

Time flies... summers most of all. Seemed just yesterday we were enjoying the sights and sounds of the 33rd Annual Cutlerville Days community celebration. Runners in the Brian Diemer/Amerikam 5K passing by along the lined parade route... The music of laughter and the smell of elephant ears... sounds of the motor city across Cutler Park... and the coolness of rain on a muggy, hot day. With Cutlerville Days now behind us once again, the sizzling days of summer quickly passing by, it is time once again to focus on the next year's goals and direction.

It is an exciting time to be in business in the Cutlerville area. The growth we are experiencing in the Kalamazoo Avenue area is astounding. The Streetscape and roadwork coming to the Division Avenue businesses will be reviving. The networking and commitment among Cutlerville Chamber members is fantastic. The loyalty of the Cutlerville community to shop in the local businesses is encouraging. The vision and fresh ideas your Board of Directors are bringing to the table will bring more and more opportunities for engaging the community. Be a part, shop locally, support your fellow chamber businesses, and watch our area grow and experience success. It is an exciting time to be in business in the Cutlerville area. Get involved, be a part! Call Dawn at 616-890-1378 to see where you might fit in. We all make a difference and it starts right here in your Cutlerville Community!

Welcome to new members: Scramblz

Dawn: Angie, what is Scramblz?

Angie: Scramblz specializes in customized golf outings including networking, fund raising, job interviews, retaining and building customer loyalty and simply having fun. We take care of the hundreds of details that go into coordinating a professional golf outing.

Dawn: Why start a business that specializes in golf outings?

Angie: We wanted to create a business where everyone involved, wins. With Scramblz, we meet that goal. The players and businesses win by having a terrific experience, the businesses that advertise win by increasing name recognition and profits, the golf course wins by hosting the outing, the banner makers win by displaying their products, the "Hole in One" car dealership wins...Everyone wins!

Dawn: What outings do you have planned for the fall?

Angie: For August, we have organized 3 2-day events called, "I've Never Scrambled, Scramble". We have found that there are many people who have missed opportunities because they do not know how to play in a golf scramble. There are, of course, the techniques of the swing, but there are also rules, etiquette, and games. We know that a great deal of business is conducted on the golf course. Those businesses not on the golf course are missing out on revenue that is going into their competitor's pockets. On the last 3 Thursday nights and Friday mornings in August, (11th, 18th, 25th) we are offering a 3-hour golf class. These classes are limited to 36 golfers to maximize personal attention. This includes 1-hour small group swing training by the pro, 1-hour small group putting and chipping and 1-hour small group rules, etiquette and games training. We also provide a light snack on Thursday evening. The next day, Friday (12th, 19th, 26th) those golfers will experience playing in a "real" scramble. This includes: breakfast, gift bag, 9 holes of golf with cart, games at the holes, prizes, lunch, advertisers and a "debriefing" on the experience. Scramblz is charging \$175.00 per golfer for the 2-day event. Think of it this way. The average pro in this area charges \$75.00 or more for one hour of lesson. With the "I've Never Scrambled, Scramble", the golfer gets 3 hours of instruction plus 9 holes of golf and all the extras and still saves \$50.00. It seems like this is another example of everyone winning. In September, Scramblz is coordinating our first, "The Definitive Job Interview" where we match graduating law students with hiring law firms. The golf course is the perfect setting to see the values, attitudes and integrity of the prospective hire. In the future we will be expanding this to other professions.

Angie is full of energy. She also has an office in the Spectrum South Pavilion, Proactive Counseling, which offers psychological assistance to those who have problems coping with life's problems. Angie has a Masters Degree as a Limited License Psychologist. When I asked her about a connection between the counseling and the golf business... Angie replied "For the past decade as a therapist, I have strongly believed in and encouraged my patients to be active, have fun, interact with others, "breathe nature" and give back to the community. Those are some of the important features of living a meaningful life. I think life is easier to live when we can laugh. "

Cutlerville Chamber Notes & News

Don't forget... get your coupons for the website and for the Welcome Baskets to our office as soon as possible. These are two great new ways to promote your business.

Make a Note...

Many of you have not changed the Cutlerville Chamber's address in your files/computer databases. Please make sure to note our new address and phone listed directly below! Also make note of E-MAIL: info@cutlervillechamber.org WEBSITE: www.cutlervillechamber.org Also, get us your business website so we can connect ours to yours :0).

GOLF, GOLF and more GOLF

Mark your calendars for the first annual
Cutlerville Chamber Golf Outing
Friday, September 9, 9 am
Crystal Springs Golf Club

Cutlerville Christian Schools
Annual Golf Outing
Thornapple Pointe Golf Club
Saturday, September 17
Call Julie at 281-9972

Or sign up for one of the golf scrambles listed left with Angie Musseman (827-2277) and the team from SCRAMBLZ.

DATES to REMEMBER

First Annual
Cutlerville Chamber of Commerce
Golf Outing, Friday, September 9
Crystal Springs Golf Course

General Membership Meeting
Thursday, September 15, noon
Sandi's Restaurant – Banquet Center

Fireworks Rescheduled for
Saturday, September 17, dusk
Behind South Christian High School

Women in Business Joint Meeting
With the Byron and Cutlerville Chambers
Wednesday, October 19, noon

In November for our Business Fair
Spectrum Health South Pavilion

Thanks!

A few more thanks to our sponsors
Cutlerville Community Days

Banner Sponsors:

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Davenport University
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Supercuts

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Special Sponsor:

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From its humble beginnings to becoming the largest retailer in the world, Wal-Mart is a striking success story. Business owners and managers alike can learn many valuable lessons from this retail giant. *Join other chamber members at Edward Jones on August 19, 2005 for either a breakfast meeting at 7:30 am or a lunch meeting at 11:30 am.* This is a video presentation where Michael Bergdahl shares his experiences working side-by-side with Sam Walton. Call to reserve your spot... 616-656-3242

Did you notice the Cutlerville Chamber of Commerce float this year. Our special thanks to **Woodland House of Kitchens** who built the gazebo and to **Landscape Impressions** for providing everything else we needed from trucks to park benches. Everyone also enjoyed the Cutlerville Days t-shirts that were thrown from the float!

Look whose moved... the **DAN CHARLES AGENCY!**

The Dan Charles Agency, Inc., is committed to being one of the premier independent insurance agencies in Western Michigan. For over twenty years, they have provided customers with great insurance value and fantastic service, while maintaining the high ethical standards and credibility. From their **new, state of the art office at 6983 Division Avenue in Cutlerville**, the Dan Charles Agency provides a wide variety of commercial, personal, life and health insurance products and financial services.

Established in 1982 by Dan Charles Sr., the agency is family owned and operated by Dan Sr, his wife, Roxanne and their son, Dan Jr. The Charles family, assisted by Hillary, Rob, Michelle and Kim, strive to make securing your assets and providing for your family's future an easy and painless process. Whether it is insuring your home, auto, business, health or life, they work with multiple companies to insure you get the best value for your insurance dollar with as little work from you as possible. Our in house independent agents can also assist with securing your financial future through annuities and other financial services.

As members of the Cutlerville Chamber of Commerce, Dan Charles Agency can offer you up to a 12% discount on your business insurance and your employees are eligible for 7% off their personal insurance. With the Dan Charles Agency, you can save money and work with a local agent who works to meet your needs as they relate to the current business climate in our area. So... stop in and see their new location, or call for help (616) 532-0010. Also, check the website for updates: www.dancharlesagency.com!