



Howell Area
Chamber
of Commerce

2025

ANNUAL REPORT



OUR MISSION, OUR STORY

The Howell Area Chamber of Commerce is a catalyst for a vital business environment and an exceptional community.

We connect business, advocate for business, and lead regional collaboration to strengthen Livingston County's economy and quality of life.

In 2025, the Howell Area Chamber of Commerce continued to lead with purpose, guided by three core priorities: Connection, Advocacy, and Leadership. Together, these pillars share how we serve businesses, convene partners, and advance solutions that support Livingston County's competitiveness, resilience, and vibrancy.

Founded in 1949 as a 501(c)(6) organization, the Chamber has evolved into a regional leader in business support, economic development, and community building. Recognized as the 15th largest Chamber in the State, from signature events that draw thousands of visitors to workforce and entrepreneurial initiatives that strengthen our talent pipeline, the Chamber's work extends far beyond our walls.

A NOTE FROM THE BOARD CHAIR & PRESIDENT

The Howell Area Chamber of Commerce is proud to share this year's Annual Report, highlighting the progress we've made and the impact created across Livingston County.

Our region continues to prosper because of your commitment to partnership-- Local and state leaders, dedicated businesses, forward-thinking investors, and an engaged community all play a role in strengthening our economy and enhancing quality of life. Together, we are building a region that is resilient, competitive, and prepared for the future.

This year marked continued growth for the Livingston Business HUB—an important milestone in our commitment to innovation, entrepreneurship, and business support. The HUB reflects our belief that when businesses have access to the right resources, connections, and expertise, they are better positioned to grow, create jobs, and invest locally.

At the heart of our work is a focus on engaging with our members to understand their challenges and priorities, and to translate those insights into action. In 2025, that meant advancing solutions related to workforce development and attainable housing—critical factors that influence business success and regional competitiveness.

When businesses thrive, communities thrive. That belief guides everything we do—from advocacy and convening, to leadership development and economic collaboration. Together, we are turning big ideas into practical solutions that create meaningful and lasting impact.

Thank you to our members, partners, and supporters for your continued trust and investment in this work. Your leadership and commitment make Livingston County a remarkable place to do business and build a future. We are proud of what we've accomplished together and excited for what lies ahead.

Sincerely,

Nicole Domitrovich and Janelle Smith



CHAMBER BOARD OF DIRECTORS

Our Board of Directors dedicate themselves to ensuring the Chamber of Commerce meets the business needs of Members and the community. They set the mission and vision of the chamber with the needs of our members and community at top of mind.

Nicole Domitrovich, Board Chair
Suzy Murphy, Vice Chair
Susan Pominville, Treasurer
John Scotta, Secretary
Geof Greeneisen, Past Chair

Brandon Krugh
Dennis Perkins
Carrie Newstead
John Lundin
Martin Smith

Holly Ward-Lamb
Andrea Dahline
David Yancho
Dr. Michael Hubert
Michael Sage

THE CHAMBER TEAM

At the Howell Area Chamber of Commerce, our multi-talented, team approach has elevated our work and enabled the organization to continue making a difference for the business community.

JANELLE SMITH
President

DIANNE SAMPLES
Director of Programs & Engagement

JENNIFER NIELSEN
Director of Membership & Business Development

LIZZ CURNALIA
Event Coordinator

LOU ANNE BALAN
Office & Administrative Coordinator

CHRISTINE BENNETT
Administrative & Event Assistant



BUSINESS & ECONOMIC IMPACT



95

NEW CHAMBER
MEMBERS

122K+

VISITORS ATTRACTED
THROUGH CHAMBER-LED
COMMUNITY EVENTS

39

RIBBON CUTTINGS
CREATING AND
EXPANDING BUSINESS

EXTENDING OUR INFLUENCE

Our President, Janelle Smith, serves on various Boards, increasing the scope of the Chamber's influence. Together, we advocate for the best interests of the business community in Livingston County.

- Michigan Association of Chamber Professionals, The State Chamber association for chambers of commerce, dedicated to building excellence through training and access to national programs.
- Economic Development Council of Livingston County, Board member- This council is committed to strengthening the economic base for Livingston County. The EDCLC works closely with public and private entities to facilitate community and economic development activities, strategic initiatives, and regional, national, and international collaborations to the benefit of all of Livingston County.
- Housing Catalysts- Business Lead Committee- Develop and implement a SMART work plan for Livingston County that produces more affordable and attainable housing over the next 5-7 years.
- Education and Employer Advisory Council, Executive Committee Member - Dedicated to inspiring career exploration, expanding employment opportunities, and promoting career pathways in and around Livingston County.
- Transportation Coalition- Committed to implementing the transit master plan for Livingston County and addressing transportation needs.
- Greater Livingston County Chamber Alliance- A regional alliance between the Hartland, Howell, and Greater Brighton Area Chambers of Commerce convening and addressing key issues facing the Livingston County Region.

STRENGTHENING LOCAL BUSINESSES

The Chamber serves as a central convener for businesses across Livingston County, facilitating connections through networking events, downtown merchant meetings, peer-to-peer roundtables. These forums foster collaboration, shared problem solving, and collective action.



13

EDUCATIONAL
WORKSHOPS TO
SUPPORT BUSINESS

108

OPPORTUNITIES TO
NETWORK & GROW

10

COUNTY-WIDE ALLIANCE
EVENTS

71

COMMITTEE MEETINGS
& ROUNDTABLES HELD

VISIBILITY & STORYTELLING

Whether on podcasts, YouTube, newspaper, emails, Facebook, or other social platforms the Chamber's story remains the same. Communicating, convening, and connecting are among the primary functions of the Chamber, as we work to enhance the overall business landscape in the Howell and Livingston County community.

We aim to share the story of the Chamber's work with as many businesses, non-profits, and community organizations as possible in the Livingston County region. We communicate with our members and investors through Chamber Advantage (eblast), features in the local news, and more. In addition, our team organizes and conducts our own podcast interviews, press/media releases, member spotlight videos, high five highlights, and a weekly letter from the Chamber President.

13

EPISODES OF THE
HOWELL BUSINESS
BEAT PODCAST

12

MEDIA/PRESS RELEASES

134K

E-NEWSLETTERS OPENED
BY MEMBERS

79

NEW VIDEOS
ON YOUTUBE PROMOTING &
INFORMING MEMBERS

SOCIAL MEDIA & WEBSITES



HOWELL AREA CHAMBER OF COMMERCE

852,491
Page & Profile
Users Reached

1,373,775
Page & Profile
Impressions

1,245,276
Post
Impressions

790,317
Post
Users Reached



MICHIGAN CHALENGE BALLOONFEST

362,274
Page & Profile
Users Reached

607,252
Page & Profile
Impressions

554,879
Post
Impressions

348,411
Post
Users Reached



FANTASY OF LIGHTS

100,598
Page & Profile
Users Reached

157,263
Page & Profile
Impressions

148,961
Post
Impressions

91,251
Post
Users Reached



HOWELL'S SUNDAY FARMERS' MARKET

300,952
Page & Profile
Users Reached

408,250
Page & Profile
Impressions

408,250
Post
Impressions

209,764
Post
Users Reached

The Howell Area Chamber of Commerce team maintains **seven different social media pages**: Howell Area Chamber of Commerce Facebook, Howell Area Chamber of Commerce Instagram, Howell Area Chamber of Commerce LinkedIn, Michigan Challenge Balloonfest Facebook, Michigan Challenge Balloonfest Instagram, Howell's Sunday Farmers' Market Facebook, and Fantasy of Lights Facebook. We are excited to celebrate the growth of our following on social media, especially as we spread the story of the Chamber throughout our community.

In addition to our social media presence, there are also two websites managed by the Howell Area Chamber of Commerce: Howell.org, and MichiganChallenge.com. These websites serve as a resource for our investors, developers, visitors, and community representatives.

Together, these results reflect a chamber focused on outcomes- supporting businesses, attracting talent, and visitors, and strengthening the regional economy

106k

WEBSITE VIEWS ON
HOWELL.ORG

284k

CLICKS/DOWNLOADS
ON HOWELL.ORG

51k

NEW VISITS TO
HOWELL.ORG

STRENGTHENING BUSINESS & TALENT

BUSINESS RETENTION & EXPANSION

Supporting existing businesses is a core function of the Chamber's work. Through regular engagement, listening sessions, and direct support, we help businesses navigate challenges, access essential resources, and identify opportunities for growth. When issues arise, the Chamber collaborates with partners to escalate concerns and develop solutions that protect local jobs and investments.

WORKFORCE & TALENT DEVELOPMENT

The Chamber advances workforce development through participation in employer-led collaboratives, leadership and educational programming, and connection to resources. The chamber plays a vital role in representing business on the Career and Education Advisory Council\ for Livingston County, and leads by example by participating in career experiences for networking, job shadow day, and more.



KEY PARTNERSHIPS

Beyond the walls of our physical space, the Chamber is advancing economic development in Livingston County through key partnerships with the following organizations:

- Economic Development Council of Livingston County
- The City of Howell
- Explore Brighton Howell/Livingston County Convention and Visitor Bureau
- Howell Main Street and DDA
- Housing Catalysts, Community Catalysts
- Education and Employer Advisory Council
- Ann Arbor Spark and the Greater Ann Arbor Region
- Michigan Works Southeast
- SBDC

In addition to business attraction, transportation, and housing, the chamber's large community events attract roughly **122 thousand visitors** to the region each season to shop, dine, play, and stay locally.

ECONOMIC DRIVERS SIGNATURE PROGRAMS & EVENTS

2025 CITIZEN OF THE YEAR AND ANNUAL DINNER

The Citizen of the Year and Annual Dinner, held on January 23 at The Reserve Event Center, brought together **275 attendees** for an evening dedicated to celebrating the Howell Area business community, nonprofit organizations, and individuals who went above and beyond in service and leadership throughout the past year, honoring those whose commitment and contributions continue to strengthen our community.

HOWELL'S SUNDAY FARMERS' MARKET

The Howell Sunday Farmers' Market, held every Sunday from May through October on State and Clinton Streets, showcases locally grown produce, plants, flowers, and handmade goods while serving as one of downtown Howell's most consistent drivers of foot traffic. **Drawing an average of 30,000 visitors** each season, the market brings thousands of residents and visitors downtown over six months, supporting local farmers, artisans, and small businesses while creating a vibrant weekly gathering place for the community.

MICHIGAN CHALLENGE BALLOONFEST

Celebrating 40 years in 2025, The Michigan Challenge Balloonfest, hosted by the Howell Area Chamber of Commerce, is our biggest signature event. Held every year during the last full weekend in June, this event consists of over **35 hot air balloons** and their pilots competing for points. Five launches are scheduled throughout the weekend. In addition to the main attraction the event includes an open-air marketplace, a family fun tent, headline bands, live entertainment, balloon glows, a pilot meet & greet, carnival, fireworks, and more. This festival alone has an estimated **attendance of over 80,000 people**.

BALLOONS & BREWS

The Michigan Challenge Balloonfest, Balloons & Brews, back for its third year in Downtown Howell on State Street boasted a late afternoon/early evening of beer tasting, food, games, and entertainment. The event had **over 80 guests and 6 local breweries**. The proceeds from this event support the Fantasy of Lights Parade (a program of the Howell Area Chamber of Commerce Foundation).

HOWELL CHAMBER GOLF CLASSIC

Completely **sold out with 144 golfers**, the Annual Chamber Golf Classic remains one of the most anticipated events of the year, bringing together business owners, community leaders, and Chamber members for a day that blends relationship-building with friendly competition. More than a tournament, the Golf Classic is a long-standing Chamber tradition that strengthens connections, supports local business, and creates meaningful opportunities for engagement in a relaxed and welcoming setting.



ECONOMIC DRIVERS SIGNATURE PROGRAMS & EVENTS



LIVINGSTON ATHENA

Livingston ATHENA, a program of the Howell Area Chamber of Commerce Foundation in partnership with Lake Trust Credit Union, is a county-wide leadership initiative dedicated to advancing and celebrating women who shape Livingston County through service, impact, and example. Grounded in the belief that leadership is defined by the ability to lift others, the program connects women who lead with purpose, integrity, and a deep commitment to community, while providing meaningful opportunities for recognition and connection. In its inaugural year, Livingston ATHENA welcomed 96 attendees to its first Leadership Luncheon and received 13 nominations for the ATHENA Leadership Award. Clear evidence of the depth of leadership and vision across our county. We will continue to build a strong platform for women to learn from one another, expand their voice, and strengthen the communities they serve.

FANTASY OF LIGHTS

In its 41st year, the Fantasy of Lights Parade, hosted by the Howell Area Chamber of Commerce Foundation, continued its role as Howell's official kickoff to the holiday season, drawing an average of 35,000 attendees for an evening of community celebration and tradition. This year's parade featured 48 illuminated entries, along with marching bands, first responders, special guests, and Santa, while families enjoyed shopping, refreshments, live entertainment, and visits with Santa and his reindeer. The event also includes the signature Fantasy 5K and one-mile family fun walk, where nearly 750 runners took to the parade route in festive attire, making Fantasy of Lights a signature experience that brings together families, businesses, and visitors to celebrate the season and the spirit of Howell.

NATIONAL CIVICS BEE

The Howell Area Chamber of Commerce Foundation proudly supports civic engagement, leadership development, and community involvement through its partnership with the National Civics Bee, an initiative that challenges 6th, 7th, and 8th grade students to deepen their understanding of civic responsibility, community problem-solving, and active citizenship. In 2025, the Foundation expanded this effort by partnering with the U.S. Chamber of Commerce Foundation to bring the National Civics Bee to Livingston County, creating new opportunities for students to present thoughtful ideas and real-world solutions while engaging families, educators, and business leaders in meaningful dialogue about our shared future. This collaboration strengthens the region's civic education pipeline and highlights the importance of informed participation in community life, with the first regional Livingston County competition scheduled for April 16, 2026.

CHAMBER AMBASSADOR PROGRAM

The Chamber Ambassador Program expanded significantly in 2025, serving as the welcoming arm of the Chamber and supporting member recruitment, retention, and engagement. Ambassadors strengthened connections across the business community through intentional outreach and peer-to-peer engagement.

New initiatives included a Member Thank-You Campaign, Ribbon Cutting Extravaganzas during Small Business Month and Chamber Month, and personal member visits featuring “Bernie the Balloon,” enhancing engagement and reinforcing the Chamber’s commitment to connect, advocate and lead.

2025 Chamber Ambassadors

Michelle Allen
Rachel Estelle
Hele Habib
Michelle Hatfield
David Kent
Nikkie Knight (Co-Chair)

Tisha Maki
Desiree Martinez
Michael Mayernick
David McDonald
Larry Patzch
Mark Persitz

Taryn Pierce
Kisha Polasky
Kaylie Shephard (Co-Chair)
Joel Snyder
Will Williamson
Blake Williams



EDGE GROUPS: ENGAGE, DEVELOP, GROW, EXCEL

The E.D.G.E. Groups offered through the Howell Area Chamber of Commerce are a distinctive and highly valued member benefit designed to help members Engage, Develop, Grow, and Excel through facilitated, monthly, peer-to-peer conversations on timely topics impacting businesses and organizations. These inclusive groups bring professionals together across industries to share insights, build trusted relationships, and work through real-world challenges in a supportive, collaborative environment. With focused groups such as the CEO Network Roundtable, Women in Leadership, Nonprofit Network, HR Best Practices, and the Business Owners Circle, members gain access to meaningful dialogue, shared expertise, and practical takeaways that strengthen both individual leadership and our broader business community. In the coming year, the Chamber will launch an Entrepreneurship E.D.G.E. Group — open to all entrepreneurs and small business owners—to continue meaningful conversations, build a stronger peer community, and provide ongoing support, collaboration, and accountability for business growth and innovation.

MEMBER VOICE

Member experiences and testimonials underscore the Chamber's value as a connector, advocate, and trusted partner in business success.

"I just wanted to say thanks to the Chamber for putting on the small biz event this morning.

I went not knowing what to expect and came out with so much!

Microfinancing, resources for printed bags/swag, marketing databases from the Howell Library, local connections for my internet, and more.

So well worth the couple hours I was there. "

-Kristine Ward, Sunshine & Sage-

"The Livingston Business Hub didn't just help me grow my business — it helped me find my place and my purpose in this community. Through the Hub, the Difference Maker Bootcamp, and Growing a Brilliant Business, I went from feeling invisible to feeling deeply connected, supported, and confident. This program invested in me at a level I never could have afforded on my own, and because of that investment, I've grown in ways that will impact my business and this community for years to come."

-Kristie Risner, Regal Payment-

"I wish more people understood that a Chamber is about so much more than mixers and trying to sell to each other. The Chamber is about friendship, connection, support, and building a strong peer community that helps our local economy thrive. As for my business, marketing is a full ecosystem, just like any other profession."

-Desiree Martinez, The Kast Agency-



"I believe in the power of community and connection. As a new business owner, I wanted to surround myself with other leaders who share that same commitment. What keeps me involved is the genuine support, collaboration, and friendships that have grown out of being part of this group."

-Kisha Polasky, BatteriesPlus-

"I joined the Howell Chamber after attending a couple of events and realizing right away that the leadership team was something special. They're not just checking boxes; they're innovating, growing, and truly focused on delivering value to small businesses like mine. What started as a way to connect with other business leaders has grown into an incredible opportunity to give back. As a Chamber Ambassador, I get to help welcome new members, support fellow entrepreneurs, and contribute to building a stronger local business community."

-Michael Mayernik, Mitten Junk Removal-

ADVANCING ECONOMIC DEVELOPMENT

The Howell Area Chamber of Commerce plays a central role in regional economic development by convening stakeholders, staffing initiatives, and implementing programs that support a positive public-private relationship. Key partners include municipalities, regional organizations (MEDC, AA SPARK, SBDC, MWSE), Housing Catalysts, and economic development entities working together to strengthen Livingston County.

ECONOMIC DEVELOPMENT COUNCIL OF LIVINGSTON COUNTY

ADVANCING COUNTYWIDE ECONOMIC DEVELOPMENT TOGETHER

The Chamber serves as the staffing, convening, and implementation partner for the Economic Development Council of Livingston County (EDCLC)

WHAT IS EDCLC?

EDCLC is a countywide organization focused on strengthening the economic base through business attraction, retention, strategic planning, and regional collaboration.

THE CHAMBER'S ROLE

Through a new partnership in 2025, the chamber provides the day-to-day staffing, employer engagement, program coordination, and alignment between business needs and public sector partners.

WHY THIS PARTNERSHIP MATTERS

This shared services model aligns and maximizes resources, and ensures that the business voice remains central to economic development strategy-- accelerating action on solutions to regional challenges such as housing, workforce, and business growth.

EDC PARTNER SPOTLIGHT

We extend our sincere gratitude to our Economic Development Council stakeholders and funders for your continued investment in Livingston County and your belief in the power of collaboration. Your support enables us to drive meaningful progress- from business retention and expansion to workforce development and strategic regional initiatives that strengthen our economy today and into the future. Together, we are building a resilient, competitive region, and we are grateful to stand alongside you in this important work.

City of Brighton
Asahi Kasei
Consumers Energy Foundation
Corrigan Oil Co.
DTE Foundation
Explore Brighton Howell Area

ITC a Fortis Company
Lake Trust Credit Union
Livingston Educational Service Agency
Rand Constructors
Michigan State Federal Credit Union
Village of Pinckney & Fowlerville



LIVINGSTON BUSINESS HUB

Launched in 2024 by the Howell Area Chamber of Commerce, the Livingston Business HUB demonstrated significant momentum and growth in 2025. As the region's Entrepreneurship and Business Support Center, the HUB delivers a comprehensive suite of resources that help entrepreneurs and small businesses start, scale, and sustain growth—positioning the Howell Chamber as a regional leader in modern business support services.

HUB PROGRAMS & SERVICES

Envisioned in late 2020 to meet the evolving needs of business owners, the HUB integrates space, education, coaching, and technical assistance into a single, accessible ecosystem. In 2025, entrepreneurs engaged with the HUB through a robust mix of offerings, including:

BUSINESS BOOTCAMPS

AI WORKSHOPS

BUSINESS QUICKSTART EVENTS & RESOURCES

PODCASTING SPACE

ONE ON ONE COACHING

CONFERENCE ROOM RENTALS & COWORKING SPACE

In 2025, the Chamber further strengthened this ecosystem with the expansion of the Livingston Entrepreneurship Academy. The Academy provides a structured learning pathway through live workshops and guided programming that helps entrepreneurs gain clarity, build confidence, and apply real-world strategies. These efforts deepened peer connections, encouraged knowledge-sharing, and reinforced a culture of collaboration across Livingston County's entrepreneurial community.

What's Next? The Chamber will continue to scale the Livingston Entrepreneurship Academy and expand HUB resources—investing in long-term economic vitality and a strong, sustainable foundation for entrepreneurship throughout the region.

PROGRAM PROVIDERS

Kevin Suboski, Fastest Route & Livingston Entrepreneurship Academy Founder

Jason Tracey, Roar Consulting



70
HUB
BOOKINGS

65
PROGRAM
PARTICIPANTS

24
GRANTEES
CURRENTLY IN
PROGRAM



A FOCUS ON ENTREPRENEURSHIP

STRATEGIC BUSINESS QUARTERLIES

Directed by [Kevin Suboski, Fastest Route](#)

A quarterly planning and accountability program designed to help entrepreneurs develop a clear, compelling vision and long-term strategy. Over the course of the year, participants collaborate with peers and subject-matter experts to refine business plans, assess progress, and continuously improve—strengthening strategic focus and increasing the likelihood of long-term success.

GROWING A BRILLIANT BUSINESS

Directed by [Kevin Suboski with Fastest Route](#)

A flagship, cohort-based program that brings entrepreneurs together in a guided peer group experience grounded in the Entrepreneurial Operating System (EOS). Through expert facilitation, participants clarify their vision, strengthen their personal brand, and prepare for impactful marketing and growth. The program includes six facilitated peer sessions, five online business design courses, four one-on-one coaching sessions, and targeted action steps to drive measurable progress.

MINDSET & SALES MASTERY

Led by [Jason Tracey, ROAR Consulting](#)

A hands-on, results-driven program focused on helping entrepreneurs master mindset, adopt belief-driven behaviors, and confidently address client objections. Participants build the confidence and communication skills necessary to strengthen sales conversations and support sustainable business growth.

MARKETING & SALES LEVEL 10 FOR SOLOPRENEURS

This program provides structured accountability through the EOS Level 10 framework, expert guidance from an experienced fractional sales leader, and peer support from a cohort of five entrepreneurs. Participants gain a clear focus on addressing key marketing and sales challenges.

The process includes an intake meeting to identify issues, goals, and metrics; twice-monthly 90-minute group sessions to work on business objectives; and actionable insights to drive clarity, focus, and confidence.

IN THE WORKS

Together, these programs deepened peer connections, elevated business capability, and strengthened Livingston County's entrepreneurial ecosystem—creating a culture of shared learning, accountability, and growth.

WHAT'S NEXT

The Chamber will continue to scale the Livingston Entrepreneurship Academy and expand HUB resources—investing in long-term economic vitality and a strong, sustainable foundation for entrepreneurship throughout the region.



ADVOCACY & COLLABORATION

Change does not happen overnight, and we work hard at local, regional, and state levels to be a voice for business. We foster relationships throughout the year and support initiatives that support our business and community.

Collaboration begins at home, and making a difference in our local city and county government. This past year, the Chamber of Commerce has made the priorities of the business community heard in various ways. Some specific examples include:

- Attending Michigan Chamber Day in Lansing.
- Attended Mackinaw Policy Conference on Mackinaw Island to meet and connect with elected officials across the state and learn about policy impacts on business.
- Visited Lansing and met with the State elected officials during Leadership Livingston
- Visited Lansing to connect with State Representative Jason Woolford and discuss local impacts to economic development
- Hosted a County-wide meet and greet with State Officials.
- Chamber staff attended the Livingston County Convention and Visitor Bureau's Partner Luncheon. In addition to the Luncheon throughout 2025 all chamber staff became or renewed their Tourism Ambassador Certification for Livingston County.
- Kept members informed through Advocacy Advantage, an e-newsletter featuring business-related legislation to keep members informed.



GREATER LIVINGSTON COUNTY CHAMBER ALLIANCE

The Livingston County Chamber Alliance remained strong in 2025. Featuring a successful Economic Forecast, quarterly mixers, and Leadership Livingston programs throughout the course of the year.



LEADERSHIP LIVINGSTON

Leadership Livingston launched a second cohort in October 2025 with 22 participants. The program develops civic-minded leaders in the Greater Livingston region. Participants gain a deeper understanding of community institutions and their impact on the region's quality of life while enhancing leadership skills. Program highlights include day-long workshops focused on leadership development and key themes such as inclusion, natural resources, education, workforce development, and government services. Community tours are part of the program connecting participants with local institutions, industries, and business leaders. Insights are also shared on economic development, community engagement, and quality of life shaping the region's future. Participants, sponsoring organizations, and the community all benefit from this program, fostering stronger leadership and collaboration in the region.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

- President Janelle Smith joined Board Members Brandon Krugh, Suzy Murphy, John Scotta, and Dr. Michael Hubert for board governance training offered through the Michigan Association of Chamber Professionals and led by Robert Harris.
- President Janelle Smith, Jennifer Nielsen, Director of Membership, and Allison Rehfield, Event Coordinator, attended the Michigan Association of Chamber Professionals conference in Midland and participated on a Panel that discussed workplace culture and burnout.
- President Janelle Smith and Board Chair Nicole Domitrovich attended Michigan Chamber Day at the Capitol
- President Janelle Smith, attended the Michigan Association of Chamber Professionals CEO Summit in Petoskey with other Executives from large chambers across the state to learn about leading industry trends.
- Chamber Staff, Janelle Smith, Dianne Samples, Jennifer Nielsen, Christine Bennett, and Lou Anne Balan renewed/ and received their Certification as Tourism Ambassadors
- President Janelle Smith completed the US Chamber's Business Leads Cohort focused on addressing challenges related to workforce development.
- President, Janelle Smith was recognized as one of ACCE's 40 under 40



Howell Area
Chamber
of Commerce

**AS THE CHAMBER CONTINUES
OUR WORK TO SHOWCASE AND
ELEVATE THE LIVINGSTON
COUNTY COMMUNITY.
WE THANK OUR MEMBERS,
INVESTORS, PARTNERS, &
VOLUNTEERS FOR THEIR
CONTINUED SUPPORT. TOGETHER,
WE ARE BUILDING A STRONGER
BUSINESS COMMUNITY AND A
BRIGHTER FUTURE FOR OUR
REGION.**

