

## Join us for a New Event with the Livonia Chamber... Neighborly Networking!

You will have a chance to do some serious networking with some of your neighbors and get in front of some new faces.

In addition to networking, the event will feature great food, and of course, many opportunities to promote your business in a fun and relaxed environment.

So come and mingle with Westland and Livonia business people on Thursday, February 16 at the American Legion Post #32, 9318 Newburgh from 5 p.m. until 7 p.m.; cost \$5 per person.

To RSVP or for more information please call the Westland Chamber at 734-326-7222.

## Join us for Coffee Connection at American House III

Do you have trouble getting out of work in the middle of day to attend one of the Chamber's luncheons? When 5:00pm comes around are you just ready to go home, and not come to an After-Hours? Well then you no longer have an excuse not to be involved. There now is a specially designed event for you. This month's Coffee Connection will be hosted by American House III on Wednesday, February 8th. American House III is located at 35700 Hunter Ave., Westland. We will be meeting there from 8-9am. Stop in for Coffee and get some networking done before you have to go to work. No need to RSVP, just stop in when you can. Call the Chamber at 734-326-7222 for more information. Hope to see there!



Celebrating  
**50**  
Years  
**1962-2012**

2012 will be an Exciting Year for the Westland Chamber as we reach 50 years of service to the Westland Business Community! Please use the enclosed flyer for our 50th Anniversary celebration on April 20 and get your reservations and sponsorships in soon!!

## Youth Assistance Names Westland Rotary Club As Service Organization of the Year

Cited for their generous contributions to Youth Assistance and community projects such as the Teen Court, Youth Assistance Director Paul Motz presented the Service Organization of the Year Award to the Westland Rotary Club at their annual Volunteer Appreciation Dinner at Angelo Brothers Restaurant on January 24, 2012.

This year's Westland Rotary Club President Mary Vellardita accepted the award on behalf of the club.

*Photo courtesy of  
Observer & Eccentric Newspapers.*



*From left to right: 18th District Court Judge Sandra Cicirelli, Margaret Harlow, Mary Vellardita, YA Director Paul Motz and Antoinette Martin. Judge Cicirelli is an Honorary Rotarian; all others shown are Westland Rotary Club members.*



**2012 Executive Board**

**Tim Weise**, Chairman of the Board  
*Garden City Hospital* ..... 421-3300

**Joe Lezotte**, Immediate Past Chair and  
 Vice Chair Of Finance & Operations  
*Sigma Financial*..... 248-442-2323

**Dan Martin**, Chair Elect  
*NovoPrint USA*.....776-9151

**Dr. Amanda Apfelblat**, Vice Chair of  
 Community & Educational Development  
*Michigan Chiropractic Specialists, PC*..... 838-0353

**Rebecca Kelly**,  
 Vice Chair of Business & Economic Development  
*Sharon's Heating & AC* ..... 425-1415

**Jim Kollar**, Vice Chair of Government Affairs  
*Alleycat Designs* ..... 728-7867

**Gary Bulson**  
 Vice Chair of Marketing & Membership  
*Men On the Move*..... 729-6683

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*Wayne/Westland Schools* ..... 419-2116

**Kathy Hurt**  
*Co-op Services CU*.....522-3700

**Ricardo Seir, D.D.S.**  
*Parkside Dental Team*..... 261-6060

**Bruce Smoler, D.D.S.**  
*Community Dental Associates*.....728-5600

**Chamber Staff**

**Brookellen Swope**  
 President and CEO ..... 326-7222

**Newsletter Staff**

**Brookellen Swope**  
 Editor..... 326-7222

**Mary L. Vellardita**, Adv. Sales/Production  
*C & M Printing/Mary Kay*..... 729-5401

Website: [www.westlandchamber.com](http://www.westlandchamber.com)

**Save the Dates...**  
**for These Exciting Events Coming in 2012!**  
**Westland Chamber Turns 50**

Plans are in motion to have one of the biggest celebration's the Westland Chamber has ever seen on April 20, 2012. Don't miss out on great entertainment provided by Steve King and The Dittilies, fantastic food provided by the Hellenic Cultural Center, and special guest's from the past. Tickets will be \$40 each or table of 8 for \$320. There are many sponsorship opportunities available as well. Event Chairperson Gary Bulson says he has one goal in mind...FUN! For more information on this event or others please call 734-326-7222.

**Blues, Brews & Barbecue**

Don't miss out on your city's newest signature event. This year the Blues Brews and Barbecue will be a 2-day event. Plan accordingly and make sure you are around September 15 and 16, 2012. You won't want to miss the great food, entertainment, and of course the brews!





**FIRING LINE**  
 INDOOR GUN RANGE AND GUN SHOP

*10th Annual (Smoke Free!)*

*Smoking available in Outdoor Heated Tents*

**Cigar Fest 2012**

*Benefitting the Westland Police Department's  
 Tactical Response Team (TRU)*

**February 25, 2012 Hellenic Cultural Center**  
 36375 Joy Road, Westland MI 48185

Doors open at 5:00 p.m., dinner at 6:00 p.m.

*Vegas Room opens at 7 p.m. - Silent Auction  
 Live Entertainment - Rusty Lunchbox and D.J.*

Various raffles conducted throughout the night. We will be raffling Handguns, Rifles and a Trip to Vegas.

Event & raffle tickets can be purchased at the Firing Line, Westland Police Department or the Westland Chamber of Commerce.

For more information call  
 Westland Chamber of Commerce 734-326-7222, or  
 Ofc. Kavanaugh at the Police Department 734-722-9600



## The Mayor's Corner

By Westland Mayor  
William R. Wild



It is with great pleasure that I announce that the "Passport to a Healthy City" campaign is in full swing and thousands of passports have been distributed throughout the City and residents are signing up at an amazing rate.

The "Passport to a Healthy City" campaign is a partnership between the City of Westland and St. Mary Mercy Hospital that promotes healthy, active lifestyles for all of Westland's residents through the development of fun, convenient programs created through strong public/private partnerships between the City of Westland, local businesses and its residents.

I recently sent a letter to all businesses in our All American City requesting participation and encourage you to be creative and submit an idea of how your business can participate. There is no cost to participate. Not only will your participation give residents a chance to be healthier and help Westland become one of the healthiest cities in America but the customers coming to your business will have a positive effect on your bottom line.

Also, if you are interested in becoming a rewards partner we would like to have a wide array of rewards available to offer to the residents who complete a passport.

This is a new program and I am always open to ideas on ways to improve programs we currently offer. If you have any ideas that you feel would make this program better, please do not hesitate to contact my office.

Sincerely,

William R. Wild, Mayor

# Smile with Confidence



## Missing Teeth?

*Dental Implants  
May be the Answer*

Dental Implants look and function like natural teeth. They help preserve the jawbone to prevent the appearance of premature aging. They improve quality of life by helping you eat the foods you love. Talk, smile, and laugh with confidence. Find out how you can benefit from dental implants.

*We can make your  
dream smile a reality.*

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**Dr. Bruce A. Smoler\***

*\*Fellow International Congress of Oral Implantologists*

**Family Dentistry • Cosmetic Dentistry**

**Call 734-728-5600**

820 N. Wayne Road • Westland

Check out "Before and After" treatments on our new website!

[www.dentalimplantsforyou.net](http://www.dentalimplantsforyou.net)



**Charity Fundraiser**

**WIN A**



**RED WINGS SUITE FOR 10**  
**including BEER, POP & FOOD!!**

**Versus the Predators • Tickets \$10 each**  
**Friday, March 30, 2012 @7:30 pm**

*Tickets available at the Chamber Office  
or from any Westland Rotary members*

*For more info call Mary McGaw 734-748-8515*

**PROCEEDS TO WESTLAND ROTARY  
SCHOLARSHIP FUND & CHARITIES**

Drawing to be held on March 22, 2012 @ 1 p.m.  
at Joy Manor, 28999 Joy Rd Westland, MI License #R15006



# Westland Publisher Includes Michigan Authors In its Catalog



*State Representative  
Richard LeBlanc*

DETROIT – State Representative Richard LeBlanc (D-Westland) today announced that Westland publisher Dzanc Books is the recipient of a \$4,500 grant from the Michigan Council for Arts and Cultural Affairs.

"I am pleased that our local publishing house which features Michigan authors is receiving this grant," said LeBlanc. "Dzanc Books exemplifies the principle of 'Buy Local' and 'Buy Michigan.' In addition, they have given back to our community through their literacy programs and their 'Writers in Residence' program in our public schools."

Dzanc Books, founded in 2006, will receive an operational support grant through the Program Operational Projects that includes monies for administrative costs, space rental, travel, marketing, publicity and promotion, and other expenses. From their home base here in Michigan, Dzanc has published books by more than 12 Michigan authors. They have plans to publish 24 books in 2012.

"I congratulate Dzanc Books for receiving this grant and look forward to seeing the new books they bring out in 2012 as well as watching them grow as a vibrant Michigan-based company."

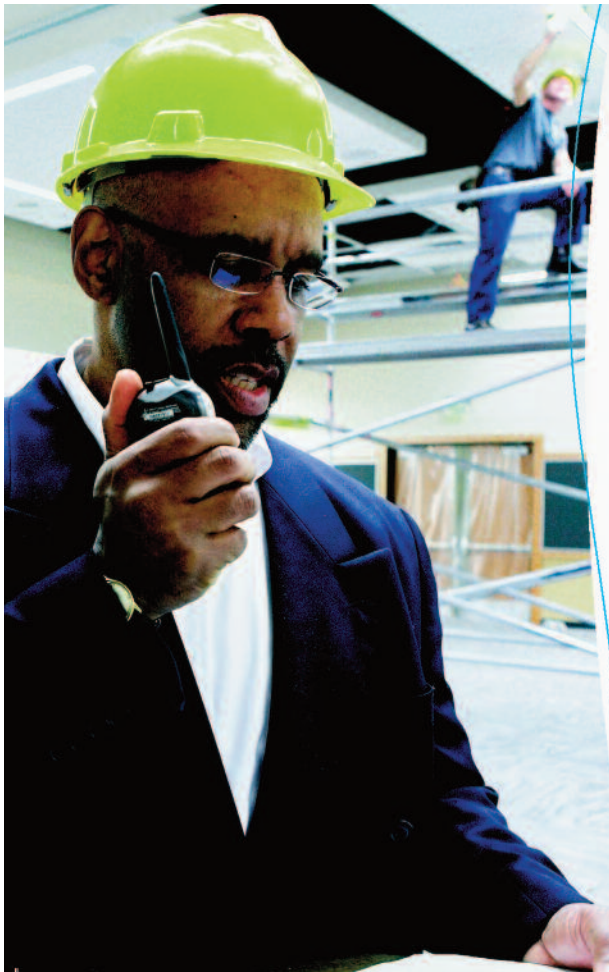


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So is the Chamber!  
Friend us today. We  
can be found by  
searching for the  
Westland Chamber.

*Networking Works!*



*Support Your Chamber*



## Choosing health coverage for small business isn't "just business." It's personal.

Times have changed for Michigan small businesses, and Blue Cross is changing with them. Which is why the Blues and the Westland Chamber are proud to offer great health plan options for small business.

**Simply Blue<sup>SM</sup>:** A brand new PPO from Blue Cross Blue Shield of Michigan. Employees enjoy a comprehensive health plan at a competitive price.

**Healthy Blue Living<sup>SM</sup>:** A revolutionary HMO that rewards your employees for adopting healthier lifestyles by working with their doctors to improve their health.

**With the right health coverage, your business can grow.** Healthy employees are good for business. And by offering first-rate coverage that you and your employees can afford, you'll be able to retain and attract top talent. Now that's how a business grows.

**Learn more today.**  
For more information or a quote contact your local agent or visit [www.mibenefitadvisor.com/westlandchamber](http://www.mibenefitadvisor.com/westlandchamber).

Your Chamber  
Exclusively Endorses



**Blue Cross  
Blue Shield  
of Michigan**

A nonprofit corporation and independent licensee  
of the Blue Cross and Blue Shield Association

**Come celebrate the Past, Present and Future  
with the Westland Chamber of Commerce at our**

# *50th Anniversary Gala*

**April 20, 2012**

**at the Hellenic Cultural Center**

**\$40 per person or \$320 for a table of 8**

**includes Family-style dinner with Open Bar  
(featuring Chicken Cordon Bleu & Roast Beef)**

**Enjoy LIVE  
Entertainment with  
Steve King  
and the Dittilies!**



**Doors Open 5:45**

**Cocktail Hour 6:00-7:00 ~ Dinner 7:00 - 8:00**

**8:00 - 12:00 Entertainment**

**"50 Years of Excellence" Slide Show**

**Special  
Guests!**

*See back for sponsorship opportunities & contact information*

# Westland Chamber of Commerce 50 Year Anniversary Gala Friday, April 20, 2012

Hellenic Cultural Center, 36375 Joy Rd. Westland MI 48185

## SPONSORSHIP/REGISTRATION FORM

Please indicate your level of participation and fill out the contact info below.  
(each ticket includes dinner and open bar)

- |   |        |   |
|---|--------|---|
| <input type="checkbox"/> Entertainment Sponsors   | \$1000 | Includes table of 8, full page ad in program, signage & recognition at event  |
| <input type="checkbox"/> Bar Sponsors   | \$500  | Includes two tickets, half page ad in program, signage & recognition at event |
| <input type="checkbox"/> Dessert Table Sponsor  | \$500  | Includes two tickets, half page ad in program, signage & recognition at event |
| <input type="checkbox"/> Table Sponsors   | \$400  | Includes 8 tickets and recognition in program                                 |
| <input type="checkbox"/> Cocktail Hour Sponsor<br><i>Special Drinks served 6pm - 7 pm</i> | \$250  | Includes signage & recognition in program                                     |
| <input type="checkbox"/> Supporting Sponsors  | \$100  | Includes recognition in program   |

### Tickets

\_\_\_\_\_ Tables of 8 @ \$320 ea. = \$ \_\_\_\_\_

\_\_\_\_\_ Tickets @ \$40 ea. = \$ \_\_\_\_\_



Business Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person \_\_\_\_\_

**You may also support the Chamber with a Congratulatory advertisement in the event program. Please call for info!**

If you have any questions or require additional information, please contact The Westland Chamber of Commerce at (734) 326-7222

**We look forward to celebrating with you!**

***Please return this form by:  
April 6***

*Mail this form along with your check made payable to Westland Chamber of Commerce to:*

**Westland Chamber / 50th Anniversary  
36900 Ford Rd, Westland, MI 48185  
or fax credit card info to: 734-326-6040**



*Credit Cards - circle one, and please complete info below*

Name on card \_\_\_\_\_

Account # \_\_\_\_\_

Exp. date \_\_\_\_\_

3 or 4 Digit Code \_\_\_\_\_

Don't Miss the Chance to Market Your Business  
During Our Year Long 50<sup>th</sup> Anniversary Celebration

## Commerce Commentary 2012 Rates

How can you get your message out to every business in Westland?  
**Put a flyer or an in-column advertisement into the  
March 2012 All City issue of Commerce Commentary!!!**

The special **All City Edition** is mailed directly to **ALL Westland businesses**; this effective direct exposure marketing gets your advertising message through the doors of over 1200 local business owners.

If you've been looking for a great business-to-business advertising opportunity, this is it!

Size	Dimensions	Regular	All City	6 Time*	12 Time*
		Editions	Edition		
		1 Time	Rates		
Full page	7½" x 9⅝"	\$270	\$345	\$250	\$240
Half page	7½" x 4¾"	\$140	\$270	\$130	\$125
Quarter page	3⅝" x 4¾"	\$75	\$170	\$70	\$65
Eighth page	3⅝" x 2¼"	\$50	\$100	\$45	\$40
<b>Half Page in color on back</b>		<b>\$200</b>	<b>\$300</b>	-----	-----
<b>Quarter Page** in color on back</b>		<b>\$125</b>	<b>\$200</b>	-----	-----
<b>Front Page Banner 5" x 1"</b>		<b>\$75</b>	<b>\$100</b>	(3 mos. max. no contracts)	

\*New 12 Time contracts give you two All City Editions at the Regular 1 Time rate; \*\*New 6 Time contracts give you one All City Edition at the Regular 1 Time rate.

### 2012 Insert Rates

Prefer a pull-out flyer insert? We can accept your 8½" x 11", pre-printed inserts.

**Please make your insert space reservation by February 20.**

**All City Pre-printed Insert Rate: \$300 per flyer**

**Regular Edition Rate: \$100 per flyer**

The advertising copy deadline for new ads is February 15.  
The camera-ready ad deadline is February 20.

For more information, please call **Brookellen Swope (734) 326-7222**  
or **Mary Vellardita: (734) 729-5401**

## Biggby Coffee Sponsors WWJ Winter Survival Radiothon for THAW

BIGGBY COFFEE of Westland is helping Michigan residents stay warm this winter with more than just coffee! The store located at 37644 Ford Rd. is a sponsor in the ninth annual WWJ 950 AM Winter Survival Radiothon, which assists the Heat and Warmth Fund (THAW) to help individuals and families heat their homes during the harsh frigid season.

WWJ 950 will broadcast LIVE from The Henry Ford for 31 hours straight, beginning at 5 a.m. Friday, January 27, and ending at noon on Saturday, January 28. The Radiothon is the on-site donation call center, where volunteers will be taking phone pledges and auction bids. Callers who donate \$250 will receive a special gift bag including a BIGGBY COFFEE travel mug and during special hours, any caller who makes a \$25 donation will receive a \$5 BIGGBY gift card.

“We are hoping that with Metro Detroit BIGGBY store’s support we can make this event larger than ever before and help as many people as possible,” Mo Elfakir, store owner said. “This time of year, many of us take a warm home for granted, and right here in our own city people are forced to go without. Heat and lights are not a luxury, they are a necessity.”

THAW was established in 1985 in order to improve the quality of life in Michigan and prevent human suffering by aiding low-income families. Last year’s event raised approximately \$431,000 and helped thousands of individuals and families in Michigan stay safe and warm.

“It’s important to us that we stay involved in our community,” Elfakir said. “As a small business we understand the value of giving back and are looking forward to being a part of this event and helping such a great cause.”

To make a donation to THAW, please call 1-888-579-4950 or visit: <http://www.thawfund.org/support/>



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\*For full program details, please visit [www.shredmycard.com](http://www.shredmycard.com).

# Garden City Hospital. Good for your heart & soul.



## MY HEART...MY LIFE.

- Fact:** Heart disease is the number one killer of Americans.
- Fact:** One of every three deaths in the U.S. is related to cardiovascular disease.
- Fact:** You can change your lifestyle TODAY, and decrease your risk factors for heart disease.

Join our cardiovascular experts for an interactive educational series designed to celebrate your heart.

### NATIONAL GO RED DAY: WOMEN'S HEART HEALTH FORUM

**Friday, February 3, 2012 • 10 am – 12 Noon**  
Garden City Hospital, Medical Office Building Classrooms  
6245 Inkster Road • Garden City, MI 48135

National Wear Red Day. Cardiologist Dr. Karen Wiarda will be available to answer all your heart healthy questions. Afterwards, we'll get our hearts pumping in a Polynesian aerobics class - the latest exercise sensation. Bring or wear your red work out clothing and GO RED! Guests can also enjoy a fabulous prize drawing, giveaway items and lunch.

### HEALTHY HEARTS 101

**Thursday, February 16, 2012 • 5:30 pm – 7:30 pm**  
Village of Redford  
25300 Six Mile Road • Redford, MI 48240

GCH Cardiologist Nizam Habhab, DO, FACC, FACOI will discuss heart health. An exercise physiologist will be on hand to teach simple exercise techniques that can easily be done at home or in the office. A heart healthy dinner will be served.

### GCH HEART WALK 2012

**Saturday, February 25, 2012 • 9 am – 12 Noon**  
Westland Mall  
35000 Warren Road • Westland, MI 48185

Dress comfortable and bring all your heart related questions for our panel of experts. A GCH pharmacist will be on hand to answer medication questions, free health screening on site, and our Pulse EMS will be on hand for support.

**All events are FREE. Heart risk assessments will be offered on site. Seating is limited. Call 734-458-3248 to reserve your space.**



Great Health. Generation to Generation.

6245 Inkster Road | gchosp.org | 734-458-3248

## Support Your Chamber & Build Your Business!

Smart business people know the value of being active members of their Chamber of Commerce.

Why not get your advertising message out to local business people by advertising in Commerce Commentary?

For more information, call:

**Brookellen Swope @ (734) 326-7222 or  
Mary Vellardita @ (734) 729-5401**

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- ★ SHORT NOTICE WELCOMED

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**25% off  
Shower,  
Wedding,  
Anniversary  
and  
Graduation  
Invitations**  
for Chamber Members

### 50% off any 1 Accessory Item

with your order of 50 or more Wedding Invitations.

Accessories include:

- napkins, matches,
- bookmarks, candles,
- programs, Thank You notes,
- candy boxes, cake bags,
- toasting glasses, and more!

One Coupon per Customer.  
Please place order by June 1, 2012

### GRADUATION INVITATIONS, ANNOUNCEMENTS & GIFTS



39101 Webb Drive,  
Westland, MI 48185

**734. 729. 5401**

Print Shop Hours:

Tues - Fri 7:30 am - 3:30 pm  
Saturdays 9:30 am - 11:30 am  
Closed Sunday & Monday

## Welcome New Member!

### Key Graphics Solutions

Dennis LeMaitre  
35665 Ford Rd.  
Westland, MI 48185  
(734) 260-4682  
Printing & Mailing

## Membership Renewals-

*Thank You for Your Loyalty!*

Office Depot – Since 2009  
Keith's Muffler & Brakes – Since 2007  
Qdoba Mexican Grill – Since 2006  
Scrap Busters Auto & Truck Parts – Since 2005  
Westland Goodfellow's – Since 2004  
PNC Bank – Since 1999  
Redwood Dental Group – Since 1998  
Harb, Fredrick D.D.S., P.C. – Since 1997  
Olympic Coney Island – Since 1997  
My Lady's Florist – Since 1994  
Beaver Creek – Since 1989  
State Farm Insurance – Druchniak – Since 1987  
American House Westland I – Since 1985  
Michigan Truck Parts, Inc. – Since 1985  
Intra Coporation – Since 1982  
Harold Allen, CPA – Since 1973  
National Block Company – Since 1973  
Westland Jaycees – Since 1973



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Audiologist

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## FEBRUARY 2012 Calendar of Events

Office phone (734) 326-7222  
[www.westlandchamber.com](http://www.westlandchamber.com)



## Mark Your Calendars!

### Chamber Events:

- Feb. 8**      **Coffee Connection**, 8 - 9 am  
American House III  
35700 Hunter Ave.
- Feb. 16**      **After Hours Joint with Livonia**,  
American Legion Post #32  
9318 Newburgh Rd.,  
5-7pm cost \$5.00

### Chamber Meetings:

*(All meetings are at the Chamber Office unless noted)*

- Feb. 7**      **Board of Directors**, 9:00 am
- Feb. 17**      **Marketing & Membership**, 9:00 am  
**Ambassador's Club** (immediately  
following Marketing Mtg.)

### Upcoming Chamber Events – Save the Date!!

- March 15 – 5 Star Member Benefit Luncheon**,  
  
Joy Manor, 28999 Joy Rd.  
11:15- 1:00pm cost \$15
- March 20**      **Joint After Hours Co-Hosted  
by Westland Rotary**  
Max and Erma's, 6601 Newburgh Rd.
- March 29**      **Coffee Connection @ Panera Bread**  
35300 Warren Rd. 8-9am
- April 20**      **50th Anniversary Gala with  
Steve King and the Dittilies**
- June 12**      **Joint Golf Outing with Westland  
Community Foundation**
- Sept. 15-16**      **Blues, Brews & BBQ**
- ### Community Events
- Feb. 25**      **Westland TRU Cigar Fest**

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- Numbness in Arms and Legs • Whiplash
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**734-838-0353**