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HarborCountry®
Chamber of Commerce
Lodging Association

Connection the monthly newsletter

Michigan Coastal Cleanup: Another Reason to Head to the Beach

On Saturday, September 21, from 9 a.m. to noon, thousands of volunteers from Michigan will flock to shoreline areas to participate in the largest coastal cleanup in the world! The event brings individuals, friends, and communities together to keep shorelines clean and also to spread awareness about the problems and solutions of beach litter.

Since 1991 the Lake Michigan Federation has organized the cleanup in Illinois and Michigan. During the 2001 cleanup, 2,600 volunteers participated and removed over 8,000 pounds of trash from 250 miles of shoreline in Michigan. (In Michigan, the program is supported with funding from the Michigan Department of Environmental Quality Coastal Management Program.) Cleanups are also conducted underwater by divers as part of Project AWARE, (Aquatic World Awareness, Responsibility, and Education), and along inland lakes and streams by river and lake groups. Part of an international event coordinated by the Ocean Conservancy in Washington, D.C., the cleanup enables thousands of volunteers to play a hands-on role in protecting Lake Michigan and its surrounding areas. Information gathered from the cleanups is used in pollution prevention and education efforts in the region and around the world.

Many schools incorporate the cleanup into their curriculum. "This type of hands-on approach to learning is strongly supported by the Federation," according to Federation staff and Michigan Coastal Cleanup Coordinator Jamie Morton. "It encourages good stewardship practices in our youth while also providing math and science lessons." Schools that participate conduct their cleanup during school hours. Many make the cleanup a daylong event, have a picnic lunch, and arrange other outdoor activities.

Although the cleanup seems like "waves" away right now, it will be here before we know it! The Federation invites all lake lovers to help with the cleanup the day of the event by distributing materials at selected locations and removing litter from our shorelines. Please contact Jamie Morton, Michigan Coastal Cleanup Coordinator, toll-free at 1-866-850-0745 or jmorton@lakemichigan.org.

The Lake Michigan Federation works to restore fish and wildlife habitat, conserve land and water, and eliminate pollution in the watershed of America's largest lake. These are achieved through education, research, law, science, economics, and strategic partnerships.

Michigan Top Ten Beach Trash Items in 2001

Ranking	Item	Total Items Removed
1	Cigarette filters	60,025
2	Bags/wrappers	14,359
3	Caps/lids	9,731
4	Straws/stirrers	6,274
5	Balloons	5,407
6	Cigar tips	3,407
7	Cups/plates/forks/knives/spoons	3,279
8	Beverage bottles (glass)	2,567
9	Beverage bottles (plastic)	2,112
10	Plastic sheeting/tarps	1,385

Submitted by Jamie Morton, Michigan Coastal Coordinator





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Rx For That Run Down Economic Feeling: "Take plenty of Negative Ions and Call Me In The Morning"

Cutting corners definitely pays off. Just ask Vera Marie Kostelnik of Merrillville, IN, a successful business consultant to hospitals, accountants, attorneys and retailers. For nearly the past 20 years, Ms. Kostelnik, has been an avid practitioner of the art of feng shui (pronounced fung shway), the ancient Chinese practice that seeks harmony between people and living spaces.

Amidst the daily angst hovering over Wall Street and general uneasiness throughout the business world, Kostelnik suggests a healthy dose of 5000 yr. old medicine might be just the tonic for an economic hangover.

Feng shui helps maximize the flow of chi, or energy. Vera Marie claims, "It does work. It's kind of like magic." She points out that proper placement in one's surroundings can be as simple as moving a chair or putting in a window or hanging a curtain. Energy, like air, needs to flow properly through our homes or offices. What may sound more like spaced out thinking rather than thinking about spaces, feng shui's nontraditional, Far Eastern methods have successfully managed to convince some of America's corporate "bottom line" believers.

According to Kostelnik,

businesses nationwide, such as hospitals, banks and major tourism resorts have all hired feng shui masters or consultants who advise them on how to better balance their surroundings, which in turn, should help to balance their books. Even corporate giant, Donald Trump, currently employs a feng shui consultant on his payroll.

Although, her budget doesn't quite measure up to "The Donald's," Bettyann Rovner, of the Pumpernickel Inn and Gallery in Union Pier, MI, employs the principles of feng shui in her daily life and in her business. Since opening her art gallery this spring, Rovner has tried to apply the proper balance where needed. She hung tiny mirrors where walls came together to help energy flow better. To the feng shui-savvy, rounded corners are preferable. Sharp angles are considered poison arrows, which emit negative energy.

Fortunately, for Rovner and the rest of Harbor Country, our best resource for producing negative ions—which are actually positive—is Lake Michigan. Positive ions—which are negative—come from sources like fluorescent lighting or high tension wires. Water represents balance, harmony, peacefulness and wealth. The constant pattern of waves lapping onto the shore creates a natural feeling of being

See POSITIONS page 3

Harbor Country® Connection

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Harbor Country® is a 'brand name' destination

A recent review of the Chamber's site traffic statistics revealed an interesting trend when comparing June 2001 to June 2002. Last year, on the search engine Google (which now sends us the most traffic of all search engines) at least half of that traffic was from visitors searching on three main topics, Warren Dunes, Harbor Country, and Lake Michigan Beaches, and in that order of priority. (The other half of Google's traffic came from searches on other relevant terms like Southwest Michigan, Berrien County, Michigan vacations, New Buffalo, Union Pier, Sawyer, Three Oaks, etc.)

With patience, determination, and continuous promotional funding from the Harbor Country Lodging Association, our little corner of the world is now becoming a 'Brand Name' destination. This is confirmed by Google's June 2002 statistics where visitors are now searching on the words 'Harbor Country' in higher numbers over Warren Dunes and Michigan Beaches. This means that a growing

number of Internet surfers are seeking us out By Name.

This may not seem like a big deal to some of us who have taken for granted that Harbor Country is already popular among Chicagoans and Hoosiers, but statistically speaking, until this year the majority of Internet visitors were finding us by accident, stumbling into our site through a referral link, or 'discovered' us while searching for Warren Dunes or places near Michigan Beaches.

The Chamber's timely registration of the servicemark with the US Patent & Trademark Office (USPTO) will now inform the public of the Chamber's rights to the name. As we move forward with new marketing and advertising bearing the Harbor Country® servicemark, those who seek us out will have confirmation that they have found the real McCoy, a brand name destination. Unique, authentic, genuine - words that have been consistent with the Harbor Country legacy.

POSITIONS from page 2

refreshed. Being by a lake or fountain will produce a calming effect.

However, where the water flows presents a different challenge. Bathroom drains and toilets must be covered (Lids down guys!) to prevent wealth from flushing away. Kostelnik also recommends keeping your office or home organized and avoid clutter. Clutter traps energy. Rearranging furniture or unloading unwanted possessions may produce all that is needed to help shift energy in a positive direction. She believes having good fung shui during difficult times will provide correct chi which helps "things go smoother."

Kostelnik also passes her knowledge onto students who enroll in her fung shui classes. After accepting some of the basic principles of feng shui, even skeptics who dismiss this old Chinese blueprint for a well-balanced life, start to feel better in about a week. So this August, while we're busy bouncing off the walls, don't forget to pay attention to the space in between them and above all, remember to go with the flow.

E-mail your comments to: president@harborcountry.org

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Sign up for PET Golf Outing

The 2002 Pet Golf Outing will be held Wednesday, September 18, 2002 at Lost Dunes Golf Club in Bridgman, Michigan. This will be a two person scramble. The cost is \$175.00 per person up to August 30, 2002, after that date the cost is \$200.00 per person. To make reservations please call Sue or Patti at the Chamber Office at 269-469-5409, and make your reservation today since the number of golfers will be limited. Registration the day of the event starts at 11:30 a.m. EDT. and will continue up to the start of the golf outing at 1 p.m. EDT.

If you would like to sponsor a hole, the fee will be \$50.00. Thank you for your support. All funds will be used for scholarships to River Valley and New Buffalo graduates.

Call chamber office for Guides

Guide distribution chairman, Chuck Garasic, announced that if any chamber member needs more guides than they should call the Chamber Office and not him. Sue and Patti will be happy to help at 269-469-5409.

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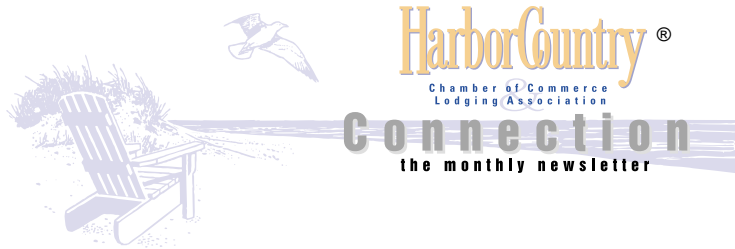
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Bringing home the summertime blues

Bluesfest brought a lighter than you'd expect crowd to Three Oaks on July 13, as well as a superb presentation of local and regional blues talent. Organizers included Penny Knowlton and Karen Gear (on golf cart above). Local talent Carolyn Koebel, the percussive heartbeat of Blue Dahlia, performed on stage. Blue Dahlia will also be featured as part of Sound of Silents at Vickers Theatre, August 16-18. (Photos courtesy of the Southcounty Gazette/Mira Poncin)

do it

AUGUST 2-4- Ship & Shore Festival. New Buffalo Lakefront Park. Event features arts & crafts, live entertainment, vegas-style games, kids' games, mariachi, dancing horses, dancing people, fireworks, lighted boat parade, beer tent, food booths, and more.

AUGUST 2- Lakeside Ice Cream Social. 5-8 p.m., downtown Lakeside. Ice cream with a side of food.

AUGUST 10- Bob-A-Ron Snowmobile Lake Run. Warren Woods Road. Snowmobiles attempt to cross the camp's 7-acre lake.

AUGUST 10- Live Music in the Park. 7 p.m. Call 616-756-3544.

AUGUST 16-18- Sounds of Silents Film Festival. Vickers Theatre and Dewey Cannon Park. Original music accompanies classic silent film. 616-756-3522

AUGUST 25- Harvest Party. Heart of the Vineyard Winery, Baroda. 800-716-3522

AUGUST 31- 2nd Annual Old Tyme Music Fest, 1 p.m., Vickers Theatre.