

What's the BIZ?

A monthly collaborative with the Orion Area Chamber of Commerce

March 2015

College-Bound Cash

Chamber accepting applications for our \$1000 college scholarship

Entrepreneurs drive America's economy, accounting for the majority of our nation's new job creation and innovations. The Chamber strives to encourage our local youth to further their education beyond high school and become entrepreneurs by offering a \$1,000 academic scholarship. We also hope that by doing this, we can entice some of our students to return to Lake Orion, settle here with their families and start innovative new businesses.

Eligible students must be Lake Orion High School seniors accepted as a full-time student at a 2 or 4 year verified University, College or Community College with a 3.0 or higher GPA. Applications and all eligibility requirements are located at the Lake Orion H.S. Counseling Office or can be downloaded from the Chamber website at orionareachamber.com, located under the Opportunities tab. Application deadline is May 8, 2015.



Welcome to Orion!

If you are new to the Orion area, our Chamber members want to welcome you to our beautiful community! Stop by the Orion Township offices at 2525 Joslyn Road or the Orion Area Chamber of Commerce office at 46 W. Shadbolt (corner of Shadbolt and Lapeer Street in downtown Lake Orion, entrance on Lapeer Street) to pick up your Welcome Bag filled with useful items and coupons! Brought to you by the collaborative efforts of the Orion Area Chamber of Commerce, Orion Township and the Lake Orion Downtown Development Authority.



March Breakfast

Thursday, March 5
8:30 to 10:00 am

King's Court Castle at
Canterbury Village

We'll discuss our upcoming 11th annual Expo, now titled the Shop Local Expo! Hear about plans and learn how you can participate and take advantage of this opportunity to be seen by our community.

Sponsored by
The Marketing Shop



Thirsty Thursday

Join us the third Thursday of every month between 4 and 6 pm for a cold one and informal networking!

March 19
Valentino's Restaurant
185 S. Broadway
Lake Orion

April 16
Clansman Pub at
Canterbury Village
2325 Joslyn,
Lake Orion



Upcoming Ribbon Cuttings

PŪR Cuisine Opening, Exhibition & Spring Menu Release
Thursday March 12 at 5:00 p.m.
1166 S. Lapeer Rd, Lake Orion

PŪR Cuisine Café will be hold their Grand Opening & Ribbon Cutting Ceremony Thursday, March 12 at 5:00 p.m. Please join them for this exciting event. Some of the scheduled events include PŪR Cuisine Café staff demonstrating some healthy cooking tips for guests as well as providing complimentary beverages and cuisine from their newly released spring menu. There will also be a hands-on cooking class. PŪR Cuisine will

also have a few exciting announcements only to be heard first by those in attendance. Come join the fun, the flavors, and the festivities at PŪR Cuisine Café— Fresh Ingredients, Bold Flavors, Delicious Cuisine. PŪR Cuisine is a quarter mile south of Clarkston Rd in the Sherman Williams/ Allstate Plaza.



Marketing Opportunities

New Resident Welcome Bags

We are out of the 1000 Welcome bags we distributed to new residents in 2014. Due to the phenomenal success of this program, the Chamber will again distribute 1000 bags in 2015. This is your opportunity to reach new residents immediately when they move in to our area. For information visit orionareachamber.com or email info@orionareachamber.com. Brought to you by the collaborative efforts of the Orion Area Chamber of Commerce, Orion Township and the Lake Orion Downtown Development Authority.



DDA Flower & Art Fair Vendors Sought

**Friday, May 8 & Saturday, May 9
Downtown Lake Orion**

Visit the DDA website at downtownlakeorion.org or call 248-693-9742 for a vendor application.

Coffee Club Networking

**Every Tuesday,
7:30 am at Culver's,
corner of Dutton and M24**

Hosted by The Lake Orion Review and Culver's.

Musicians Needed for Summer Concert Series

Contact the Lake Orion DDA at 248-693-9742 or events@downtownlakeorion.org

Member Profile: Crates Coffee House

Crates cares about coffee and community

Having grown up in a small town, Crates Coffee House owner Andrea Rank knows a community needs a public place for residents to meet, hang out or relax. Crates Coffee House is that place for the people of Lake Orion.

Andrea always wanted to open a coffee house to bring the community together and to serve great coffee. She wanted to create a place where people could relax and take a moment for themselves or enjoy time with others. With those goals, Andrea opened Crates Coffee House at 1472 S. Lapeer in 2013.



Crates Coffee House owner Andrea Rank

Nicely situated on the busy M24 Corridor and in the shadow of Lake Orion High School, Crates has become a gathering spot for students, business people, clubs and friends. The big, open space is aptly designed for meetings, study groups, showers or just to read a good book or catch up with a friend.

Andrea enjoys watching familiar faces come in and groups forming inside her store.



Since joining the Orion Area Chamber of Commerce when she opened her business, Andrea has taken on leadership roles as an Ambassador and as a recently elected Board member. An Ambassador welcomes new members to the Chamber, helps

them make connections with other members at Chamber events.

The 2014 winner of the Chamber's Entrepreneur of the Year award, Andrea encourages other business owners to get involved with the Chamber.

"The Chamber is such a fun organization. It is a close knit family," she says, "always welcoming, warm and positive. Everyone is your friend and wants to help you and your business. It is a great networking tool."

When Andrea isn't brewing coffee or helping the Chamber, she enjoys being a mom and a wife. Family is a huge priority in her life. When she finds a spare minute, she'll read a good book, cook up a great meal or throw a holiday party for friends and family. Entertaining people is a great joy to her and her husband Brian. Her family enjoys being outdoors and look for activities to do outside.

Visit Crates Coffee House to meet Andrea and to connect with friends over a aromatic cup of java. Don't forget to grab a baked treat, freshly made by Great Harvest Bread Company on Baldwin.

**Crates Coffee House is located at 1472 S. Lapeer Road, Lake Orion,
north of Scripps Road.**

Orion Area CHAMBER OF COMMERCE

2015 Chamber Board of Directors

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Brian Birney,
The Birney Directive

VICE PRESIDENT

Kellie McDonald,
The Goddard School-Lake Orion

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Andrea Rank, *Crates Coffee House*

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Alaina Campbell

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ORION AREA CHAMBER OF COMMERCE

46 W. Shadbolt, Suite C
Entrance on Lapeer Street
Lake Orion, MI 48362

248-693-6300

info@orionareachamber.com
orionareachamber.com

Member Profile: Baldwin Café

The place to go for breakfast and Coneys

It's like your kitchen away from home. It's where you got breakfast and Coney dogs when you were a kid, and where your parents got breakfast and Coney dogs before that. It's that small, hometown niche everyone comes back to.

For over 40 years, Baldwin Café, a small, corner café in Lake Orion, has been the community's go-to restaurant, satisfying customers'

appetites on the plate and off of it.

"I think it gives a nice, little intimate or cozy meeting place where once you become a regular, everyone knows everybody else in here." Dave Chappell, owner of Baldwin Café, said. "So, I think that gives it a nice community feel."

The oldest café in Orion Township, Baldwin Café is famous for their Coney dogs and their \$2.99



A typical morning at the Baldwin Café.

breakfasts, even recently winning the 2014 Lake Orion Review's award for "Best Breakfast" in Lake Orion, Orion Township and Gingellville.

Chappell's aunt and uncle originally opened Baldwin Café in 1976, naming it "Jean's Café", after his aunt, Jean Trevor. They also opened a second café in downtown Oxford under the same name. The family sold the business to two regular customers in 1982, who renamed it "Baldwin Café". They owned and operated it for 10 years before selling it to their daughter, Karen Bell.

Bell immediately recruited Chappell, who worked at the café in high school, to help her manage the restaurant, eventually selling it back to him in 2000. Chappell has diligently run the café ever since, putting anywhere between 25 to 80 hours per week, possibly 100 plus when his main cook, Jason Allouche, is on vacation.

"I wasn't really around between '81 and '93, but it's always been the same little café," Chappell said. "And, they haven't changed it too much."

Chappell, who grew up in the Lake Orion area and lived here for the majority of his life, considers Baldwin Café his service to the community. Nonetheless, Chappell still puts donations for various causes by the register, like for leader dogs and to find a cure for

cancer, sponsors local high school sporting teams and works with the fire department to buy presents for children at Christmas. He also catered the Orion Chamber of Commerce's annual picnic last summer.

Chappell says he works 24/7; but, when he can, he enjoys getting outdoors to bike, run, hike or camp. The rest of the time, he's in the kitchen.

**Visit the Baldwin Café at
3010 S. Baldwin at Waldon in
Lake Orion.**

Members Making News

Culvers team recognized for superior hospitality

For the third year in a row, Culvers of Lake Orion has earned the "Ruth Culver's Hospitality Award" at Culver's Annual Reunion. The reward is the highest award a franchisee can receive. The "Ruth" award is a tribute to Ruth Culver, the Co-Founder and leader in providing genuine guest hospitality. This award is presented to franchisee's whose team consistently exemplifies the spirit of delighting their guests and truly embraces superior hospitality each and every day.

Genisys is safe and sound

Genisys Credit Union ranked as top three out of 100 credit unions in the nation for Safety and Soundness. "We are honored to be recognized as top in the nation for our Safety and Soundness," said Jackie Buchanan, Genisys Credit Union President and CEO.

Baker College teacher preparation program earns accreditation

The Baker College teacher preparation program has earned national initial accreditation for five years by the Council for the Accreditation of Educator Preparation. "This national accreditation for Baker College's teacher preparation program is good news for our students and their potential employers," said Christine M. Schram, Ph.D., dean of the Baker College School of Education. "It indicates that experts outside of the program recognize and validate the quality of the Baker College program and that it meets national standards." For information about the Baker College teacher preparation program, contact Nicole Chirco in the admissions office at nicole.chirco@baker.edu or 248.340.0600, or visit www.baker.edu.

Lake Orion Area Montage Print for Sale

Get your unique drawing of the Lake Orion Community. Available for a suggested donation of \$10 at the Chamber Office.



Welcome to Our Newest Members!

Chase Bank - Oxford

990 S. Lapeer Rd, Oxford, MI 48371
248-628-5443

ross.c.coppersmith@chase.com
homeloan.chase.com/
ross.c.coppersmith

Oakland Sports Chiropractic

425 N. Park Blvd., Suite 200
Lake Orion, MI 48362
248-783-7169

oaklandsportschiropractic.com

Tim Hortons/Cold Stone Creamery

590 N. Lapeer Rd, Oxford, MI 48371
248-572-4069
Timhortons.com

The Salvation Army

16130 Northland
Southfield, MI 48075
248-471-7155
rebecca_hepner@usc.salvation-army.org
www.salvationarmy.org

American Cancer Society

Relay for Life Lake Orion/Oxford
20450 Civic Center Dr.
Southfield, MI 48076
248-663-3436
rachel.scheich@cancer.org
relayforlife.org/oxfordlakeorionmi

How You Can Join the Orion Chamber

Click the "Join Now" button at orionareachamber.com, email info@orionareachamber.com, or call our office at 248-693-6300.

What's Going On?

5th Annual Bowling for Backpacks

Sunday, March 15, 2 to 5 pm
Classic Lanes, Rochester Hills
2145 Avon Industrial Dr.

For information email owocmur@yahoo.com.

Family and Friends Game Night

A Bean to Go
16 W. Flint St., Lake Orion

Monday nights at A Bean to Go are "cell free" game night. Imagine that, you may get to know someone! If you don't see a game you love to play, bring your own. For information call (248) 690-9382.

Build Your 2015 Prospecting Plan Tuesday, March 24 2:00 to 4:30 pm

Are you tired of having and empty pipeline or frustrated with chasing unqualified leads? Most salespeople hate to prospect and suffer from call reluctance. Learn about a plan that works. Presented by Matt Stephens, Gerry Weinberg & Associates, Sandler Training. For more information and to register, call 248-353-4030.

ReferenceUSA Training

March 10, 3:30 to 4:30 pm
Orion Township Public Library

ReferenceUSA, a leading provider of business and consumer research, is provided free training to library patrons. Learn how this database can help your business create marketing plans, conduct competitive analysis, raise funds, and locate people. To register, call the Library at 248-693-3000.

Mom2Mom Sale

Saturday, March 14
9:00 am to 1:00 pm

Pee Wee Patch Childcare Center,
1796 Lapeer Rd, Lake Orion

Are your kids growing faster than you can keep up with? Want to catch some good deals? Tables of clothing, toys and direct sale vendors. Call Pee Wee Patch at 248-814-1010 for information.

Dragon Football Dinner Auction

Saturday, March 21, 5:30 pm
King's Court Castle
Canterbury Village

Tickets are \$41 per person. Contact Gigi Kreutzer at 248-425-8902 or gigi.kreutzer@gmail.com.

Orion Art Center Gala: Dragon Fever Disco Ball

Saturday, March 28, 6:30 pm
Addison Oaks Ballroom, Leonard

Gourmet dinner, premium bar, contests, auctions, raffles and more. \$95 per person. Visit www.orionartcenter.org for details. Auction donations welcome. Contact James Jenkins at info@orionartcenter.org.

Commemorative Brick Sale at Pine Tree Elementary

Rock the walk and leave your mark on Wendy's Way by purchasing a brick for the walking track at Pine Tree Elementary in honor of Wendy Sylvain. Contact Dan Martin at dmartin@lakeorion.k12.mi.us.

BINGO at Culver's

Every Tuesday 5:30 to 6:30 pm.

What's coming up?

April Luncheon

Thursday, April 16th
11:30 am to 1:00 pm

Paint Creek Country Club
2375 Stanton Road,
Lake Orion

Speaker: Oakland County
Treasurer Andy Meisner

Sponsored by
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LegalShield
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To register for Chamber events,
call 248-693-6300, email us at
info@orionareachamber.com or
register at orionareachamber.com.



Employment Opportunities

WMRE Plant Manager

Waste Management. Visit <http://tr.wmcareers.net/waste-management/wmre-plant-manager-orion-mi>

LPN/RN and CENAs

Lake Orion Nursing and Rehabilitation Center. Contact Jen Lange, 248-693-0505 or LONRCnursing@gmail.com

Fulfillment Assistant

BZany Party Warehouse. Contact Sara Henig, 248-432-0091 or sara@7ware.com

Executive Assistant

The Goddard School-Lake Orion
Contact Kellie McDonald at
lakeorionmi@goddardschools.com

If you are a Chamber member and would like us to share your employment opportunities, please fill out the job posting submission form on our website at orionareachamber.com.