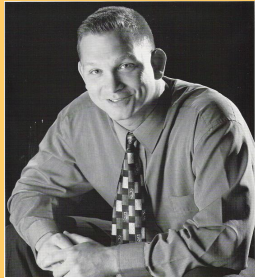


# B u s i n e s s N e w s

A Publication of Highland Business Association  
www.theHBA.net



February 2009



Opening Act - Steve Lind

## Comedy Night at the White Lake Inn

Saturday, March 7, 2009  
7:00pm



Headliner - Norm Stulz

Enjoy some laughs with friends as we welcome local comedians Norm Stulz and Steve Lind to the White Lake Inn for a fun and entertaining evening!

Opening act, Steve Lind, is among today's most engaging comedic talent in the Detroit area. Steve's stand-up performance immerses his audience in his unique perspectives as a husband and father of four boys.

Headliner, Norm Stulz, is a great storyteller and a firm believer in "life is laughter". Norm takes the stories of his own life experiences and turns them into one of the funniest stand-up comedy shows you will ever see.

Tickets are only \$15 per person and are available at the HBA office, or may be purchased by credit card on our web site at [www.theHBA.net](http://www.theHBA.net). Invite some friends and reserve your table now!

Food and drink are available for purchase from White Lake Inn's menu. There will be musical entertainment following the comedy show, so come out and get some bang for your buck and make a night of it!

*Proceeds from the event benefit the HBA Scholarship Program.*

For more information, please call 248-889-1422 or email [info@theHBA.net](mailto:info@theHBA.net)

## Membership Luncheon at Noon on February 26th at Dukes of Highland

Lions Club will be discussing their exchange student program

The cost is \$13.00 if pre-paid; \$15.00 at the door.

To RSVP please call 248-889-1422 or email [info@theHBA.net](mailto:info@theHBA.net)



See Page 7 for Women's Enrichment Day Info!

**2009 Board Members**

**Officers:**

**President**

**Wendy Loncar**  
Mary Kay Cosmetics

**Vice President**

**Karen Genson**  
Mike Genson Plumbing

**Treasurer**

**Josh Mulder**  
Ameriprise Financial

**Secretary**

**Kim Lucas**  
Five Star Ace Hardware

**Past President**

**Sue Donovan**  
Milford Times

**Directors:**

**Sally Brush**

Custom Plus

**Ronica Fodor**

Huron Valley State Bank

**Alan Heavner**

Heavner Canoe Rentals

**Bruce Kaier**

AAA of Michigan

**Bob Miller**

RJ Miller, PC

**Jeffrey Muck**

Huron Valley Schools

**Penny Lewis**

Penny Lane Elderly Care

**Gail Perrin**

Highland Twp. Library

**Tammy Popchock**

TPOP Fitness

**Community Liaisons:**

**Tim Colbeck**

Highland DDA

**Triscia Pilchowski**

Highland Twp. Supervisor

**Leah Ohmer**

H.V. Council for the Arts

**Office Staff:**

Tami Flowers

Becky Stinnett

**Welcome to Our New Members!**

**Milford Redi-Mix Co.**

*Charlie Shorr*  
800 Concrete Dr.  
Milford, MI 48381  
248-684-1465  
Fax: 248-684-2150  
mxchaz@aol.com  
*Concrete Producer*

**Allstate Insurance**

**Mike Gee Agency**

*Mike Gee*  
1107 S. Milford Rd.  
Highland, MI 48357  
248-889-7700  
Fax: 248-887-6295  
mikegee@allstate.com  
*Auto, Home, Life, & Retirement*

**Earn \$\$ for Recruiting New Members!**

The HBA is serious about growing it's membership now more than ever. HBA members can earn \$50 commission for each new business member that they recruit into our association. Offset the cost of your own membership dues by bringing in other businesses! Stop by the HBA office to pick up some membership applications, or have prospective business members sign up on our web site at [www.thehba.net](http://www.thehba.net). Include your name on the application, or have the new business list you as the recruiting member and we will take care of the rest. It's a win-win situation for all of us!

**Thank you to our Renewing Members:**

- Bank of America - White Lake
- Befitting You
- Clear Choice Development
- Digital Document Store (Xerox)
- Fifth Third Bank-Highland Town Center
- Gannett Directories.
- Henry Ford W. Bloomfield Hospital
- J.L. Design
- Kids in Motion Pediatric Therapy Services
- LaFontaine Automotive Group
- LeVasseur Dental Care
- Lynch & Sons Funeral Directors
- Mike Genson Plumbing Inc.
- Milford Times
- Quick Green Lawn Care



## Upcoming Events: For February 2009 & Beyond

<p>Feb 11 HBA Board Mtg. 8:30am at Highland Station House</p> <p>Feb 12 Trade Show Workshop with Colleen Kilpatrick 7-9pm Highland Station House</p> <p>Feb 13 T.G.I.F. Coffee 8:00am at Highland Station Orthodontic</p> <p>Feb 26 HBA Luncheon at Dukes of Highland</p> <p>March 7 Comedy Night at White Lake Inn</p> <p>March 11 HBA Board Mtg. 8:30am at Highland Station House</p> <p>March 13 T.G.I.F. Coffee 8-9am at Coldwell Banker Callan Realtors</p> <p>March 26 HBA Luncheon at Apollo Center</p> <p>March 28-29 Huron Valley Taste &amp; Expo</p>	<p>To Register for events please call the <b>Highland Business Association Office</b> at <b>(248) 889-1422</b> or <b>Email us at <a href="mailto:info@theHBA.net">info@theHBA.net</a></b></p> <p>We'll See you there! Check our website for more info on our events: <a href="http://www.TheHBA.net">www.TheHBA.net</a></p>
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# TGIF Coffee



Join us the second  
Friday of each month  
Meet us between 8am-9am on  
February 13th at  
Highland Station Orthodontics  
161 N. Milford Rd., Suite 101, Highland  
Visit [www.thehba.net](http://www.thehba.net) for link to map

***Newsletter Advertising Opportunities***

Business Card.....\$25/month , Quarter page.....\$45/month

8 1/2 x 11 Insert.....\$35/month

*Did you know that you can place your business cards in our office for \$5/year?*

## **“Secrets to Making Your Trade Show Exhibit Pay Off”**

Back by popular demand...and just in time for Women’s Enrichment Day planning. Save the date for **Thursday, February 12 from 7:00-9:00pm** at Highland Station House, 205 W. Livingston St. Please join Marketing Coach, Colleen Kilpatrick as she shares the greatest goldmine of trade show exhibiting tips and strategies ever crammed into one workshop. This year the Huron Valley Chamber of Commerce and the Highland Business Association are joining forces to bring you the trade show workshop attendees have called, “Riveting”, “Invaluable”, and “A must”. Investment is \$25 for members, \$30 for non-members. Registration is required by calling 248-685-7129.

## **Don’t forget about Highland New Resident Packets!**

HBA members have a great opportunity to promote their businesses to new residents of Highland. The Highland Township Clerks office offers a “New Resident Packet” to people relocating into the area. They have generously offered to let HBA members include advertising material and/or coupons in the packet at no cost. If you are interested in participating, please provide about a dozen pieces of literature to the HBA office and we will forward it to the Township office along with other material from our members. It is a great way to introduce new residents to our area and the many wonderful businesses and that are located here. Thanks to the Township Clerks for helping to promote HBA businesses!

## **New Advertising Opportunity for HBA and Local Businesses!**

The Milford Times has started a new business section called “Strictly Huron Valley Business”. It will be located on the last page of the A section of the newspaper, and will feature local business news, stories, and events. The Highland Business Association has the opportunity to have their own column every few weeks to advertise it’s upcoming events. The column will be titled “HBA Happenings”. Be sure to contact the HBA office if you have an event that you would like to promote in our column. Call Sue Donovan @ 248-685-1507 if your business has any special interest story, opening, relocation, etc. and she can connect you to the source to get your article submitted in the Business Milestones or Newsmakers sections. Articles are printed based on editor approval and space availability. Please submit information at least one week in advance of printing date.

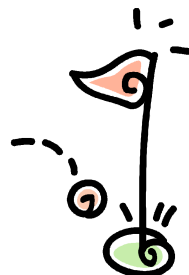


## White Lake Township Business Association News

### Putt Putt Golf at White Lake Library!

White Lake Twp Library hosts the inaugural White Lake Mini-Golf Tournament on Sunday, March 1, 2009.

From 10 a.m. to 4 p.m., play 18 holes for \$5.00 on an indoor miniature golf course set up on the two floors of the library. Low scorers will have a chance to compete for the championship at the end of the day. The goal is to raise \$5,000 to purchase two Early Literacy Learning Stations for the Library. Businesses from the greater White Lake area will be sponsoring the holes and greens as well as items for a silent auction. For more information, especially sponsorship opportunities, please call the White Lake Township Library at 248-698-4942 x7.



Bring the family for a fun afternoon at what is sure to become an annual White Lake community activity!

### Winter Networking Mixer

The snow was falling and temperatures were below 0°F outside, but it didn't keep people from attending the HBA Winter Networking Mixer at the White Lake Inn last month!

Nearly 40 people ventured out to take part in the annual White Lake event. Members and guests enjoyed appetizers and drinks while discussing what the New Year will bring for our businesses, families, and community. Thanks to all who braved the cold to come out and join us.



This space for printer ad

## Huron Valley Taste & Expo

The 16th Annual Huron Valley Taste & Expo will be held at Milford High School on Saturday, March 28 and Sunday, March 29. Saturday Night from 5-8pm is the Business-2-Business Networking Pre-show, including a Chili cookoff. Sunday is open to the public from 11am to 4pm, with lots of new and exciting events lined up. Also new this year will be a hallway specifically designated as the "Home Show Section".

Registration forms were be mailed out to all HBA members in January, and Highland and White Lake Business Association members receive a discount on registration. You may also download a registration form from the event website at [www.huronvalleyexpo.com](http://www.huronvalleyexpo.com) or call the Chamber office at 248-685-7129 for more information. Don't miss your chance to reach your potential customers face to face!

## Community Events Calendar

- Feb 5      **Taste of the Valley** at Bakers of Milford - Huron Valley Youth Assistance
- Feb 14     HVCA Concert Series - Luti & Brian - All you need is Love
- Feb 20-21   Joel-Jeremy Snowball Dance at Bakers of Milford
- Feb 27-28   Joel-Jeremy Snowball Dance at White Lake Inn
- Feb 27     HVCA Concert Series - Jones & Watroba
- Feb 28     Heart of the Lakes Gala - Lakes Area Chamber of Commerce
- Feb 28     Lakeland Center for Performing Arts - The Adventures of Les Trouble, PI - Huron Valley Rec & Community Education
- Mar 1      Miniature Golf Tournament at White Lake Library
- Mar 14     HVCA Concert - Dusty Rhodes at Highland Station House
- Mar 14     Community Sharing - Go for the Green at Bakers of Milford
- Mar 21     Milford Center for Performing Arts - Jerry Jacoby
- Mar 28-29   Huron Valley Taste & Expo at Milford High School

### **Linda Bonham, owner of Advantage Tax and Financial Services, Inc., had this to say about the HBA:**

*"I joined the Highland Business Association so that I could become acquainted with other business owners in the area. In my contact with clients, I am often asked for referrals to other business professionals and I wanted to personally know the companies that I am referring. HBA has helped me meet many business owners and helped me become more involved in the community where I work and live. I am very committed to shopping in and utilizing the businesses in our area.*

*I've received other benefits from belonging to the HBA. Today I met with a new client who got my name from the annual HBA calendar. I've also utilized the bulk mailing benefit that is offered. I saved \$138 on the mailing that I just did - more than enough to cover my yearly dues!*



## **Support, Opportunity, Connection**

Women In Business is a division of the Highland Business Association  
 Our Mission: We are dedicated to assisting each other with support, networking opportunities, group advertising, educational workshops, and community involvement.

**Women's Enrichment Day** will be held on **Saturday, April 25, 2009** from 8am-1pm at Highland Middle School.

Highland Middle School is located at 305 John St. in Highland, 1 block west of Milford Rd. at M59. The \$5 registration fee includes a continental breakfast and 4 workshop sessions for each attendee. There are more than 40 workshops to choose from, with topics ranging from health & fitness, finance, gardening, cooking, & beauty tips. Shopping opportunities are also available from more than 60 vendors showcasing their products and services throughout the school building.

### **Does your business need to connect with female consumers?**

If so, here's a great opportunity for all businesses (not just women-owned businesses) to reach out to the key decision makers of family purchasing!

#### **Participation Opportunities:**

Booth \$100

Booth & Workshop \$150

HBA/WIB Members receive a \$25 discount  
 \$25 rebate is offered if you bring 5 attendees



#### **Sponsorship Opportunities:**

Corporate Sponsor \$1000

Industry Exclusive (only one sponsor per industry at this level).

Includes booth and workshop, prominent recognition in event program, prominent positioning of business name & logo in Milford Times Advertisements for the event and signage at the event.

Platinum Sponsor \$500

Includes booth and workshop, recognition in event program, business name & logo in Milford Times Advertisements for the event and signage at the event.

Workshop Sponsor \$100

Listed as sponsor for a Workshop presented by a 3rd party

Door Prize Donor

Business announced when prize is awarded

Last year's event was attended by nearly 250 women, and we are expecting an even greater turn out this year. We will once again be partnering with Huron Valley Schools to promote WED, reaching nearly 10,000 homes through fliers sent home with the students and emails sent to the parents. Proceeds from Ticket sales (\$5 each) will be donated to Huron Valley Education Foundation. WED offers area residents an opportunity to support their schools while receiving a day full of information, entertainment, and inspiration for themselves!

Vendor booth and workshop registrations now being accepted.



Highland Business Association  
116 S. Milford Rd  
PO Box 843  
Highland, MI 48357

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# Save on Your Next Vehicle & Save the Environment

Over the past 25 years, the LaFontaine Automotive Group has been expanding our presence in Southeastern Michigan with vision and integrity. We are proud to announce that this tradition continues, with our newest, and GREENEST, location! Our 63,000 square foot state-of-the-art building is the first Michigan dealership to be built GREEN from the ground up! Our new Buick-Pontiac-GMC-Cadillac dealership is located on M-59/Highland Road, just west of Hickory Ridge Road in Highland Township!

**LaFontaine**  
Automotive  
Group

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[www.thefamilydeal.com](http://www.thefamilydeal.com)



### HBA Mission

“We will assist our area businesses and community in achieving continued prosperity and maintained growth.”