



Posters go wholesale

The Chamber Board of Directors have decided that one way to get the word out about Harbor Country is to put it on the wall. No, they're not going around with cans of spray paint. Why should they when they have a much classier way to present the message-POSTERS.

Taking stock of their inventory of the Harbor Country Guide cover posters spanning the past seven years, the chamber's Retail Analysis Committee determined it was time to move the stock into the capable hands of the chamber's retail-oriented members. The posters, with a suggested retail price of \$25, have been available to member retailers at just under \$14. Most of the retail sales have been through the Chamber Office, while some sales are attributed to the Chamber's website and e-commerce store at www.harborcountrystore.com.

The committee felt a better price point was needed to help move the posters from inventory into the hands of the

consumer. After some intense discussion over the "real" value of the posters, the Board approved the following pricing and packages:

- 10 each of the 7 poster designs at \$6 each. $6 \times 70 = \$350$
- 5 each of the 7 posters designs at \$7 each. $7 \times 35 = \$210$
- Under 5 posters purchased in full sets of 7 designs at \$8 each.

The Board also stood behind the suggested retail price of \$25, but realized they could not control the final selling price offered by the retailers. The Chamber office and website will still offer the product at \$25.

The posters measure 23" by 27.5" and come as flats (not rolled up). The terms are cash on pick-up, as the chamber does not have a system in place to track time dated sales or make deliveries.

RAC chairman, Marti Arney, felt that the posters do the chamber more good on walls than they do laying flat in the office. "We really feel the best marketing approach is through our retailers," she said. Arney operates Dunes Antique Center in Sawyer.

HCC

Taking the Internet to new heights

David Blum of New Buffalo is hoping to stir up enough interest in the New Buffalo area to set up a wireless Internet facility that could provide high-speed (e.g., DSL, Cable Modem, etc.) mobile broad-band connections to the Internet. The technology provides the ability to connect to the Internet from the workplace, home, boat or park bench. Monthly fees would average between \$70 and \$100 per month.

If you are interested in this type of high speed service please contact Blum at 616-469-6342 or e-mail to: dblum@bai.org.

HCC



THE LODGING ASSOCIATION elected new officers at their February meeting: Jerry Welsh and Russ Bulin, co-treasurers; Robert Kemper, president; Liz Thomas, director; Lisa Werner, vice-president. (Not pictured is John Natsis, director.)



Harbor Country Chamber of Commerce
A. J. Boggio, *President*

- Board of Directors:**
A. J. Boggio, President
Don Jackson, 1st Vice-President
Karen Gear, Treasurer
- Board Members:**
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Margaret Anderson
Michael Hojnacki
Marti Arney
Gary Ramberg
John Nelson
Roger Harvey
Ron Miller
Kathy Snyder



Harbor Country Lodging Association
Robert Kemper, *President*

- Board of Directors:**
Robert Kemper, President
Lisa Werner, Vice-President
Russ Bulin, Co-Treasurer
Jerry Welsh, Co-Treasurer
- Board Members:**
Liz Thomas
John Natsis

Harbor Country Chamber of Commerce and Lodging Association
530 South Whittaker Street, Suite F
New Buffalo, Michigan 49117
616-469-5409; fax 616-469-2257
email: hccc@triton.net
website: www.harborcountry.org

Our future might be underfoot

After nearly twenty years, Kirk Schrader of Lakeside, MI is accustomed to seeing his job description written in stone—as in limestone, concrete and granite. Back in 1984, at the age of 19, Kirk was a struggling newlywed looking to take home a steady paycheck. One day, Kirk's mother just happened to spot a local want ad and suggested he should apply. With resume in hand but no previous experience, he hoped to fill the vacancy left by the previous person who was retiring after 27 years.

Fortunately, his honesty and hard working reputation backed up by solid references helped earn him the job. The hours were regular, the pay was \$8,000 a year with guaranteed benefits and he didn't have to leave Harbor Country.

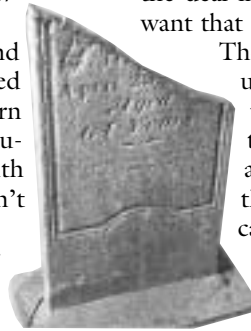
Day one, he showed up for work, assigned to the great outdoors armed only with a shovel. Still on the job today at 37, Mr. Schrader's 'tools-of-the-trade' have bulked up immeasurably. His bosses now furnish him with a high performance gas-powered trimmer plus a deluxe zero-turning radius lawn mower and for those really big jobs, Kirk hauls in the heavy duty stuff: his Dad's black and blue Chevy one-ton dump truck and a humongous, school bus yellow John Deere back hoe weighing in at 13,000 lbs.

For almost half his life, Kirk's home has been his office where he's on call around the clock. It's been over 10 years since he's taken a week long vacation. In this line of work, there is no recession. It's just another day in the life of Chikaming Township's official sexton.

Faithfully executing the traditional responsibilities of his centuries-old occupation, Kirk is in charge of overall grounds

maintenance and grave digging at Lakeside and Riverside cemeteries. In addition to routine mowing and weeding, laying tombstone foundations and general tombstone upkeep, Schrader is also permitted to sell cemetery plots which, according to Kirk, "gets hairy sometimes."

Right after selling a family plot to a man a few years ago, Schrader says he received an angry phone call from the man's brother who wanted Kirk to 'bury' the deal immediately, screaming, "I don't want that S. O. B. next to me!"



The solemn, almost secular duties usually carried out by Kirk and those hired before him can be traced as far back as the middle ages. The sexton was hired by the Church to be the building's caretaker, guard it's sacred contents, ring the bell and sometimes, dig the graves in the churchyard whenever mem-

bers of the faithful were in need of a final resting place for the sweet hereafter. However, no matter how dedicated and vigilant Kirk and his predecessors have been at maintaining the visible reminders of our hometown's dearly departed, tracing the subterranean whereabouts of most of Harbor Country's and Berrien County's earliest pioneers may uncover a more down-to-earth problem.

According to the Berrien County Genealogical Society, as old tombstones deteriorate in Berrien County cemeteries, important parts of the county's history are disappearing. There are more than 100 cemeteries in the county, including Lakeside and Riverside in Chikaming Township, Pine Grove in New Buffalo and Forest Lawn in Three Oaks. A short walking tour with Chikaming's Schrader revealed several tombstones from the early

Harbor Country Connection

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Dealing With Computer Viruses?

Recalling the words of a friend, "Computer viruses should be treated as booby trap 'gifts' from wolves in sheep's clothing!" A more conventional dictionary definition is "A computer virus is a bogus program that invades your computer system, performing illegal activities like deleting files, formatting the hard disk, and corrupting the system." No matter what the definition is, viruses are stealthy, always inconvenient and can be extremely costly to both machines and businesses alike. Does it have to be?

Read on!

Did your computer catch a virus? Where did it come from? How do you remove it? How do you prevent it from happening again? These questions have merit, but properly deal with the latter and the rest go away. Any software you download from the Internet could contain a virus. An email message could carry an attachment file, which contains a virus. The best way to protect you from viruses is to avoid opening unexpected e-mail attachments and downloads from unreliable sources. Resist the urge to double-click everything in your mailbox. Many viruses use their current host's address book as a resource for new victims. Thus, if you get a file attachment and you aren't expecting one, e-mail the person who sent it to you before you open the attachment. Ask them if they meant to send you the file, what it is, and what it should do.

For added safety, you need to install reliable antivirus scan-

ning software and download updates regularly. Major antivirus software vendors, including Symantec, Network Associates, Computer Associates, and Trend Micro, provide regular updates. Some of the vendors also offer a service that will automatically retrieve updates for you from their Web site. Regular updates are essential. Statistics say, approximately 30 percent of small businesses are vulnerable to viruses either because they don't keep their virus-scanning software updated or because they don't install it correctly.

And, do make sure that it checks email attachments. New viruses are created all the time, so it is really worth keeping your copy updated as often as possible - even daily with downloadable updates. As new viruses are developed and discovered, new protections have to be designed. Keep in mind, your chance of catching a virus is 1 in 10 so unless you update, you won't have full protection. The preceding information was derived from independent Internet sources and antivirus software vendors.

**new
members
jan/feb
2002**

*Amethyst Gallery
11 W. Mechanic Street
New Buffalo, MI 49117
616-469-8887
Basia*

*CafÉ' Tuscany
16321 Red Arrow Hwy.
Union Pier, MI 49129
616-469-9094
Maureen Carroll & Dan Griffin*

*CHS Builders, Inc.
202 S. Monroe Street
New Buffalo, MI 49117
800-563-7497
Chris Reed & Tammy*

*Fountainhead Engineering, Ltd.
17-A W. Merchant Street
New Buffalo, MI 49117
616-469-5014
Milan Kluko*

*Gaia Gallery
16220 Lakeshore Road
Union Pier, MI 49129
616-469-6706
Joanne Carlton*

*Harbert Market & Garden Center
13695 Red Arrow Hwy.
Harbert, MI
616-460-3080
Kal & Paula Adelman*

*The Harbor Muse Bookstore
19135 West US 12
New Buffalo, MI 49117
616-586-2212
Dee Sawyer*

*Horsefeathers Restaurant & Market
Red Arrow Hwy. & Three Oaks Rd.
Sawyer, MI 49125
616-426-3237
Andree Priede*

*Hunan Chinese Restaurant
6 E. Buffalo Street
New Buffalo, MI 49117
616-469-5499
Guang Mei Guo*

*Kozy Corner Cottage
10048 Townline Road
Union Pier, MI 49129
616-469-8151
Manuel & Millie Mercado*

*Man Maid
13724 Minnich Road
Sawyer, MI 49125
616-426-6232
Marco C. Alexandera*

*MGR Development
1433 Water Street
New Buffalo, MI 49117
773-847-5515
Robert Martin*

*Mr. Fix It
10227 West US 12
New Buffalo, MI 49117
616-469-5801
Bill Martenson*

*Snooty Fox Cottage
13416 Red Arrow Hwy.
Harbert, MI 49115
800-382-0836
Laru Chapman & Tanya Ryskind*

*The Stray Dog Bar & Grill
203 W. Buffalo Street
New Buffalo, MI 49117
616-469-2727
Leslie Daniels*

*Vida Mac Design
321 E. Buffalo Street
New Buffalo, MI 49117
616-469-6135
Vida Kluko*

*Von Der Heide Architects, Inc.
10 E. Center Street
Douglas, MI 49406
616-857-8035
Mark Von Der Heide*

UNDERFOOT From Page 2

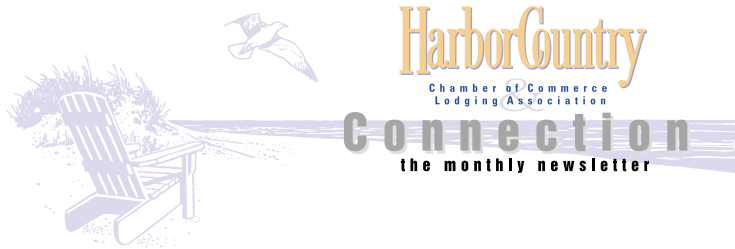
1800s that, were either too worn to read, had fallen over or were cracked and broken. In some cases, grave sites had no headstone whatsoever with only fragmented limestone foundations left behind. Unfortunately, the majority of stones in the worst condition mark some of the county's forefathers who died before the state began requiring birth registration in the 1850s and 1860s. Civil War and other 19th century war veterans were laid to rest here in Harbor Country and if the necessary repairs to their tombstones aren't taken along with regular upkeep, much of our community's history will vanish forever.

In an attempt to restore some of Harbor Country's and Berrien County's past while perhaps simultaneously preserving their future, the Genealogical Society will be holding an all-day workshop on Cemetery Restoration and Preservation at the Berrien County Historical Association in Berrien Springs starting at 10 a.m. March 16. The workshop will demonstrate how to repair stones and how to properly stand up stones that have fallen. Persons wanting more information or who want a registration form should call the Genealogical Society at 616-429-6335 or send and E-mail to: bcgensoc@qtm.net

Lodging to share ad plans with Chamber

The Harbor Country Lodging Association has recently announced that it provide notice to the Chamber membership, via the Connection, of opportunities for cooperative advertising campaigns they have planned. The hope is that other Harbor Country businesses, along with the lodging establishments, can result in a greater presence and "brand" recognition for the area.

They will simply share the information required for you, as the advertiser, to make a decision and contact the target publication.



BULK RATE
U.S. POSTAGE
PAID
UNION PIER, MI
49129
PERMIT NO. 7

530 south whittaker street, suite f, new buffalo, mi 49117

want
posters?

crumbings
underfoot

computer
bugs



BEST WESTERN hospitality was offered by Alex Ott, Tom Hilton, Mimi Wold, managing partner Alberto Delgado, and Alison Gillings to members of the Chamber and Lodging Association at a February 21 Mixer with a Twist of Business. A strong membership turnout, despite icy roads, demonstrated to the New Buffalo hotel operators that hospitality is a two-way street in Harbor Country.

d o i t

MARCH 16- TOBA Annual Auction at Three Oaks Elementary School. Doors open at 9 a.m. starting with Silent Auction. Oral auction begins at 10 a.m.

MARCH 18- Cooperative Tourism Conference, 8 a.m. to 3 p.m., Lake Michigan College Mendel Center, \$20 Call SWMichigan Tourist Council, 616-925-6301

MARCH 20- Spring begins!!

MARCH 28- Passover begins

MARCH 29- Good Friday

MARCH 31- Easter Sunday

APRIL 7- Daylight Savings Time starts

APRIL 19- Guide distribution begins

APRIL 26-28- Ninth Annual Art Attack.

An eclectic celebration of "all that is art" throughout Harbor Country. Area galleries, inns, antique and specialty shops join to present art workshops, lectures, demonstrations, artists' receptions and entertainment.

MAY 3-5- Blossomtime Festival and Carnival, St. Joseph. Celebrate spring with blossoming trees and the culmination of area queen pageants.