



Connection

the monthly newsletter

Art Attack still strong in its 12th year

CHAMBER BULLETIN BOARD

GUIDE UNVEILING

It's always beautiful and there's nothing that says this year's guide is going to come up short in that department. If you want to be the first on your block to see it, you have to come to the "unveiling" at Hannah's Restaurant, New Buffalo.

Guide co-chair Chuck Garasic says that this is something you just don't want to miss. "The guide's the number one thing, but it's also a lot a fun," he said at the recent Chamber Media Fair.

The party starts at 6 p.m. on Thursday, April 21. Any guesses on this year's cover artist?

FYI HAS ANSWERS

The Membership Committee is sponsoring an FYI Seminar on Wed., May 4 starting at 5 p.m. at the Harbor Grand Hotel. Gary Gillings of Light Harbor Realty will present recent developments that are shaping the face of New Buffalo. Stephen Antisdell, founder of the industry dominant online home furnishing site will present proven methods for choosing the right business technology. \$5 members advance purchase/\$10 at the door. Purchase tickets at 269-469-5409.

This year makes it a dozen for Art Attack. Now, it can truly be said that "all that is art" is coming of age. What started out as a casual way to get people moving from shop to shop in the early spring has become the hallmark of the beginning of the season for the Harbor Country area. It is now a great red circle on our calendars to signify it as something not to be missed. Still prepubescent, we watch with eagerness as to how it will grow and develop.

Art Attack is coming to Harbor Country. Circle your calendars for April 22, 23 and 24. Take the time off. Hire a baby sitter. Make a day of it. Make a weekend of it! Now in its 12th year, this annual eclectic, interactive celebration of "all that is art" is ready to showcase the new works of national, regional and local artists.

An extensive program outlines the three-day event that will feature gallery openings and receptions, artist workshops, artist demonstrations, interactive exhibitions, open houses and fun with art, music and food. Your personal copy of the program can be easily obtained at www.harborcountry.org/artattack. The program is also available throughout the eight Southwest Michigan communities that officially comprise Harbor Country: Michiana, Grand Beach, New Buffalo, Three Oaks, Union Pier, Lakeside, Harbert, and Sawyer.

Without fanfare, the events quietly start on Friday, build to an artistic frenzy of artist receptions and open houses on Saturday evening, and culminate with the fun and surprise offered by a Murder Mystery Dinner at Hannah's Restaurant on Sunday evening.

The work of area schools will be featured as part of this year's exhibits. Student work from New Buffalo Area Schools will be on exhibit at select New Buffalo businesses. High School stu-

dents from River Valley High School will have a special exhibit of their work at The Scarlet Macaw in Sawyer. Their exhibition starts with an artist reception on Saturday, April 23 from 3 to 7 p.m. EST.

Jewelry making and new designs will be featured at Vivian's, Catherine & Company, Amethyst, and Whittaker House in New Buffalo. African jewelry will be featured at Patty's Picks and a trunk show will be held at The Gallery at the Gordon Beach Inn, both in Union Pier.

Photography will be highlighted at Patty's Picks and Local Color Gallery in Union Pier, Country Mates, Block Fine Arts and the Roger Harvey Art Gallery in New Buffalo.

A wide range of artistic expression can be found in the blended presentations of many media at WOW Art Gallery, Courtyard Gallery, and Michigan Thyme in New Buffalo, Acorn Gallery, Gintaras Resort, and Local Color Gallery in Union Pier. Also at the Lakeside Gallery in Lakeside, Jill Underhill Gallery in Harbert, and Zieve Studios, Studio B Fine Arts and Fabulous Finds, Dawning Art the Gift in Three Oaks.

Singular exhibits will include Stefani Bay at Whittaker House, Angela

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l e a d e r s h i p



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**Harbor Country®
Chamber of Commerce**
530 South Whittaker Street, Suite F
New Buffalo, Michigan 49117
269-469-5409; fax 269-469-2257
email: sue@harborcountry.org
website: www.harborcountry.org

i n s i d e y o u r c h a m b e r

All's fair with media shopping day

By Michael Hojnacki, Immediate Past Chamber President

Since Karen is sitting on the beach in the Grand Caymans for a well-deserved vacation as we go to press, I have the honor of expounding, once again, on the virtues of being a Chamber member.

For years, we heard the call from some of our 450 members, "Do something for us! Do more for us!" Well friends, we did just that on March 31 with our first annual Media Fair held at the Harbor Grand Hotel. We had 20 participants representing regional print, radio, television media, area printers, designers and outdoor media who set up shop for the four-hour program. About 50 businesses attended-- some chamber members; some newbies.

If you missed it, you lost an opportunity to do all your advertising and marketing shopping in one day. I'd say nobody was signing on the dotted line at the fair, but they sure walked away with a lot of information that they can use to make educated decisions that will allow their dollar to go further than their competitor's dollar.

You also missed the opportunity to expand your marketing horizons. Have you reached out and met your customers with billboards, radio or even television. We see and hear these media all the time, but for some reason Harbor Country isn't reflected in most of them.

Take television for example: Most people think that buying a television spot rivals the 30-second cost of a Super Bowl commercial. Yet, WSBT-TV was saying that a morning news spot cost around \$70. That's not bad when you want to reach an audience from St. Joe/Benton Harbor all the way to the land of Goshen in the southeastern area way beyond South Bend. Sure you're not buying one spot, and there are some

production costs, but just think of the reach. The Chamber is considering a co-op 30 second spot. Let me know if you're interested (we need 3-4 other buesinesses).

We're also looking at some co-op radio spots in the South Bend market on Sunny 101.5 FM. This popular station is one of the favorites of the office worker bees in this nearby Hoosier hub. Maybe we can spin some Harbor Country charm that drives them here for weekend day trips and overnights.

Your Chamber will spend \$10,000 directly on marketing the area and its events to our nearby collar markets this year. An additional \$5,000 is earmarked for localized, Chamber-specific marketing. Once again, you wanted us to do something, and now we're doing it.

On May 4, the Membership Committee is hosting an FYI Seminar at the Harbor Grand. For those out of the loop, Gary Gillings of Light Harbor Realty will explain the new vision planned for New Buffalo. This city has developed by leaps and bounds in just one year. And it's not over yet. See what's coming up.

Also Stephen Antisdell, the founder and CEO of furniturefind.com, (once known as Bookouts in Niles) will be presenting his insights and proven methods for choosing the right technology for your business. He'll also share techniques such as the 7-step decision matrix and hands-on analysis. This alone would be worth twice the admission. (See Chamber Bulletin Board page 1.)

The Media Fair was a success. I think the FYI Seminar is going to be a hot ticket. We're moving the ball, now it's up to the chamber membership to keep it rolling.

Harbor Country®
Connection
Harbor Country Connection is published quarterly by the Harbor Country Chamber of Commerce, 530 South Whittaker Street, Suite F, New Buffalo, Michigan 49117 and is distributed to its membership through the U.S. Postal Service. Additional copies are available at the office. DEADLINE for all editorial matter is Dec. 31, March 31, June 30, Sept. 30 for publication in the following issue. COPY may be sent via fax, e-mail, or regular mail to:

Artistic Energy Group, Inc.
P.O. Box 6, Three Oaks, MI 49128
Fax: 269-756-9071 • Voice: 269-756-9070
email - artenergy@triton.net
Michael & Marisue Hojnacki, Editors

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Your new member number is key

We have recently completed the 2nd phase of the Chamber's web site upgrade, which includes an automatic Member Number assignment system. Each Chamber Member will be assigned a unique number which will be used for future benefit programs. For the time being, the Member Number (ID) can be used by members to log in to the new Member Login area on the Chamber's site. The web address for this login area is: www.harborcountry.org/login

In this restricted area, members can access a number of Chamber documents such as, the Chamber Event Calendar, Chamber By-Laws, Policies, Benefit

Programs, Reports, Application Forms, Site Statistics and more.

Additionally, the login area will be the online authorization point for members to post their own Hot Deals.

Future uses for the new Membership Number are in the planning process. Such ideas as a Member Discount program is being considered. Modeled after other Chambers of Commerce with similar programs, the member discount program would be designed for members who wish to offer discounts on products or services to other members who also participate in the program. This program would revolve around

the Member Number, as the verification point for others who participate. This offers a unique opportunity for members to network with one another, and get discounts that would not normally be available to the non-member public.

If you have not yet received your new Chamber Member Number, please be patient. We are finalizing the roster of over 500 members, and you should soon receive a card in the mail with this new number. When you receive this card, be sure to keep it in a handy place, such as your wallet, for quick access when you log on, or presenting it for member programs.

Find Provence in Harbor Country

During a six-week stretch of summer, between July 7 and August 21, Harbor Country and Northwest Indiana will be transformed into a reflection of the Provence Region of France. "Find Provence Here!" is a celebration of art, culture and the good life in a program developed by Purdue North Central.

Members of the Harbor Country Chamber of Commerce are invited to participate in this celebration. Merchants, bed & breakfasts and restaurants can join the program by providing special features that fit the Provence theme. There are no fees and the involvement can last as long as you

wish during the six weeks.

A calendar of events is available at the PNC website at www.pnc.edu/provence. When you contact PNC, you'll be asked to supply your event information so that it can be listed on their site as well as in press releases.

There are a few rules to follow. PNC and the Provence Partners ask that you use their logos in your publicity and/or ads. Although daily goings-on during Provence will be publicized, successful events are successful because participants also do their own publicity

You are asked to use their logos for

use in publications and ads that promote your individual events. A link to a variety of logos is www.pnc.edu/provence/#logos. The logos are in color and black and white, in tifs and jpegs of different sizes and styles, which they merely ask you to choose from, and use in your publicity - flyers, newsletters, and of course, in your ads.

"I hope this makes using the logos easy," says event coordinator Judy Jacobi. "Some are more easily used for ads, other for publications. If you have problems or questions, call or email Karen Prescott after April 6 at 219-785-5280 kprescott@pnc.edu."

There is also an event submission form on the website (online form or pdf version to print out and mail / fax).

"Please submit your simple participant form," explains Jacobi. "Without descriptions, dates and times of your events, we have no way of including your information on the growing website, which will be referred to by other media and even a billboard. Even if you're already on the event list, we still need a sign up sheet. Call 219-785-5593 if you need help with your description or email me jjacobi@pnc.edu. I have already received word from local media that they want to publicize individual events within the overall roll-out and that's in the coming weeks!"

"This is a great opportunity to tie into a neighbor's promotion," adds Chamber Vice President Diane Botica. "It was clear from a presentation to the Chamber Board of Directors that they would like participation from this area and hope to see area businesses respond with something 'French.' To this end the promoters surely say thank you or should that be merci?" Deadline to get involved is May 15.

Sponsors for the event include The News-Dispatch, The Lubeznik Center for the Arts, and NIPSCO.

ART ATTACK from page 1

Reichert, Rick Ott and Ralph Behrendt, and Steve Cambronne at WOW Art Gallery, Alex Fatouros and Elaine Thomopolous at 105 East Internet Cafe, and Steve Rubinkam at his studio, all in New Buffalo.

Catherine Doll will display her latest work at her studio, and Nifodora Krumrie will show her recent work at The Scarlet Macaw, both in downtown Sawyer.

Cynthia Hicks will present her jewelry at The Gallery at the Gordon Beach Inn. Pat and Tim Rodeghier will present their new landscapes at The Plum Tree. Landscape artist Harriet Christakos will be at Patty's Picks, and Deborah Hoover and Bonnie Labovitz will show their watercolors at Local Color Gallery, all in Union Pier.

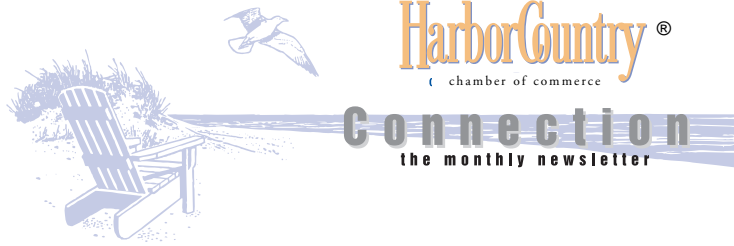
Natalie Mooney will present her affirmative art along with affordable wines offered by host Brewster's Italian Cafe in New Buffalo. Nationally recognized watercolorist James McComb will offer a demonstration at his studio in

Union Pier. James Bolek and Nannette Dombkowski will be featured at Amethyst in New Buffalo. Photographer Ben Golden and Fritz Olsen will be featured at the Fritz Olsen Sculpture Studio in Sawyer.

Looking for a bargain! Consider the Affordable Art Yard Sale being held at Sandpiper Inn on the lake in Union Pier. Here you'll find affordable pre-owned art that you can use to fill an empty corner, embarrass your friends, or lose the art and just keep the frame.

On a musical note, The Lake Michigan Youth Orchestra will perform at the New Buffalo Performing Arts Center on Sunday at 3 p.m. And you can enjoy dulcimer music from 4-6 Sunday at The Gallery at the Gordon Beach Inn in Union Pier.

It is said that art is in the eye of the beholder. Art Attack is a high-powered event that pokes you in the eye with the cutting edge of all that is art. The nicest thing about it— it doesn't hurt, but it certainly makes you take notice.



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300 East Ash St, Three Oaks MI 49128

Cabin Fever Company
Jan Gildo
13650 Red Arrow Highway Harbert MI

Camp Buffalo Cottages, LLC
Bill McCollum
164 North Milwaukee Ave Chicago IL

Chemical Bank Shoreline
Nancy Adams
Joanne Burns-Achtman
6 W. Bufalo Street, New Buffalo MI 49117

Dunescape Villas
Bill McLinden
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Buchannan MI 49107

Harbert Swedish Bakery
Vivian May
PO Box 88, Harbert MI 49115

Harbor Country Charters
Robert Murgas
501 North Whittaker St Unit #18 New
Buffalo MI 49117

Holistic Alternatives, Inc
Karen McGill, N.D.
535 South Norton Street
New Buffalo MI 49117

House Calls of Harbor Country Mario
Zarantenello
PO Box 651, Lakeside MI 49116

Judith Racht Gallery
Johanna Humbert
13707 Prairie Rd., Harbert MI 49115

Lakefront Supportive Housing
Maria Onesto
247 South State Street
Suite # 810, Chicago IL 60604

Mark Scott Homes
Mark Scott
15645 Embers Drive
South Bend IN 46545

Studio B
Bridget Verdun
114 North Elm St., Three Oaks MI 49128

Meadowlark Cottage
John Sorgatz
Oak Park Carriage Co.
4339 N. Greenview
Chicago IL 60613-1222

New Buffalo Community Partnership
David Blum
PO Box 156
New Buffalo MI 49117

Patricia Capt Carpenter, Attorney
Patricia Carpenter
PO Box 118
New Buffalo MI 49117-0118

Sit & Knit, A Yarn Cafe, Inc.
Kim Olesker
27 South Whittaker St.
New Buffalo MI 49117

Soe Cafe
Ken Featherston
12868 Red Arrow Highway
Sawyer MI 49125

Southwest Michigan Symphony
Orchestra
Leon DeLorme
513 Ship St., St. Joseph MI 49085

St. Anthony Hospice
Tricia Poort
2424 Franklin Street
Michigan City IN 46360

The Gallery At The Gordon Beach Inn
Craig Smith
16220 Lakeshore Road
Union Pier MI 49129

The Loft
Sara Myers
2123 West Agatite Ave
Chicago IL 60625

The Talon Group
Gina Strauch
211 East Buffalo Street
New Buffalo MI 49117

Three Oaks Lions Club
Louis Przybylinski
PO Box 231
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Vineyard Lofts
Richard Kochanny
13595 Red Arrow Highway
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19601 West US 12, New Buffalo MI 49117

Wake Robin Way
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1100 North Lake Shore Drive #9-C
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