



CIRCLE LETTER

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circlemichigan.com

P.O. Box 541
Trenton, Michigan 48183
800.513.6424
734.675.6337 (fax)

Editor: Joyce Pitrone Hawkins
joyce@circlemichigan.com

Never been a better time than now to be a Circle Michigan Member!



MARK YOUR CALENDARS!!!!

Educational Seminar Dates and Annual Meeting: Details on speakers to follow shortly!

- Wednesday, August 12 – Castle Farms, Charlevoix
- Annual Meeting – October 11-13 – Crystal Mountain Resort

Ponderings from our Executive Director!

.....Janet Kasic



If I had to pick one key to success for any business, it would be this: **create a service culture.** However, what many companies fail to realize is that a service culture is more than serving the customer. It's also about serving each other.

www.michigan.org

www.travelmichigannews.org



We're soooo Cool! Circle Michigan now has a page on FACEBOOK! Log in and add your name to the growing Circle Michigan membership! After only 2 days, we have 50+ fans....and a few even left messages telling us about their fav Michigan vacation spots!

Check out our 8 new Circle Michigan Members!

Keweenaw Excursions

There is plenty of space to enjoy the grandiose beauty on the canal whether its spring, summer or fall with it's glorious colors. So join **Keweenaw Excursions** for a journey of history and scenery. Sit back and be prepared for catered comfort. The captain's and crew's primary desire is to give their



guests a pampered cruise with the chance to see a part of Keweenaw not easily accessible by land.

The Keweenaw Star is a Coast Guard certified 110 foot motor vessel capable of carrying 149 passengers. The vessel currently hails from the port of Houghton, Michigan where they run tours on the Portage Waterway which bisects the Keweenaw Peninsula.

Keweenaw Excursions has a full bar aboard and has facilities for catering food. Currently, appetizer cruises, dinner cruises, sunset cruises, sight-seeing cruises, lighthouse tours and private cruises (weddings, funerals, reunions, and corporate events). These great cruises will all continue in Charlevoix as well.

For every boss and manager - your job is to serve your employees. Give your employees the tools they need to serve your customers, but more importantly, create a climate where employees enjoy serving each other.

Of course, the key to serving each other is built around two core values: **mutual respect** and **working together**.

Circle Michigan Board Meetings in 2009

Monday, June 22, 2009 Soaring Eagle Casino
Tuesday, August 11, 2009 Boyne Highlands
Sunday, October 11, 2009 Crystal Mt. Resort
Friday, December 11, 2009 Crossroads Village

Interested?

Debby Gadany from **Flint CVB** will be attending OMCA and is looking to share costs of the hotel with another female member. Anyone willing to room with her should contact Debby directly at 810-232-3200. Or email her at dgadany@flint.travel

Everyone is talking about Michigan!

And why not? Have you seen the ads? They're Great! Take a peek below if somehow you missed them!

<http://www.michigan.org/Topics/Pure-Michigan-Ads/Default.aspx?NRDONE=1>

Give Katlyn Prigor a Real Circle Michigan Shout-Out!

Katlyn Prigor is putting in some hours this summer assisting our Executive Director, Janet Kasic. Katlyn is a student attending Baker College majoring in Marketing, where she is currently in her second year.



Katlyn chose marketing as her major because she is very interested in what the profession has to offer.

Keweenaw Excursions wants to attract groups of 30 or more to ride the boat for the fall color season. The vessel is equipped with heated/air conditioned cabins, walk-around lower deck, open upper deck, and partially enclosed back deck. Contact Jason Funkey and welcome him to our group at 906.482.0884 or kraig@pasty.com

Glass Bottom Shipwreck Tours

Come Aboard! Discover the shipwrecks of the Alger Underwater Preserve through the clear waters of Lake Superior and view the rock formations of Grand Island.

Michigan Shipwreck Tours of Munising, Michigan in our Upper Peninsula offers modern travelers a chance to see the proud boats which sailed the Great Lakes before the turn of the century.



These doomed vessels lay on the bay bottom where they met their fates when the tempestuous Lake displayed its violent power.

History comes alive as you hear about these turn of the century wrecks. Explore shipwrecks aboard the Miss Munising, a 60' Coast Guard Certified steel vessel equipped with specially designed through the hull glass viewing areas or the Fireball, the new addition to our fleet. Visit three shipwrecks on the bottom of the lake as seen through a glass viewing area.

With fifty feet of visibility, these wrecks may now be seen by non-divers in comfort!

Give Peter Lindquist, President of Glass Bottom Shipwreck Tours, a shout at shpwkoff@jamadots.com and welcome him to our Circle!

This will definitely Float your Boat!

The **Detroit Princess** is a beautiful, 5 story riverboat with chandeliers, brass ceilings and stunning views. So take your 2 to 3 hour cruise of the Detroit River and experience it for yourself!



Find out about the boat's exciting past! There is a full kitchen with eight convection ovens, ten steam cabinets, and ten movable heater cabinets, two walk-in coolers, a fully functional dish room, and serving kitchens on each level are only a sample of the many changes which were made to the vessel.

Scenic cruising, dining, and entertainment are at your service! 2 hour lunch cruises; 2 1/2 dinner cruises. Now servicing as many as 1800 passengers on party cruises, the Detroit Princess calls the Detroit River home! The riverboat has regularly scheduled themed lunch and dinner cruises, as well as late night party cruises. Private functions are also hosted on board. The riverboat is enclosed, heated or air conditioned as needed. Contact Teresa Kalinka to welcome her to Circle Michigan at sales@detroitprincess.com 877.338.2628

Katlyn says, "To help support my knowledge in the marketing profession, I also chose human resources for my minor. This will allow me to be well rounded within the marketing field for which I enjoy."

Katlyn and her family are from Woodhaven, part of the downriver cities located south of Detroit. It was there she grew up enjoying sports, playing basketball and softball. "Sports and other activities kept me busy and always allowed me to strive for something better, yet in a different way than my academics did," says Katlyn.

She also works at Carrabba's Italian Grill while attending school, and spends as much time with family as possible. Lunch dates with her grandmother (how she came to meet Janet) is usually her way of forgetting about everyday stress, even if it is for just a little while. Katlyn has one older sister who is currently living in Kalamazoo, Michigan who she looks up to dearly.

"With sincere appreciation to Janet Kasic for this opportunity, I am very excited to gain experience from her and within Circle Michigan. I greatly look forward to meeting all of you and welcome this opportunity for my future endeavors."

Cool Hand Luke!

Christina McKerchie of Kewadin Casinos Hotels & Convention Center says, "I'm



always happy to share the details of my little man." Lucas Mishkwa Migiizii McKerchie was born Dec. 18, 2008 at 7:38 am. He weighed 7 lbs 13.2oz and was 18 3/4 inches short! "He's happy and sweet just like his *momma,*" coos Christina!!

Congratulations, Christina, to you and yours!

Prepare for takeoff!

The **Air Zoo**, in Portage, Michigan is a highly charged, multi-sensory atmosphere that goes beyond anything you've ever seen. Everything is designed to help you achieve the total flight experience. There's nothing else like the Air Zoo!



This year marks two special milestones for the Air Zoo: the 30th anniversary of the Air Zoo opening to the public and the 5th anniversary of the opening of the museum's Main Campus. In celebration of these two milestones, the Air Zoo will be unveiling several new rides and experiences throughout 2009.

Experience a full-motion flight simulator that allows visitors to fly historic World War II aircraft, including: the Zero, Wildcat, Hellcat, Corsair, Kawanishi George and P-38 Lightning.

In addition to the simulators, the Air Zoo will also be adding a new Zero Gravity experience, a Space Ball and a Magic Planet experience that will open to the public on April 1, 2009. The Zero Gravity experience will allow visitors to briefly feel weightless as they are dropped from approximately two stories, and the Space Ball will use gyroscopes to give guests a taste of how astronauts train and can be easily disoriented in space. The Magic Planet gives visitors a view of Earth and its atmosphere... and can even be updated to give real-time views of weather patterns.

Give a "down-to-earth" hello to Debra Mixis, Deputy Director at dmixis@airzoo.org

Blue Water CVB

On the eastern shores of Michigan in the heart of the Great Lakes region where the sandy warmth and the freshwater friendliness welcomes you, comes... "Discover the Blue". Nine waterfront communities await your arrival with over 140 miles of shoreline offering historical attractions, waterfront dining, shopping, boardwalks, beaches, parks, golf and marinas.



Seldom do you leave the water's edge while touring some of the most unique attractions. Climb to the top of a lighthouse, tour the only existing Lightship on the Great Lakes, and learn how the great inventor Thomas Edison got his start in the historic Grand Truck railroad station. Explore a decommissioned Coast Guard Cutter, experience the sound of an 1861 Tracker organ, shop for antiques and enjoy live theatre. Experience the region, enjoy the festivals, take a boat cruise, shop the farmer's markets and art fairs or just relax and watch the freighters go by. All can be found on the eastern shores of Pure Michigan.

Contact Judi Stewart, Sales Manager at judi@bluewater.org 800.852.4242 to say a big Hello!

Sweet Tooth

Good News from **Michigan Made Sanders and Morley Candy Makers**. The 2009 Easter/Spring shopping season met and exceeded their financial goals and expectations! Sanders/Morley is extremely pleased and proud of this fact considering the economy this year. Their factory tour is FREE - contact **Kathy Buono** for details and reservations! kbuono@morleycandy.com

Watch for the grand opening of Sanders Chocolate & Ice Creams Shops in Twelve Oaks Mall (located in the former Moonstruck Chocolate space) and at Mackinac Island!

Kathy wishes a successful upcoming travel season for all!

Your CM Board hard at work during the April 3, 2009 meeting.



LET THE FAMS BEGIN

From coast to coast, from small town to Motown - there is a Circle Michigan Fam Tour happening near you right now! Circle Michigan is running five fam tours throughout the State this month - showcasing the best of our spectacular State. This September we will host our sixth Fam Tour in Michigan's Upper Peninsula. I hope to see many of you while traveling through our Great Lake State.

Charlevoix CVB

The unrivaled beauty and charm of this classic resort town makes it the crown jewel of northern Michigan vacation destinations. Its setting in the midst of Lake Michigan, Lake Charlevoix and Round Lake provides a magical appeal that has attracted guests for more than 100 years.



Blue water, white sand, gleaming yachts in one of the world's most beautiful harbors — that's just the beginning of what makes Charlevoix so captivating. Elegant Victorian homes, white picket fences and vibrant petunias accent the gracious atmosphere. Wonderful parks provide the perfect place to sit back and simply while away the time.

The main street in Charlevoix is only four blocks long, but you'll want to leave plenty of time to stroll from one end to the other. The number and quality of art galleries, clothing boutiques and gourmet restaurants is certain to bring several stops along the way.

All this and more awaits you in Charlevoix, where your vacation memories will be treasured for years to come. Welcome Lauren Brumley at info@charlevoixlodging.com or 800.367.8557

Civilian Conservation Corps Museum

More than 100,000 young men worked in Michigan's forests during the Great Depression and lived in barracks. See how "Roosevelt's tree army" served the state, creating a legacy that we enjoy today.



In an effort to "put Americans back to work" during the Great Depression, the Civilian Conservation Corps (CCC) enrolled more than 100,000 young Michigan men to perform a variety of conservation and reforestation projects. Between 1933 and 1942, the Michigan CCC planted 484 million trees, spent 140,000 days fighting forest fires and constructed 7,000 miles of truck trails, 504 bridges and 222 buildings. Their accomplishments also revitalized the Michigan state park system, helping to establish Isle Royale National Park and improve campgrounds in Michigan's national forests.

With the U.S. entry into World War II, the CCC was discontinued. CCC alumni donated to the museum many of the photographs and artifacts depicting their day-to-day life and accomplishments. Call 989.348.6178 for more information.

Wellington Farm Park

Welcome to Wellington...where it's always 1932!

Wellington Farm, USA is a 60-acre open-air interpretive museum designed to provide an educational opportunity for visitors to experience life as it was in rural mid-America during The Great Depression. There is a wide variety of exhibits, and beautiful natural settings, the park provides a variety of educational, recreational, and cultural opportunities for visitors to Northern Michigan.



Zoom on in!

As part of the Air Zoo's 30th anniversary celebration – and the 5th anniversary of the opening of the Main Campus – the Air Zoo will be offering **FREE** General Admission through September 30th!



“We are truly excited to be able to offer this opportunity at a time when families have to stretch their entertainment dollars,” says Bob Ellis, executive director of the Air Zoo. “By offering free general admission, we can ensure that everyone can enjoy one of Southwest Michigan's biggest attractions.”

The free general admission includes entrance to both the Main and East Campus, viewing all the aircraft, artifacts and artwork on display, PLUS admission to the 4D theatre.

The Air Zoo in Kalamazoo... here we come!

The Tour Of Cool!



Rocks Stars' Cars & Guitars 2

Get ready for a second dose of rock - with an all new tour of cool - more than 50 guitars and 20 cars from rock's greatest legends plus heaps of unique memorabilia.

They're all at **Henry**

Ford Museum this summer. *100% ROCK & ROLL.....*

Wellington Farms' unique museum honors their heritage by providing visitors and students with the opportunity to experience history firsthand. The park includes a Visitor's Center, Blacksmith Shop, Grist Mill, Sawmill, Carpenter's Shop, Machine Shed, Farmer's Market, Barnyard, and Summer Kitchen. All buildings are fully functional and in complete operation through performances by volunteers specializing in historical and dramatic interpretation. A pavilion, petting farm, and nature trails complete the park's beautiful natural setting. Contact Howard Taylor at howard@i2k.net or call 888.653.3276.

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We Can Make It Anywhere...

At the corner of 7th Avenue and 48th Street in New York's Time Square, **Pure Michigan** has reached new heights with four mega outdoor billboards as part of Michigan's first-ever national tourism advertising campaign launched earlier this year. The pure and fresh waters of the Great Lakes State and its beaches take center stage for 8 weeks over looking Broadway.



“According to the Times Square Alliance, 500,000 people walk through the Times Square area every day, almost half are visitors. Considered the “crossroads of the world,”

Times Square is a perfect location to build awareness and drive traffic to our Web site, michigan.org,” said **George Zimmermann**, Vice President of Travel Michigan, a division of the Michigan Economic Development Corporation. “The Pure Michigan campaign is designed to introduce to the nation the attributes that make Michigan such a popular and unique destination. There are millions of Americans who know little or nothing about the vibrancy, heritage, culture, arts and entertainment in our great cities, the sandy beaches and stunning overlooks along America's longest fresh-water coastline, or the majesty and recreation in our 19 million acres of magnificent forests.” Zimmermann added.

The largest Times Square billboard, 40 feet by 30 feet, sits on top of the advertising quartet with the Pure Michigan logo and tag line: Your trip begins at michigan.org.