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Welcome New Members

Heartland Payment Systems
 Aaron Classens
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Friend of the Chamber:
 Jacob Schaefer

Thank You All In Event Sponsors:



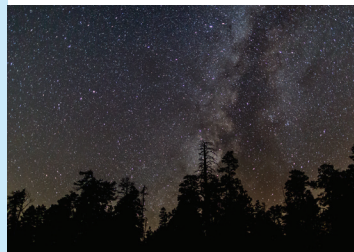
The Movies in the Park Series begins Friday, August 7 with PADDINGTON!



Paint & Gogh at Ledge Craft Lane

It's Paint & Gogh time with Mike Scieszka on Friday, August 7th from 6:30pm-9:30pm. Get together with your friends for a fun evening of painting. The \$25 fee includes all your supplies. You bring yourself, your friends and your snacks and beverages. Ledge Craft Lane, 120 S.Bridge St., G.L. Info/ registration: Mike Scieszka at www.paint-and-gogh.com or 896-7718.

Fox Park Observatory Star Party Aug. 6-9



The Friends of Eaton County Parks is sponsoring a Star Party that will begin on Thursday August 6 and run through Sunday August 9. The event will take place at the Fox Memorial Park Observatory located at 3981 E. Gresham Hwy. Potterville. This Star Party is for amateur and advanced astronomers

alike, who love to observe and mingle with other astronomers, while enjoying dark sky observing. Telescopes and binoculars of all types and sizes are welcome.

Plan to spend the night observing astronomical objects including planets, comets, stars, and deep sky objects. Astrophotography and CCD imaging opportunities will be available throughout the weekend. During the daytime, there are many activities to keep you busy including some practical and interesting talks scheduled to enhance your weekend experience.

Cost: one night, individual \$15/family \$20
 Two nights, individual \$25/family \$35
 Three nights, individual \$30/family \$40

For additional information, please contact Fox Star Party Coordinator Jason Blaschka at jb.foxpark@gmail.com.

The Ledges Group AAA -

Customer Appreciation Day & Ribbon Cutting

Please join The Ledges Group AAA (512 S. Clinton) for their Grand Opening Celebration and Customer Appreciation Day on Wednesday, Aug. 26th from 10am - 4pm. Light refreshments, balloons & prizes for the kids and the Chamber will host a Ribbon Cutting (12:30pm). Come out and enjoy the festivities!

Marketing tips for your business!

1. Print your most successful small ad on a postcard and direct mail it to your target market/best customer list.
2. No single marketing effort works all the time for every business, so rotate your marketing tactics and use a mix of direct mail, advertising, promotions, and networking to market your business.
3. Use partner marketing to promote your business - if you direct mail flyers to a new target market include a leaflet or business card from a like business that compliments yours. This gives you the chance to market to a new pool of customers.
4. Answer your phone differently. Announce a special offer when you answer the phone. "Good morning, this is Ann Marie with ABC company; ask me about our special offer." The caller is compelled to ask about the offer, and you can directly market your product/service.
5. Send a promotional offer to customers immediately after they've purchased to build brand loyalty. Mail a handwritten note to them thanking them for their business and inform them that with "this note" they can take advantage of a private offer like 20% off their next purchase. To create urgency include an expiration date on the offer.

Abolish unfair credit and debit card processing practices by taking a stand and endorsing the Merchant Bill of Rights. Go to merchantbillofrights.org.

Aaron Classens, Relationship Manager, Heartland Payment Systems,
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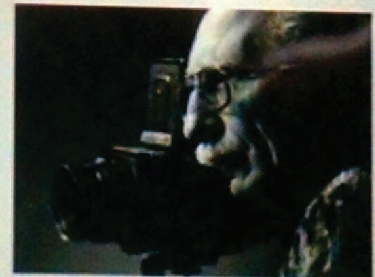


Smile and say "cheese"
it's
Ernst Floeter's
90th Birthday!

You're invited for
CAKE & ICE CREAM
2:00 PM to 5:00 PM
Saturday, August 8, 2015

Immanuel Lutheran Church Hall
517 S. Clinton St., Grand Ledge

If you have a photograph taken by Ernst
(you've had 55 years to get one!)
please bring a photocopy
to display in our Gallery of Floetographs



MOVIES IN THE PARK



Family friendly movies and trivia games. Bring a blanket and your family and friends!

Stop by the Library weekly to enter a movie-theme drawing. Prizes will be awarded during movie nights.



8/7



8/14



8/21



8/28

Proudly sponsored by the Grand Ledge Chamber of Commerce, the City of Grand Ledge and the Grand Ledge Area District Library.

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What's Happening in Grand Ledge

August

- 6 Music in the Park: Unlimited
- 7 Movies in the Park: Paddington
- 13 Music in the Park: Life Support
- 14 Movies in the Park: Willy Wonka's Charlie and the Chocolate Factory
- 20 Music in the Park: Ritmo
- 21 Movies in the Park: Frozen
- 26 Ledges AAA Customer Appreciation and Ribbon Cutting
- 27 Music in the Park: Three Men and a Tenor
- 28 Movies in the Park: Big Hero 6

September

- 7 Labor Day Bridge Walk, Downtown Grand Ledge
- 27 Grand Adventure Race