

HUDSONVILLE HAS IT.

Celebrating 150 Years as Hudsonville



Chamber At A Glance: 2023





At the core of it all.

We believe your organizations and employees are a valuable piece of this community.

We believe that this community is capable of anything it joins together to accomplish.

We believe that convening, conversing, networking, and learning are important components to our success.

In it together...

We know that together we can do amazing things. We believe that through authentic relationships and experiences we can help you dream bigger, reach further, and grow stronger roots.

If you believe in the potential of our community and in the potential for you and your organization then let's get together to reach big dreams.

creating experiences.

A chamber of commerce is a membership organization.

The Hudsonville Area Chamber of Commerce specializes in creating experiences. From business networking to student career exploration... from small groups to large conferences... from community festivals to community conversations.

We are here for the experiences. The experiences that help businesses and community organization to thrive... and that highlight the greatness of the community... while also challenging us to become an even better version of ourself.

HUDSONVILLE HAS CONNECTIONS

Brainstorm & Best Practice Groups:

Connect with others in similar roles - but who have different experiences and grow by brainstorming with peers.

- **Leads groups:** Get grouped with people from different industries. Share ideas. Share leads.

Networking & Meet-ups:

Building stronger relationships is core to our work and we have numerous opportunities throughout the year for you to meet and interact with other business leaders. You'll find a full listing of all of the events and programs on coming pages, but great spots to network include our **Happy Hour** events, **Elevate** (tours & updates), and multi-chamber networking like **Speednetworking** and **Business Blind Date**.



Professional Development:

Growing as professionals and leaders is critical to the success of our businesses. We offer numerous ways to grow yourself and your employees. The **Meet Eat and Learn program**, nicknamed MEAL, offers a subject matter expert presenting at each luncheon along with opportunities to build relationships. There are also a variety of **tailored workshops** and a multi-chamber **Connected Women event** with expert speakers.



Information Sharing:

We share all of the opportunities available through the Chamber and our partners through a bi-weekly publication called 'The Insider'. We invite you to share your insights and news as well in the Member Highlights publication!

Access to Advice and Counsel:

The Chamber has partnered with SCORE to provide free access to business coaching, as well as the Michigan Chamber of Commerce and the Small Business Association of Michigan. These partnerships allow us ready access to advice and counsel for your business. Reach out for more information regarding their benefits to our Chamber members.





HUDSONVILLE HAS EXPERIENCE.

Professional development, networking, and best practice/visionary groups remain an important part of thriving businesses.

Where is your focus?

- **Networking:** Try a Happy Hour, Elevate, a MEAL, or a Multi-Chamber Event.
- **Professional Development:** Enjoy a MEAL (free for the first member representative)
- **Best practices:** Become part of our Leads Group.

Ongoing.

- **Leads Groups:** Our Leads Groups are limited to one representative per industry. The goal of the leads groups are lead generation and best practices sharing (\$50 per year).

Coming up.

Non-Profit Seminar

Summer 2023 | Location TBD

We will gather with other local non-profits to navigate solutions and talk about similar challenges.

In partnership with Lakeshore Nonprofit Alliance.



Membership Package:

10 or less full time employees: \$255.00
11-25 full time employees: \$295.00
26-50 full time employees: \$320.00
Over 50 full time employees: \$370.00

*Two part time employees is considered the equivalent of one full time employee.



Meal Sponsor:

A special 'thank you' to this year's MEAL sponsor, who makes it possible to provide such awesome educational programming! Each month you'll find a new topic based on member feedback.






HULST JEPSEN PHYSICAL THERAPY

January.

	Event Summary	Special thanks to:
	MEAL with Jennifer Kok Thursday, January 19 @ 12 p.m. Sunnybrook Country Club Hear how you can create a positive customer/client experience to start the new year.	 Sheldon Meadows Assisted Living Center




February.

	Event Summary	Special thanks to:
	Connected Women Thursday, February 4 @ 12 p.m. Gaines Township Join us for a multi-chamber connected women's event where we will hear a speaker and enjoy lunch together with members from eight chambers from across West Michigan.	
	MEAL with Ken Wasco Thursday, February 16 @ 12 p.m. Terra Square Learn from Ken Wasco on the dynamics of change and how to overcome the changes in your life personally, and professionally.	

March.

	Event Summary	Special thanks to:
	Business Blind Date Thursday, March 2 @ 12 p.m. Hudsonville - Terra Square Looking for an opportunity to network with new people? Business blind date is a great spot to meet new people and build new relationships over lunch.	
	MEAL with Lakeshore Advantage Thursday, March 16 @ 12 p.m. Terra Square *FREE PROFESSIONAL HEADSHOTS Join us as Lakeshore Advantage gives us an economic forecast of Ottawa County.	Edward Jones®

April.






	Event Summary	Special thanks to:
	Elevate Wednesday, April 11 @ 12 p.m. Velocity Nutrition Join us for casual networking and a tour of Velocity Nutrition, a new business in town! Elevate is also a great way to connect with other local leaders and build stronger relationships!	
	MEAL with Jay Hidalgo Thursday, April 20 @ 12 p.m. Sound Off Signal We'll be digging into the enneagram test, helping teams run more effectively and strategically.	

Thank you to our MEAL sponsor:








HULST JEPSEN
PHYSICAL THERAPY



May.

	Event Summary	Special thanks to:
	Connected Women Thursday, May 4 @ 12 p.m. Grandville Jenison Join us for a multi-chamber connected women's event where we will hear a speaker and enjoy lunch together with members from eight chambers from across West Michigan.	
	Happy Hour Thursday, May 11 @ 4 p.m. DJs Pizza Enjoy casual networking over drinks and appetizers on DJs patio in downtown Hudsonville.	
	MEAL with Greater Calling Thursday, May 18 @ 12 p.m. Terra Square Learn how to create a culture of good versus doing good things. The Greater Calling team will teach us how to engage all stakeholders to make a positive difference in this world.	







June.

	Event Summary	Special thanks to:
	Speednetworking Thursday, June 1 @ 8:30 a.m. Wyoming Kentwood Looking for a fast way to build your connections? Speed networking is a rapid-fire networking opportunity with 8 chambers across the region.	
	Elevate Tuesday, June 6 @ 12 p.m. Action Water Sports' Wake Park We'll be enjoying Jet's Pizza on Action Water Park's Wake Park deck. This will be a great event to kick off summer!	
	MEAL Thursday, June 15 @ 12 p.m. Royal Technologies Connect with other local businesses, enjoy lunch, and take a tour of Royal technologies.	




July.

	Event Summary	Special thanks to:
	Happy Hour Thursday, July 13 @ 4 p.m. Hudsonville Winery Enjoy networking with a glass of wine at Hudsonville Winery. The Chamber will provide appetizers.	
	MEAL Thursday, July 20 @ 12 p.m. Hudsonville Public Schools (New 5/6 Building) Attend our causal, summer MEAL program at Hudsonville's new 5/6 Building. Superintendent, Doug VanderJagt, will take us on a tour of the new space.	
	Multi-Chamber Golf Outing Monday, July 10 Sunnybrook Country Club Join us and three other local Chambers at Sunnybrook Country Club for a day of golfing. \$135 for an individual golfer, \$500 for a foursome.	





August.

	Event Summary	Special thanks to:
	Elevate Tuesday, August 1 @ 12 p.m. Location TBD Come tour an active dairy farm and learn more about this staple in our community. We'll also enjoy lunch and hear community updates!	
	Speednetworking Thursday, August 3 @ 8:30 a.m. Caledonia Join us for speednetworking and coffee as we connect with 8 other local chambers. This is a great way to connect with other local leaders.	
	MEAL with Tyler Dotson Thursday, August 19 @ 12 p.m. Sunnybrook Country Club Hear community updates from Hudsonville's City Manager, Tyler Dotson.	

September.

	Event Summary	Special thanks to:
	Happy Hour Thursday, September 14 @ 4 p.m. Farmhaus Cider Enjoy a Farmhaus Cider while networking.	
	MEAL with Kurt Wassink Thursday, September 21 @ 12 p.m. Terra Square *FREE PROFESSIONAL HEADSHOTS Kurt Wassink will be helping companies find employee's performance sweet spots, help them manage their team's workload, and coach leaders how to provide employees with feedback. Learn from Kurt, and connect with other local business leaders.	

October.




	Event Summary	Special thanks to:
	Elevate Tuesday, October 3 @ 12 p.m. Hudsonville Public School (High School Fieldhouse) Enjoy lunch and a tour of Hudsonville Public School's new high school fieldhouse!	
	Business Blind Date Thursday, October 5 @ 12 p.m. Byron Center David DeAvila, owner of Tactical Source will share lessons learned from his extensive career in the military, private, and public sectors.	
	MEAL with Scott Kearney Thursday, October 19 @ 12 p.m. Pinnacle Center What is digital selling and how can you use this tactic to grow your business. Find out in this workshop with OWL Computing!	

Thank you to our MEAL sponsor:





HULST JEPSEN
PHYSICAL THERAPY

November.

	Event Summary	Special thanks to:
	Connected Women Thursday, November 2 @ 12 p.m. Allendale Join us for a multi-chamber connected women's event where we will hear a speaker and enjoy lunch together with members from eight chambers from across West Michigan.	
	MEAL with Robyn Schopp Thursday, November 16 @ 12 p.m. Sound Off Signal Robyn Schopp, from Gordeaux Consulting, leverages the power of FUN to help businesses achieve their goals!	

December.

	Event Summary	Special thanks to:
	Chamber Holiday Party Thursday, December 21 @ 12 p.m. Pinnacle Center Let's celebrate this community together. Come enjoy a fancy lunch, year end highlights, and many local door prizes.	

"Within thirty minutes, I was able to casually connect with multiple business owners in a fun atmosphere, and leave with a new partnership that provided an amazing resource to benefit my organization and help out their business.

Networking isn't always at the top of your list, but joining a Happy Hour event makes it less forced and more fun!"

– Kaitlin Verkaik



HUDSONVILLE HAS IT.

We celebrate this awesome community through festivals, events, and community experiences!

We partner with you to create these experiences that contribute to making Hudsonville a great place to live and to visit!

Participate: There are great ways to get involved in all of these events, from booths and parade entries to sponsorships with even greater exposure!

Concerts on the Green

Thursdays in June
7:00 p.m. - 8:30 p.m.



Family fun and community gathering.
Themed nights of live music and
jamming out in the park.

*There will not be a concert June 29th.

Happenings on Harvey

Thursdays in July - Starting July 6
6:00 p.m. to 8:00 p.m.



Join us for a little bit of summer fun each
Thursday night this July - starting July 6.
Live music, games, and family fun.

Urban HayDay

October 7 @ 11 a.m. - 4 p.m.



AND YOUR WEST MICHIGAN CHEVY DEALERS

A family friendly, fall festival
downtown Hudsonville full of fall
activities such as hayrides, pony rides,
the Critter Barn, and more!

Holiday Parade

November 16 @ 6:30 p.m.



Enjoy a lively holiday parade traveling
downtown Hudsonville.

Christmas Tree Lighting

November 16, immediately
following the parade



Enjoy the annual tree lighting
celebration downtown Hudsonville.

Santa will be there with his reindeer!

Community Experiences

Popup activities throughout 2023.



Enjoy searching for Elf Doors around
Hudsonville, participate in our chalk
party, and more!

#hudsonvillehasit

Thriving organizations

means together we:

Support each other

One of the best things we can do as a group of businesses and non profits is show each other support.

'The support of fellow business leaders' is often cited as one of the best parts of being part of the Hudsonville community. Connect with other members on social platforms, leave a local business a review, and set up one-on-one meetings with other members.

It will be through authentic and personal relationships that we will continue to build the best and most supportive community.



Share the news

Add us to your media release list and send us your news! We will share updates on new staff, promotions, new products and programs, special events, and connections you are seeking. Member to member deals are also welcome! This is a great way to keep your colleagues informed of changes to your business!

Support Students

Be a presenter at a Career Connections events where students are provided with career advice from local businesses.

Teachers are always looking for that 'real world' connection. If you are willing to help out in classrooms (such as serving on a panel of judges for student business plan presentations, or participating in our 4th grade mock job fair), or are willing to host a group of students looking at careers in your field, we'd love to get you connected with the schools. We will send you more information as these opportunities are released.

Volunteer Together

Participate in one of the events as a volunteer. Quality relationships are born when you spend time with people side by side on a common cause. That makes this a great place to plug in, both for your business, and for the community.



Tell your story.

We would love to help you tell your story.

Here are 8 ways how to get your message out using your membership.

1

Member News & Celebrations: We would love to share about your events, deals, new product launches, job postings, and more in the bi-weekly member news & celebrations.

2

Submit Your Events: If you are having an event, make sure to put in on the events calendar. That is where we pull content for our social media and monthly community update about things going on in Hudsonville! Hudsonvilleevents.com

3

Website Listing: You have a custom listing on our website in the business directory. Log into the member center and make sure your information is up to date.

4

Member Time: At many chamber events, we have free mic time available for announcements and updates.

5

Brochure Rack: As a member, you are invited to include a single publication (up to 8.5" x 11") in the brochure rack at the Chamber offices. Located in City Hall, we see thousands of visitors come through our front doors each year.

6

Be a Sponsor: We offer businesses with a variety of budgets exposure throughout the year, while maintaining a personalized sponsorship experience. Sponsorships are available from \$525 to \$3,200 and include exposure at all of our business and community events. Contact Lindsey at lhicks@hudsonville.org to reserve a sponsorship.

7

Area Guide: Your business is listed in the annual Area Guide (4,000 copies printed each year, plus a digital version) as part of your membership. Gain exposure by taking out an ad in 2024.

8

Direct Mailers: Every quarter (March, June, September, November), we partner up businesses on a direct mail campaign that is sent to all of 49426, which is over 15,000 households and businesses. Limited spaces available.



Hudsonville has a little bit of everything, and we're proud of it.

We have a vibrant story and you are part of it!

The Hudsonville Has It campaign is yours to use. Use it to customize to your business and your message.

Some of the readily available messages are Hudsonville Has Flavor, Energy, Heart, Charm, Trust, and Innovation. The best part though is that we can customize the campaign for your unique word.

Together we can build a brand that all of our community can be proud of and benefit from. We encourage you to be creative and innovative with the brand. It's open source, so have fun!

There's an official swag shop where you can buy customized materials for your business, or snag a copy of the logo and create products on your own at www.Hudsonvillehasit.com.

Finally, make sure you are signed up for the Hudsonville Has It weekly call to action to stay apprised of all of the ways to plug into the campaign!

For more information check out www.hudsonvillehasit.com and use hashtag [#hudsonvillehasit](https://twitter.com/hudsonvillehasit).



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