multi-level home and condos. The biggest benefit of utilizing their service is the end result of keeping your customers looking in clearly and your outlook bright and squeaky through clean windows that attract people. At Squeaky Clean they specialize in doing window cleaning which includes cleaning the frames as well as wiping areas where water sets in the interior. Their service also includes post construction window cleaning, low-rise 3-5 story buildings, office centers, store fronts and residential. They also specialize in stain removal and glass restoration. Many building managers see the need for regularly cleaned windows. At times, full-service cleaning companies decide it is more cost effective to subcontract out window cleaning to companies such as Squeaky Clean. Recently Squeaky Clean has begun expanding other maintenance services such as office cleaning for foreclosed and turnover property, painting, and power washing. Time is always a factor and because Squeaky Clean specializes in speed and efficiency, they always seem to amaze property managers. John W. Moore, the owner of Squeaky Clean, has over 20 years of experience in the window cleaning industry. As a minority business owner, he can truly relate to the trials and tribulations faced by fellow entrepreneurs. "I truly believe in networking or the basic philosophy that gives gain the age old concept that what goes around comes around," Moore stated. John believes that everyone is human and deserves a chance and that giving back to the community is only right. Squeaky Clean continues to be a successful business not only because of their services but also because of the respectful values it represents. At squeaky clean they set themselves apart from the competition not only in appearance but also with a standard of only quality workmanship for their customers who only deserve the absolute best. The employees are always uniformed professionally who carry an I.D. badge which identifies them as a member of the I.W.C.A (International Window Cleaner Association), which is dedicated to promoting a higher standard of professionalism, and insuring safety standards in the industry. If you are interested in John's Squeaky Clean Windows and Power washing service, you may contact him at the 24 hour sparkle line. (734)-722-0233 or (734)-748-4533 jswcservices@gmail.com

The **Wayne Public Library** budget was reduced along with the rest of the city departments and to compensate for their reduced book budget, the public will be offered a unique opportunity to *Adopt a Best Seller*. This program will help us provide more best sellers for everyone to enjoy. For more information about activities and programs at the library this summer visit them online at www.wayne.lib.mi.us or call 734.721.7832 *Please check out their flyer in this newsletter regarding their annual wine tasting event.*

TDS Telecommunications Corp. announces that it is now offering managedUC, a Voice over Internet Protocol (VoIP) managed service utilizing the Cisco® Unified Communications (UC) 500 system for Small Business. The Cisco UC 500 system is designed especially for small businesses with locations that have up to 100 employees. TDS is able to offer managedUC to businesses located throughout the U.S., within and beyond its normal service boundaries. With this new service offering, TDS is helping small businesses function more like Fortune 500 companies, without the expense. The TDS managedUC solution provides an integrated, feature-rich,

premise-based, IP PBX communications system. It gives small business customers (with limited or no internal IT department) a telecommunications system that TDS completely monitors and manages 24/7. "Businesses will discover they're able to quickly access and act on information at any time, anywhere, on a variety of devices," continues Canfield. "Whether working from the office, home, or remotely, employees' work is performed over a highly-secure connection. It means employees can do their job more effectively and efficiently, which just might be the key to out pacing the competition."

Karma Coffee has some events coming up:

Aug 7th - *Heavy Mental* Movie Showing at 10:30pm

Aug 21st - Longaberger Baskets Preview 12-4pm

Aug 28th - Storytime (time TBD)

Karma Coffee is looking for donations to help save their ice machine or maybe you are a business that is getting rid of an old one. Karma Coffee is located next to the Dairy Queen. For more information contact them at (734) 727-0198 or karmacoffee@yaho.com. Please come out and support this unique local business!

The **Village Bar** has a new owner, Theresa Shackelford. She bought the bar from longtime owner Gus Roussakies. She has been accommodating all of the previous regulars and attracting new ones. There is a different menu in the works and they have replaced the felt and rails of the pool tables. They have also added a Golden Tee game and a digital jukebox. The service at the Village Bar is top notch and Theresa's warm personality, fresh ideas, and attitude is just what will make this 82 year old bar succeed into the future.

American Jetway Corp is expanding their business with an additional location on Venoy Road, just south of Michigan Avenue. Congratulations to this 47 year old business for their success in this tough economy and for continuing to invest in the City of Wayne.



In early July, **Stockdales "On the Ave"** was featured in a major motion picture. The film crew painted the back of Stockdales to look like a run down pawn shop for a scene in "Machine Gun Preacher". The film is based on the real life story of Sam Childers, played by Gerald Butler (pictured right), a former drug-dealing biker who found God and became a crusader for hundreds of orphans in Sudan that were forced to become soldiers. Make sure to stop by Stockdales to check out their painted wall which is now part of movie history. (photos provided by Carlos Davila of the Wayne Exchange)





Dearborn Heights • Garden City • Redford • Wayne • Westland



Business 2 Business & Community Expo

WSACC Annual Networking Event

Tuesday, August 10, 2010 at Roma Banquets
32550 Cherry Hill Rd. • Garden City, MI 48135

10:30am Registration
11:00am- 12:00pm Networking Luncheon
12:00pm-2:00pm Business Expo
2:00pm- 6:00pm Public Expo

Attend Networking Lunch for \$15
•
Just Come to the Expo \$2 Entry

SIGN UP SOON • SPACE IS LIMITED

At the Expo, businesses are able to set up an expo table featuring products or services. For those who prefer not to set up a table this is a great event to network with other business professionals from around the area. Over 500 people have attended this event each year. A cash bar will be provided.

Contact the Wayne Chamber Office for more information or to sign up for table or lunch.



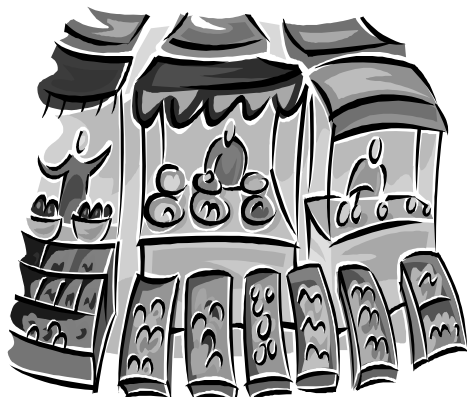
Concert In Goudy Park & Business Expo Thursday, August 19th

In efforts to keep the Wayne Concerts in the Park alive, the Wayne Chamber of Commerce will be sponsoring the August 19th Concert in the Park from 7-9pm. The featured musicians will be Fiddlers Restrung. This is a free concert offered to the community and a great family event. For more information on the musicians visit <http://www.fiddlersrestrung.com/>

The Chamber is offering an opportunity for businesses to sell their goods at the Concert in Goudy Park from 6:30 - 8:00. The cost for a space is \$20 and includes a 10x10 tent, please provide your own table and chairs. The Chamber is also looking for food vendors for the evening. If you are interested in participating or for more information please contact the Chamber Office at 734.721.0100 by August 6th. Spaces are available at a first come first serve basis.

FIDDLERS RESTRUNG

Wayne Chamber of Commerce
at the Farmer's Market



YOU



SELL YOUR PRODUCT
OR ADVERTISE
AT THE FARMER'S MARKET

For only **\$25**

We provide a 6ft table and a two chairs under our shelter in a prime location. Call the Chamber office TODAY to sign up for any week between June 2nd and October 27th.

Take advantage of this unique opportunity!!

The Wayne Farmers Market is located in the parking lot of the State Wayne Theater
35310 W. Michigan Avenue

The market runs each Wednesday from 3pm-7pm Sign up for one or multiple dates. The calendar is filling up fast so don't hesitate to take advantage of this great opportunity to reach members of the Wayne Community. Call the Chamber Office to reserve your space today!

FREE ADVERTISING

- NOT INTERESTED IN A TABLE -

We have another table to represent the chamber and all of our members, but we need more flyers/brochures/business cards from our members. Please contact us and we will be happy to pick it up.

*Ladies Night
at the
Wayne Public Library*

3737 S. Wayne Rd, Wayne, MI 48184
Thursday, August 12th from 5:30 - 8 pm

Join us for a great time.
Shop the many vendors and indulge yourself!
Bring a friend...Bring all your friends!!

Vendors include:

- | | |
|-------------------------------|-----------------------------|
| Acorn Shop | Massage by Jennifer |
| Arbonne | Miche Bags |
| Business & Professional Women | Organic Candles & Soaps |
| Cellar Dweller Jewelry | Party Lite |
| Costco Wholesale | Send Out Cards |
| Dorsey Schools | Tarot Card Reading by Tracy |
| Life Journeys Counseling | Two Sisters Gourmet |
| Longaberger Baskets | Willies Locksmith |

Please spread the word and support these home-based businesses.



Jack Demmer Lincoln-Mercury
21531 Michigan Avenue Dearborn, MI
(313) 274-8800

Jack Demmer Ford
37300 Michigan Avenue Wayne, MI
(734) 721-2600

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Ford Body Shop.

Ford Employee Pricing Information.

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Generate PIN Number.

Partner Recognition (X-Plan)

Contact Us.

Welcome New Members



One Office Girl is a small business dedicated to helping small business. Started by Sherrie Pryor-Brindley in 2009, the business has developed a niche specializing in down-to-earth practical help for everyday small-business dilemmas. "I specialize in small business marketing

and publicity, including social media and other web-based marketing solutions," she said "I saw first hand as DDA Director for Downtown Plymouth how hectic life can be for small business owners. It's hard to find the time to do the little extras like writing press releases, creating marketing plans or updating their websites." When she made the decision to leave the public sector after the birth of her first grandchild last February, she wanted to create a job for herself that allowed for a good balance between work and family, but also allowed her to do the work she loved. So she created her own job helping small business owners succeed. And so far, it's working—for her, and for her clients. She says she normally sits down with the business owner and they make a list of goals and projects and then they create a work plan for getting them done, in a timeline and at a budget that suits the business. "There are so many low-cost, no-cost marketing ideas out there. We can always come up with some way to increase business," she said "It's such a thrill to see one of my clients featured in a newspaper article or to see the number of visitors to their website increase and to watch their Facebook following skyrocket." "I just love the work, and especially the people that I have the privilege to work with. This is one of the most satisfying jobs I've ever had." For more information contact Sherrie Pryor-Brindley, owner of One Office Girl at: (734) 740-0606 or sherrie@oneofficegirl.com.

Wayne Exchange has been open since January and owner Carlos Davila is helping those impacted by the economy. When the bills are due and you are out of money, it is good to have options. Davila's customers sell him their jewelry, tools, lawn mowers, or pretty much anything that has value. His customers can sell their valuables and get the money quicker than garage sales, Ebay or Craig's List. The other side of this business is that Wayne Exchange has a variety of great items for sale and new items are added daily. If you are in need of tools, Wayne Exchange has lots of power tools and hand tools. He has what you need in electronics and DVDs, too. Then for the treasure hunters, they have random finds that you won't find elsewhere and you will have to take home.

Carlos Davila is also a commercial auctioneer. He is called in when businesses are being liquidated to help appraise what is left.



Photo courtesy of The Wayne Dispatch



Events 2000 started in 2000, owner, Angelika Marinelli had some experience in selling advertisement on shirts for a car show somewhere in the thumb area of Michigan. As a single parent in Flint, she decided she would like to work from home and be her own boss. So \$10.00 and a DBA later, Events 2000 was created and her first client was the UAW. Angelika was selling advertisement for the sleeves and back of the shirts and the front of the shirts was dedicated to the UAW and a particular event. She would then design a logo for the front and take the order to a screen printer for the actual screen printing. This seasonal business grew and more clients were added thru 2005 when she decided she did not like being the customer of a screen printer and decided to bring it all home...

Angelika could not take it anymore. It was impossible to deal with screen printers as they did not seem to understand her needs. So in 2005, she decided to purchase the equipment to begin doing it in-house. As fate so happens, she met Chris (with 25 years of screen printing experience and unhappy at her current job...) a few weeks before leaving for Texas to pick up the equipment. Chris jumped on board and Events 2000 opened as a full service screen printing and promotional product company on Telegraph in Taylor, MI. (1200 sq ft.)

Expansion was needed and on March 1st 2009 they moved into a building in Wayne with over twice the space and air conditioning in the offices! They purchased an Automatic screen printing machine. They also do tons more in house including engraving, crystal photograph keepsakes, vehicle graphics, signs, embroidery, buttons, trophies, banners and so much more.

The foundation of Events 2000 is and will always be customer service. "We are by far the leaders in our industry for speed and quality as well. Once an Events 2000 customer- you too will be spoiled." states Angelika. Be sure to check out their website www.events2000online.com on which there is a section where you can design your our t-shirt online. This innovative program allows you to add art, font and then chose from 37 shirt colors to put it on. When you are all done, you can see how your design will look on a picture of a person. Feel free to stop in the shop Monday – Friday 8am- 5pm (their union hours) or give them a call at (734) 467-5020.

There are even more new members for June and July including, Drew's Cool Cutz, Karma Coffee Shop, Personal Touch Hand & Mobile Car Wash, Tim Hortons, J & S Portrait America and Linda's Sewing and Embroidery. They will be featured in the coming newsletters. Welcome New Members!

**Post, Smythe, Lutz & Ziel
of Wayne LLP**
Certified Public Accountants
4621 S. Wayne Road
Wayne, MI 48184
(734) 722-9190

- Compilations, Reviews, Audits
- Individuals, Small, Medium & Large Businesses
- Tax Planning & Preparation
- Estates & Trusts
- Business Plans & Cash Flow Projections
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- On-Site Systems Evaluation and Assistance
- Computerized Service for Fast Efficient Processing
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Ronald Traskos, C.P.A. Kathy Billings, C.P.A.

www.pslzllp.com

THANK YOU RENEWING MEMBERS

American House - Westland 1
Costco Wholesale
Jack's Sport's Center
K-9 Academy Training Facility
Luna Tech Designs
McCotter Congressional Committee
Outdoor Fun Store
Woodlands of Van Buren

Your Support is Greatly Appreciated!



Dawn Steckroth
Executive Director

Welcome Home



WESTLAND 1

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734-326-7777 • Fax: (734) 326-3802
www.americanhouse.com • TDD 800-649-3777

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Westwick Square Cooperative Townhouses

Theresa or Kim C.M.H
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- Law Enforcement
- General Obedience

(734) 641-9507

2010 Wayne Chamber Calendar of Events

- August 10, 2010**
Tuesday
5 Star Business Group EXPO at Roma Hall Garden City
11am-6pm Lunch \$15, Entry \$2
- August 12, 2010**
Thursday
Ladies Night
5:30-8pm - Wayne Public Library
- August 19, 2010**
Thursday
Goudy Park Business Expo and Concert
sponsored by the Wayne Chamber of Commerce
Tent Space available \$20 each (See more details on page 5)
- August 27-29, 2010**
Friday-Sunday
Wayne Wheelfest
Saturday Concert Sponsored by US 12 Bar & Willie's Locksmith
- August 30 - Sept 2, 2010**
Monday - Thursday
Texas Hold'em Fundraiser
Vision Lanes - Westland come support the Chamber
- September 16, 2010**
Thursday
Luncheon at Wayne Firehouse
Cost \$15 per person, Networking 11:30-12, Lunch at 12 noon
- September 23, 2010**
Thursday
After Hours at Village Bar from 5-7pm
Join us for an Evening of Networking

Contact the Chamber Office to make your reservations
734.721.0100

Reservations requested for all luncheons
Failure to cancel your reservation 3 days prior to the event will result in a charge for the reservation.

We now accept



Wayne Wheelfest 2010
Presented by
JACK DEMMER AUTOMOTIVE GROUP

August 27-29
in Goudy Park



Saturday Night is
Wayne Chamber of Commerce Night!
Concert Sponsored by US 12 Bar and Willie's Locksmith.
Stop by and join the fun with fellow members!

Wheelfest Parade on Saturday, August 28th
starting 11am at Wayne Memorial HS
and ending at Wayne Activity Center

C&M Ad here

**A business offer so good
it just makes cents!**

That's *managedIP*.

Limited-Time Offer available with TDS® *managedIP*, the ultimate all-inclusive communications tool. Purchase 10+ *managedIP* premium or office packages and receive HD phones for 1¢ each. Purchase 6-9 *managedIP* premium or office packages and receive two HD phones for 1¢ each. * Get a new business phone system for pennies.



managedIP

Total Communications System

www.tdsvoip.com

*Offer valid for new *managedIP* customers only who sign a 60-month contract between June 10, 2010 and September 10, 2010. Offer subject to the terms and conditions as outlined in the TDS service agreement and addendums. 94511/6-10/6395

The Wayne Chamber of Commerce consists of a dedicated group of business owners, entrepreneurs and City officials who take pride in helping one another succeed in a competitive market.

34844 W. Michigan Ave
Wayne, MI 48184
Tel. (734) 721-0100
www.waynechamber.net

WAYNE
CHAMBER of COMMERCE

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