

may, 2004  
vol. 8, no. 3



HarborCountry®

Chamber of Commerce  
&  
Lodging Association

Connection  
the monthly newsletter



## Guide surpasses century mark

The 2004 Harbor Country Guide is out there doing what guides are planned to do-- helping visitors

make buying decision. Though every year we say the guide can't get much better, this one has already made an impression by

breaking the 100-page mark at 106 pages total.

This little heavyweight also comes out swinging with its contemporary cover by artist Angela Reichert. The guide has generally reflected traditional beach scenes originally executed in oils or watercolor. Reichert's assembled image utilized vibrant colors and "touch me" textures that the guide committee found irresistible. Though a number of paintings made their way to the final elimination, Reichert's entry held firm. (The Maravich painting on pages 4 and 5 of the Guide was an early favorite for the cover.)

Reichert, a partner in the WOW Art Gallery in New Buffalo, also created a series of section headings in a similar style to the cover. Signed editions of the guide cover poster are available through the Chamber or WOW Art Gallery at \$75. Unsigned 2004 posters sell for \$25. Posters from previous years are also available at \$10 each. Ask Sue or Patty about wholesale prices.

Content this year was refreshed by the efforts of Michael and Marisue Hojnacki of Artistic Energy Group, Inc. They spent hours trying to reconnect with each individual business listed with editorial matter. "We had hoped to reach everyone, but we know a few couldn't be reached or did not return our calls," said content organizer Marisue Hojnacki. "In those particular cases we ran what was included in the guide last year."

The overall design of the guide comes from the creative talent of Tim Rogers of Fusion Design Group. Some of the changes include a new layout for body copy and a new way to handle some of the photographic images with pictures in pictures. "Putting the guide together is just like



**SIGN HERE-** Guide 2004 cover artist Angela Reichert signs a limited edition of posters for area collectors. Signed and unsigned copies are available at the Chamber Office and WOW Art Gallery. Reichert's art was unveiled at the release of the Guide just prior to Art Attack in April. Guides are available by pick-up only at the Chamber office. Call Sue at 469-5409 to be sure there is enough stock on hand to meet your needs.

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## Finding Common Ground

By Michael Hojnacki, Chamber President

Cinco de Mayo will never be the same. On May 5, one month after the Chamber took a stance against business licensing and rental control by New Buffalo Township, the matter was dropped. There will be no business licensing and there will be no rental inspections and fees per unit as was presented in documents given to the Chamber board and other key business people within the township.

What happened on May 5 was democracy in action. Concerned business leaders filled the room. Telephone calls were made to everyone that might have had an interest in these ordinances. Word of mouth prior to the event was hot and heavy. Conversations among the key players formed last minute allegiances and a newfound understanding for the issues at hand.

A turn of events that eased the favor to the Chamber side was the resignation of Clerk Judy Zabicki. The resignation wasn't tendered because of this particular issue, but its timeliness just before the discussion of the ordinance took a key proponent of the licensing out of the picture.

Trustee Juanita Braden, however, admitted that she was the instigator in the process of licensing businesses and rental properties. The problem was a matter of miscommunication. She felt that it was a matter of jumping the gun with the wrong information distributed.

Braden explained that the proposed ordinances were boilerplate suggestions from the Michigan Township Association website. They were being reviewed to see if they could be tailored for township use.

"They were draft proposals and not

ready for public viewing," she said.

Well the public was made aware of what they were looking at and immediately did not like the direction they saw. A poll in the April edition of the Connection received a 4.2% response. In marketing, a 2% response from an unsolicited poll would have been excellent. It was evident this was something that wasn't wanted.

Pointing herself on a corrective mission, Braden explained that the reason behind reviewing those draft ordinances was to find a mechanism to promote fire safety and safe fire fighting techniques.

Braden explained, "After the fire at Timothy's Restaurant, and averting what could have been a major tragedy, I felt there was a need for more information about our businesses such as what chemicals are stored on premise, or what doors might be blocked by inventory, or what potential hazards exist for the public and our firefighters."

That quest seemed reasonable. Business people in the audience felt that a simple request like that could be promoted in such a way to garner the cooperation of local business establishments.

Under the leadership of Myron Warsaw, co-chair of the Fire Administrative Board of New Buffalo Township, a committee of residents and business people was established in order to determine the next steps in facilitating this request.

It was done without changing the rules or making new ones. It was done in the spirit of community involvement rather than building higher walls between business and government. It was done because we found common ground based in simple conversation.

### Harbor Country® Connection

Harbor Country Connection is published once a month by the Harbor Country Chamber of Commerce and the Harbor Country Lodging Association, 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 the 20th of each month for publication in the following month's issue. COPY may be sent via fax, e-mail, or regular mail to:

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## FREE ADVERTISING: A Member Benefit

[This is a reprint of the December 2002 Internet Forum for the benefit of the many new members who have recently joined the Chamber.]

In case you've missed previous promotions, maybe the above headline will grab your attention. The Chamber is posting free bi-weekly Hot Deals to its web site as a benefit to its membership. Take advantage of this great opportunity to have your special offers, discounts or Hot Deals displayed on the World Wide Web. You don't even have to own a web site or have access to the Internet. Just submit the following information to the Chamber office by fax: 269-469-2257, or email [sue@harborcountry.org](mailto:sue@harborcountry.org):

Your Business Name  
City Name  
40 word (max) of text describing  
your special offer/Hot Deal  
Phone  
Email (if applicable)  
Web Site Address (if applicable)

In the face of a slow economy and slow tourism season, the Chamber is actively marketing this special promotion, resulting in very high visitor traffic to the Hot Deals page. This is your opportunity to promote your business products or services at no cost to you, a benefit only available to in-area Chamber members in good standing. All postings run for two weeks and are purged and renewed on the 1st and 3rd Sunday of each month.

Continuing Hot Deals must be resubmitted by the 1st and 3rd Friday of each month. This is necessary to avoid stale content accumulating on the web page.

If you have access to the web you can find the current Hot Deals listings at:

[www.harborcountry.org/hotdeals](http://www.harborcountry.org/hotdeals)

Ad copy policies and guidelines are listed at:

[www.harborcountry.org/hotdealspolicy](http://www.harborcountry.org/hotdealspolicy)

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Hot Deals deadline dates are posted at:

[www.harborcountry.org/calendar](http://www.harborcountry.org/calendar)

### GUIDE from page 1

assembling a big puzzle," Rogers said during the unveiling party held at Miller's Country House.

Helping to keep the puzzle-making process on track were Guide Committee chairs: Chuck Garasic, Liz Thomas and Trisha Miller. Lending their support were committee members A.J. Boggio, Diane Botica, Sue Harsch, Janet Hayes, Dani Lane, Patty Prino, Patti Toussaint, Tim Rogers, Michael Hojnacki and Marisue Hojnacki.

Your share of the 75,000 printed pieces is available for pick-up at the Chamber Office. Call the office at 269-469-5409 to be sure a supply is on hand. They go fast!

**Arbor Financial**  
**Terry Waigand**  
**17656 West U.S. 12**  
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**Do you know a business  
that should be a member?  
Our handy member kits are  
available at most banks, realtors,  
and the Chamber Office.  
Call Sue Harsch at 469-5409 and she can  
mail an application at your suggestion.**

**new  
members  
March/April  
2004**

### WIRELESS from page 4

leader in wireless communication in over 130 countries. The radio signals are made secure by an encryption frequency that "hops" every few seconds. The customer is always in sync, but an intruder can never lock onto a single frequency.

The system can open a whole new level of work output for most offices. There is no limit to the number of users per office. If you're connected at 756K, all your users are as well.

Though Blossom prefers not to sell the service with traditional tags, he does suggest that the slower connection is more beneficial to a household, while the other speeds are better for business. "At 756K, most small businesses will have more than enough speed for their normal work and even be able to host

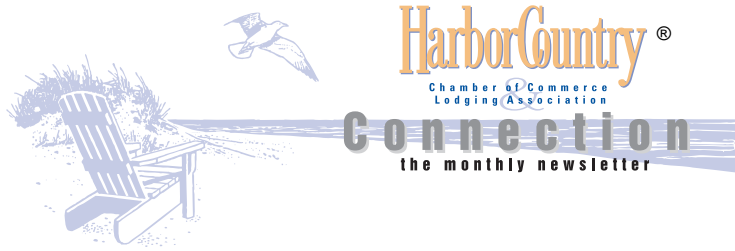
their own web page," he said. The highest connection is similar to being connected by a T-1 and can handle most of the technology thrown at it by a web-savvy company. It's the connection of choice, especially if your company depends on e-commerce.

Three Oaks looks at the service as a boon to increased business development. Karen Gear, chair of the Industrial Park Advisory Committee for the township, said that the high speed connection is second only to water and sewer in creating a desirable business atmosphere for the planned industrial park at Schwark Road and U.S. 12. The proposed park has a clear line of sight to the water tower antenna.

Blossom is still developing his business. He currently has 10 subscribers and is on target to reach his goal of 50

in the early stages of his business development. He has also started conversations with officials in Chikaming Township with the hopes of installing an antenna there. That market could include many second homeowners who could extend their weekends to include a couple of days of business online. That in turn feeds the economy through restaurant visits, service demands and retail needs.

Contact Blossom online at [www.harborcountrywireless.com](http://www.harborcountrywireless.com) or toll free at 888-293-4253. Blossom noted that there are other land line services out there, either being planned or in the works. He suggested contacting your local telephone provider to see what might be available. However, he knows what his stuff can do. It's a system that can grow with your company.



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## High speed wireless available in Three Oaks

**D**o you want to put a little zing in your internet thing? You got to go high speed. In lieu of cable, dsl and fast land line connections, the best way to get up to speed is with a wireless connection. Harbor Country Wireless, operated by Bill Blossom and partners in conjunction with Cyberlink International, is up and running in the Village of Three Oaks.

If you crave the need for speed and your home or business is in the line of sight of the village water tower you can be up and running faster than the blink of an eye. You must be within a five mile radius of Three Oaks. It's best if you have little or no trees between you and the antenna.

Blossom explained that the basic installation of a radio, router and antenna is \$150. The antenna is pointed to the tower's antenna which in turns sends a signal to South Bend. After that the customer selects the speed at which they would like to connect: 384 Kb/s for \$39.95 per month; 512 Kb/s for \$59.95; 756 Kb/s for \$89.95; and 1.2 million Kb/s for \$139.95.

"After 300 Kb/s everything is fast," said Blossom referring to the dinosaur speeds most of us utilize via our land line connections at 56 Kb/s. He said with the wireless connection uploads are just about as fast as downloads.

Vickers Engineering in Three Oaks was one of the first to go high speed wireless with its 25-person PC network. The village hall is connected and so is Harbor Country Insurance.

"The cost of the land lines was killing us," said insurance agency partner Jason Heckathorn. "The wireless system is always there. We're not getting bumped off and the speed is lightning fast."

Blossom likes to remind people that this is not a satellite transmission but a radio signal. "You're not at the mercy of something orbiting hundreds of miles out in space. Your radio transmits to our receiver in Three Oaks and then that signal is transmitted to South Bend."

Harbor Country Wireless uses only the best radio equipment available. Their radio equipment is manufactured by Alvarian and they are the market

See **WIRELESS** page 3

## May/June

### MARK YOUR CALENDARS:

**MAY 24-** Noon, Harbor Country Chamber of Commerce Board of Directors meeting at Cafe Gulistan, Harbert.

**MAY 27-31** St. Mary of the Lake Festival, New Buffalo. Carnival, food booths and raffle raises funds for local Catholic school.

**JUNE 10-13-** Three Oaks Flag Day Celebration. Features many community, family-oriented events. Sunday is the Nation's largest Flag Day Parade.

**JUNE 12-** Music Variety at Dunes Summer Theatre.

**JUNE 12-** Music in the Park at Dewey Cannon Park featuring the South Shore Concert Band at 7 pm.

UPDATES AT [www.harborcountry.org/calendar](http://www.harborcountry.org/calendar)