



Highland Business Association,  
White Lake Township Business Association and  
Women In Business

Serving Highland, Milford, White Lake & Surrounding Areas [www.theHBA.net](http://www.theHBA.net) January 2010

## Winter Networking Gathering January 12th, 2010

So many times when we hear about a networking event we think this is about having a business card to hand out to everyone. We often hear the phrase “work the room” when you are at a networking event. I particularly have found it hard to “work the room” and felt that when I spend most of my time with one or two persons at a networking event I had not done my job of promoting my business. Then a sage business person told me, that is what networking was about. Building relationships which means spending time with a person to understand their business, their drive, why they are in this business, what their hobbies are, their favorite sports teams, well you get the idea. January 12th 2010, the Highland Business Association, White Lake Township Business Association and Women In Business have dedicated 7:00pm-9:00pm at Dave & Amy’s in White Lake to allow their members the opportunity to build business and personal relationships away from all the demands of business, and personal lives. It is tempting to say, forget this networking event, after having worked a full day and the quiet and relaxation of home is calling. I would ask you to reconsider and set aside this time to find someone who may know that impossible business owner you have been trying to see or someone new whose product you may be able to use who is local and has added customer service and value than the big box store you have been using or just reconnect with an associate you have lost contact with. Start the new year by gathering with old friends and meeting new at Dave & Amy’s ([www.daveandamys.com](http://www.daveandamys.com)) they are located at 9595 Highland Road, White Lake, MI 48386-2314 and can be reached at (248) 698-2010. While you are there please welcome our newest members to the White Lake Township Business Association. This event is always well attended, with appetizers provided and a cash bar, so please RSVP to (248) 889-1422 so there is enough for everyone.

**Membership Luncheon at Noon on January 28th**  
**At LaFontaine Automotive, on M-59 West of Hickory Ridge Rd.**  
Member Business Showcase- Invite some guests!  
The cost is \$13.00 if pre-paid; \$15.00 at the door  
To RSVP please call 248-889-1422 or email [info@theHBA.net](mailto:info@theHBA.net)



**Women’s Enrichment Day Information See Page 6 & 7**



**2010 Board Members**

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**Mike Kowall**

White Lake Twp  
Supervisor

**Triscia Pilchowski**

Highland Twp. Supervisor

**Leah Ohmer**

H.V. Council for the Arts

# Welcome to our New Members!

**The Trained Eye Home Inspection**

*Craig Thompson*  
2120 Lake Ct  
Highland, MI 48356  
248-889-8700  
Fax:248-889-9585  
[www.trainedeyehomeinspection](http://www.trainedeyehomeinspection)

**Dewey's Painting**

*Nick Dewey*  
3100 Warren Drive  
Waterford, Mi, 48329  
248-802-8423  
[www.deweypainting.com](http://www.deweypainting.com)

## CONNECT WITH HBA!

**Become a fan on: OR Follow us on:**



**Find details at or link from [www.theHBA.net](http://www.theHBA.net)**

*Now is a great time for businesses to join the HBA  
Join now for \$150 and dues are covered through the end of  
2010. Help us spread the word to other business owners who  
may be interested in Promoting their business through the HBA!*

**HBA offers bulk mailing to our members!**

- Cost is \$15 plus postage
- Must be at least 200 identical pieces
- Must be prepared according to Post Office standards

Contact the HBA office at 248-889-1422 for more information.



## Upcoming Events: For January & Beyond

- Jan 8 T.G.I.F. Coffee 8:00am at Carpet Classics
- Jan 12 Networking Mixer at Dave & Amy's 7pm.
- Jan 13 Board Meeting 8:30am
- Jan 28 HBA Luncheon 12:00 at LaFontaines
- Feb 10 Board Meeting 8:30
- Feb 12 TGIF Coffee 8:00 am at HIA Insurance
- Feb 25 HBA Luncheon 12:00

To Register for events please call the Highland Business Association Office at (248) 889-1422

or  
Email us at [info@theHBA.net](mailto:info@theHBA.net)

We'll See you there!  
Check our website for more info on our events:  
[www.TheHBA.net](http://www.TheHBA.net)

# TGIF Coffee



Join us the second Friday of each month  
Meet us between 8am-9am on January 8th at  
Carpet Classic Floor Studio  
144 S. Milford Rd  
Visit [www.thehba.net](http://www.thehba.net) for link to map

### *Newsletter Advertising Opportunities*

Business Card.....\$25/month , Quarter page.....\$45/month

8 1/2 x 11 Insert.....\$35/month

*Did you know that you can place your business cards in our office for \$5/year?*

## New and Improved Membership on Website!

### **HBA's Website Membership Directory has new expanded features!**

These new features are provided free of charge. Our directory can be viewed by the general public and is another great way to publicize your organization or business. Also, your profile's search engine friendly design provides an easy way to expand your presence on the Internet, using your own verbiage and a direct link to your website. We encourage you to take advantage of this new resource.

This new format provides a variety of features, including:

#### **An Expanded Directory Profile for each individual member.**

Each profile provides name, contact, address, phone/fax, website address and profile details you can control. (See full profile feature list below).

#### **The ability for you to update your profile at any time.**

Each member can update their own profile by logging in using their email address on file with us.

#### **The ability for you to add photos and PDF files to your profile.**

Just as you can easily change your contact information, you also have the ability to add a photo or a PDF file. Change your photo to showcase an upcoming event or your logo. Add a PDF of your promotions, company information, or current events calendar. (See details below)

#### **Expanded Directory Profile details:**

- o Display of typical contact details (name, contact, phone, address, website)
- o Spam-proof email contact form.
- o Listing area for general business information.
- o Listing area for products and/or services
- o Listing of hours, areas served, payment options, etc.
- o Automatically created Google Map with driving directions.
- o Brand your profile by uploading your logo or storefront picture.
- o Create Online Coupons.

Upload Menus, Brochures, Whitepapers, etc.

#### **Instructions to edit your expanded profile:**

Go to the Membership Directory tab on HBA's website: [www.theHBA.net](http://www.theHBA.net)

Browse or search for your listing and select it to view your profile.

At the bottom of the profile will be a link "Login to Edit".

On the next screen, select "Reset Password" to send yourself a password. (Note: you must input the email address that we have on file for you).

Check your email for your new password, and use it to login to your profile

If you aren't comfortable with editing this information, the HBA staff is able to handle it for you for an annual charge of \$20, which includes up to 4 edits per year.

## Discounted 2010 Membership Renewal Rates

A Discounted Rate Schedule has been put into place by the board of directors as an incentive for early membership renewal. Please note that dues must be paid by February 1, 2010 to be included in the 2010 HBA directory. Please complete the enclosed registration form and include it with your payment to ensure that your membership information is up to date. Be sure to take full advantage of all your HBA membership benefits, including: Listings in more than 20,000 copies of our two annual publications - delivered to every house and business in Highland and White Lake Townships, Listing on our web site's member directory, Discounted Rates for expo events, Networking opportunities at our monthly and annual events, Many advertising opportunities, and Membership in our two divisions, Women in Business and White Lake Township Business Association.

Dues Paid by:  
January 31, 2010

Amount Due:  
\$140.00

### Thank You To These Renewing Members!

A To Z Signs  
 Alternative Therapies  
 Automobile Club of Michigan  
 Broadview Tree Farm  
 Exclusive Floor Covering  
 Highland Tutoring  
 Hilda E. Bretzlaff Foundation  
 Huron Cemetery Maintenance  
 Huron Valley Community Ed. & Recreation  
 Huron Valley State Bank.  
 John A. Kelley & Son, Inc.  
 Lynch & Sons Funeral Directors  
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 Milford Times  
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## **Support, Opportunity, Connection**

Women In Business is a division of the Highland Business Association  
 Our Mission: We are dedicated to assisting each other with support, networking opportunities, group advertising, educational workshops, and community involvement.

### **Women's Enrichment Day**



**Saturday,  
 March 20, 2010  
 8AM-1PM**

**Highland Middle School**

(305) John St ~Highland~  
 1 block W. Milford Rd at M-59

#### **Participation Opportunities**

Booth or Workshop \$100  
 Booth and Workshop \$150  
 HBA/WIB Members receive a \$25 discount. A \$25 rebate is offered if you bring 5 attendees

#### **Sponsorship Opportunities**

**Platinum Benefactor \$500**

*Booth, Recognition in Event Program, Business Name and Logo in Milford Times Advertisements for Event-value of \$2880, and Signage at Event*

**Gold Benefactor \$250:**

*Recognition in Event Program and Signage at Event*

**Silver Benefactor \$100**

*Signage at Event*

**Door Prize Donor:**

*Announced when Prize is Awarded*

### **Texas Hold'em Tournaments in January & February**

Join us **Jan 17-24 & Feb 2-9, from 5pm to 2am** at the **Shark Club**

Proceeds from the 8 evenings will benefit

HBA and the 2010 Sparks in the Park fireworks event.

Come to watch or stay to play! There is a new tournament each night.

#### **Volunteers Needed!**

2 volunteers must be present at all times for each date listed above. Each night will be split into 2 shifts, from approximately 5pm to 9:30pm, and from 9:30pm to 2am. Let us know if you are able to help.

One of the volunteers must be an HBA member, but the 2nd volunteer may be a spouse or friend. Please contact the HBA office for available time slots.

Make a fun night of it!

## Information on Women's Enrichment Day

The 7th Annual Women's Enrichment Day is planned for Saturday, March 20, 2010. The purpose of Women's Enrichment Day is to provide the women of our community an event full of information, entertainment & inspiration. The day starts with a continental breakfast and beverage. There will be four sessions of 10 workshops each session. Each workshop lasts 45 minutes which can be signed up for online or if there are openings, the day of the event.

The workshops in the past have included: Redesigning your Living Space, The Joy of Quilting, Watercolor demonstrations, Health Eating for Families, Pilates and there is so much more available. In addition, we have invited many local businesses to personally explain how their products can assist you, so many times we are unaware of small at home businesses that may be in our own backyard – the lady who makes slip covers or cornices, the interior decorator, or the painter who can faux paint your powder room to look like it came from Tuscany.

This event costs \$5.00 per person and those monies are donated to The Huron Valley Educational Foundation which is a nonprofit foundation that helps educators in the Huron Valley School District bring unique opportunities to students. The Huron Valley Educational Foundation funds grants for educational field trips, fine arts, performing arts, multi-cultural events, robotics, technology and new learning experiences for our children.

So not only can women have a day with no children, breakfast provided (lunch can be purchased) but there are lots for fun activities to participate in and the registration monies go back to assist our community. Oh and did I mention the ULTIMATE MAKEOVER? One lucky lady will win a chance to transform her life with a 3 month makeover.

The event will again be held at Highland Middle School, 305 John Street, Highland, MI. This event is sponsored by Women in Business, a division of Highland Business Association. Vendors and workshop presenters can visit [www.Enrichment-Day.com](http://www.Enrichment-Day.com) for registration information or contact the HBA office at 248-889-1422 or [info@thehba.net](mailto:info@thehba.net).



Highland Business Association  
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### HBA Mission

"We will assist our area businesses and community in achieving continued prosperity and maintained growth."