



**FENNILLE CHAMBER RECOGNIZES CITIZEN AND BUSINESS OF THE YEAR AT THE ANNUAL BANQUET**



**SANDI BUSSCHER**

The annual banquet hosted by the Greater Fennville Chamber of Commerce was held Saturday evening, January 31st at Fenn Valley Winery. An evening of camaraderie, food and entertainment ended with awards to the Citizen of the Year and Business of the year.

Each year, the chamber membership votes to select the person who best promotes the spirit of Fennville by their volunteer work in area events that enhance the

quality of life for the people in the greater Fennville community.

This year's recipient was Ms. Sandi Busscher. Sandi and her husband Bill own Septic Tank Systems, a long time local Fennville Business. Sandi has been

active on the chamber board of directors for the past seven years. She's been active in Project Graduation in the school system, the Fennville Goose Festival and projects with the Downtown Development Authority.

The criteria for being voted business of the year include being in the greater Fennville area for at least three years, supporting area events and doing an outstanding job of promoting the business environment of the Fennville community.

This year's winner is Cris' Hair Styling owned and operated by Ms. Cris Aguilar. Her business has been in Fennville for over 41 years. Cris is always supportive of activities such as the Goose Festival, Fennville Schools, Local scout troops as well as chamber events. Her fellow business colleagues are proud to have voted her this honor.



**CRIS AGUILAR, OWNER  
 CRIS' HAIR STYLING**

Robert by having him present the award.



**LUCKY TEE COMES TO FENNVILLE**

What's the most popular way to make a statement, promote your team, hurl an insult or just let the world know who you are?

**PUT IT ON A T-SHIRT!**

Now it's easier than ever to do all those things and more right here in Fennville. Luck Tee's has opened up shop in the building formerly occupied by California Sound, right next to the Blue Goose.

The photo above shows a formal ribbon cutting ceremony by the Fennville Chamber of Commerce. Left to right are Bill and Sandi Busscher, both of the Fennville Chamber; Dan Rastall, Mayor of Fennville, Tasha Smalley, Owner; Tom Tucker, Fennville Chamber and Troy Day, Sales Associate for Lucky Tee.

Lucky Tee can do embroidery on anything made of fabric and can apply silk screening on virtually any surface — license plates, coffee cups, key chains, good luck charms, commemorative plates etc.

Come in with your own picture or select one from catalogs containing over 40 thousand professionally designed images. Want something truly unique? Not a problem. Lucky Tee will custom design an image to your personal specifications.

Initially, Lucky Tee will be open only on Saturdays from 8:00 am til 5:00 pm. As the business grows, hours will be expanded.

## FENNVILLE DDA SPONSORS FIRST WINTER FESTIVAL



Valentines' day marked the debut of what is planned to be a recurring annual event in Fennville — the "Winterlude." A sudden mid-winter thaw dampened plans for some of the winter weather dependent activities, but more than 100 people still turned out to enjoy the occasion.

Winterlude activities took place in the vacant lot on the North side of City Hall. A large tent, reminiscent of what some of us will remember as the hallmark of the



Margaret Session, 1st

circus when it came to town, was erected next to City Hall. Inside, tables were set up for contestants in the chili cookoff contest and various participating non-profit groups. Girl scout troop 154 and Discovery school offered cookies. The girl scouts also had hot chocolate. Outside the tent Boy Scout troop 2 held demonstrations of winter camping and provided ingredients for attendees to make their own S'mores. For those of you who may be wondering, a S'more is a Hershey bar sandwiched between two graham crackers and topped with a marshmallow. When warmed over a campfire, it's a



Troop 2, Peoples Choice

and were encouraged to cast a vote for **The People's Choice** award. With a total of 87 votes cast in this category, the winner was Boy Scout Troop 2. They cooked their chili the boy scout way — over an open campfire.

Interestingly, Bardo and his wife Jennifer both participated in the chili cookoff, each with their own unique chili recipe. I interviewed them before the judging and they smilingly assured me there'd be no marital disharmony regardless of the outcome. ☺

Another attraction at the festival was an ice sculpture demonstration. Representatives from Ice Sculptures Limited of Grand Rapids carved large blocks of ice



Ryan Lewis, reporter for the Allegan County News samples a S'more.

treat guaranteed to satisfy the cravings of even the most ardent sugarholic.

Fourteen contestants signed up for the chili cookoff. Judges Bill Busscher, Dan Rastall, Elise Menear and Matt Millar tasted and sniffed each of their concoctions and made the tough decision to award the top three prizes.

First place went to Margaret Sessions, second place to Bardo Tello and third place to Ben Lentz.

All the attendees were offered the opportunity to sample each contestant's chili



Ben Lentz, 3rd

using a chain saw and various other power tools. Spectators watched as the blocks were transformed into a large snowflake and a man riding a snowmobile.

Next year's Winterlude is scheduled for January 16, 2010, so mark your calendar.

## HOW TO SCORE WITH YOUR SMALL BUSINESS

There are three kinds of knowledge: that which you know and know that you know; that which you don't know and know that you don't know and that which you don't know and don't know that you don't know.

Things we know, we don't need to re-learn, although it does make sense to review and question what we think we know from time to time. Things that we don't know and are aware that we don't know, we can learn in various ways if we feel it's important that we do know them. But what about the things we don't know and don't know that we don't know? If we're not even aware of our lack of knowledge we can hardly seek ways to acquire it.

Running a small business in these troubled times presents new challenges to even the most astute business person. What has worked in the past to bring in the business won't necessarily continue to do so in the current economic climate. Issues relating to advertising and marketing, finance, handling employees and countless others Are there things that you don't know and don't know that you don't know that could help *your* business?

One way to find out is to consult an expert—someone who has special education and experience. Someone who has run a business similar to yours and nursed it through some tough times. Sounds good, but who has money to pay for such an expert?

Enter: SCORE.

SCORE is an acronym for Service Corps of Retired Executives. They bill themselves as Counselors to America's Small Business. They're a non-profit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. The organization is made up of over ten thousand volunteers of retired and active business professionals, all willing to share their wisdom and experience with you — all without cost to you.

For help, contact our local SCORE office in Holland. They're located at 272 E. 8th street and can be reached at 616-392-2389. Learn more at:

[www.score.org](http://www.score.org)



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**Board of Directors**

- Jim Lytle, President
- Bill Busscher, Vice President
- Sandi Busscher, Recording Secretary
- Martha Wickett-Schrock, Treasurer
- Tom Tucker, Member
- Larry Fuerst, Member
- Reid Ruggles, Member
- Sue Gawaluch, Member
- Paul Hix, Member
- Tracey Cochran, Member

**Business tip:** Who's the most important person in your business? *You are!* Keeping healthy by scheduling time for yourself each day is a great business investment and one that's often neglected.



**FENNVILLE FIRST!**

That's a mantra we'll be chanting as often as we can in the months ahead. Our goal is to educate our community members in the basic truth that their

support of our local economy is in their own best interests.

Everyone realizes that locally owned businesses provide a significant portion of the jobs in our community. The businesses also pay the taxes that provide community services and support our schools. They in turn buy the products of other businesses that act as suppliers. We're all part of an economic ecosystem that maintains a socially, environmentally and financially sustainable local economy for all of us citizens.

As the diagram at the right shows, the key element in all this is right at the top. It's **YOU!**

**Message from the President**

This Spring the chamber will sponsor an event for all members of the community. we're calling it Fennville First. There'll be refreshments and a short presentation at Su Casa on Thursday, April 16th from 5:00 til 7:00 pm. Come



**We're all part of an economic ecosystem.**

have a snack on us, meet your fellow townspeople and business associates and learn what you can do to keep Fennville first. We'll have more details on this event later.

**A few reminders...**

**TUESDAYS IN THE PARK** For those of you looking forward to this summer's Tuesdays in the Park concerts, here's an advance peek at the lineup scheduled this year:

- 6/9 Blue Line Riders; Honky-Tonk, Country
- 6/23 Who Hit John; Bluegrass
- 7/7 Los Bandits de Michigan; Tejano
- 7/21 Truth in Jazz; Big Band Jazz
- 8/4 Funktion; Funk, Soul

**HAVE YOU RENEWED YOUR CHAMBER MEMBERSHIP?** We miss you. Help us to continue helping you by renewing your chamber membership. You can find an application on our website [www.greaterfennville.com](http://www.greaterfennville.com)

Or call me at 269-686-6854

