



## 2010 Investor's Kit

Robert Roth, Chair; *Friends of West Michigan Business*

Rusty Merchant, Vice Chair; *Friends of West Michigan Business*



111 Pearl Street NW | Grand Rapids, MI, 49503  
Phone | 616.771.0300 Fax | 616.771.0318



# Friends of West Michigan Business

## 2010 PAC Board Members

**Robert Roth, RoMan Manufacturing**  
**Rusty Merchant, McAlvey, Merchant & Associates**  
**Curt Wells, Huntington Bank**  
**Meg Goebel, Paul Goebel Group**  
**Jeanne Englehart, Grand Rapids Area Chamber of Commerce**  
David Bilardello, Priority Health  
Tom Bylenga, Star Truck Rentals  
Lew Chamberlin, West Michigan Whitecaps  
Kimberly Clarke, Varnum  
Troy Cummings, Warner Norcross & Judd  
Doug DeVos, Amway  
Dean Ferris, Grotenhuis  
Michael Gallagher, Spartan Stores  
Bryan Harrison, Amway  
John Helmholdt, Grand Rapids Public Schools  
Robert Hughes, Advantage Benefits Group  
J.C. Huizenga, Huizenga Group  
Mark Kimball, Mitchell Morgan LLC.  
Birgit Klohs, The Right Place, Inc.  
Karen McCarthy, Consumers Energy  
Eileen McNeil, Seyferth & Associates  
Dean Pacific, Warner Norcross & Judd, LLP  
Jason Pater, Huizenga Group  
Len Slott, Vi-Chem Corporation  
Peter Varga, The Rapid  
Carl VerBeek, Varnum, Riddering, Schmidt & Howlett  
John Weiss, Design +  
Jim Zawacki, GR Spring and Stamping

### **Contact Information**

111 Pearl St. NW  
Grand Rapids, Michigan, 49503  
616.771.0311  
Chris Glass, Public Policy Coordinator  
[glassc@grandrapids.org](mailto:glassc@grandrapids.org)



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## Introduction

The Grand Rapids Area Chamber of Commerce is a respected and longstanding advocacy group for the West Michigan business community. With three full-time registered lobbyists and an active membership, the Chamber continues to engage in a number of policy discussions at the local, state and federal levels that will protect the interests of businesses.

The *Friends of West Michigan Business*, the Chamber's Political Action Committee (PAC), is a valuable resource for Chamber members to join with like-minded businesses leaders financially to achieve desired political and public policy goals.

The Chamber remains committed to maintaining its position as a top regional PAC in the state for the 2010 election cycle. As a business leader in West Michigan and a member of the Grand Rapids Area Chamber of Commerce, you have an opportunity to shape the future of the business climate and quality of life in West Michigan.

In 2010, all statewide constitutional offices — Governor, Lt. Governor, Secretary of State and Attorney General — will be open due to term limits, as will 30 seats in the Senate and numerous House seats as members seek higher office. The officials we elect will have an opportunity to reject the status quo and make bold decisions to revitalize Michigan. The business community must be prepared to stand by those who support a better future for Michigan and hold accountable those who stand in the way.

**Your financial investment helps to ensure that the Chamber PAC remains competitive, and the voice of West Michigan business is heard loud and clear as we transform and diversify our economy.**

This “2010 Investor’s Kit” is designed to provide you with a more thorough understanding of the Chamber PAC and the value-added opportunities available to our investors. Please review the enclosed materials and opportunities for you to invest in the future of West Michigan business.

Sincerely,

Robert Roth  
Chair, *Friends of West Michigan Business*  
President, RoMan Manufacturing

Rusty Merchant  
Vice Chair, *Friends of West Michigan Business*  
Partner, McAlvey, Merchant and Associates

Jeanne Englehart  
President and CEO



## Testimonials

The success and influence of the *Friends of West Michigan Business* can best be described by the elected officials who have used our endorsement to win on Election Day. As the largest regional PAC in Michigan, the *Friends of West Michigan Business* provides the support and influence to help pro-business candidates succeed.

“Typically, political action committees will commit to a candidate before the primary election. Having the endorsement and financial support of the *Friends of West Michigan Business* helped me not only through the primary, but to a general election victory.”

**-Senator Mark Jansen, *State Senate 28<sup>th</sup> District***

“Very few political action committees are as well respected as the *Friends of West Michigan Business*. When you have over 3,000 like-minded job providers joining together for a common cause, Lansing begins to listen.”

**-Representative Dave Hildenbrand, *House of Representatives 86<sup>th</sup> District***

“Having the endorsement of the *Friends of West Michigan Business* meant I had the support of over 3,000 business leaders from the greater Grand Rapids area.”

**-Representative Joe Haveman, *House of Representatives 90<sup>th</sup> District***

“*The Friends of West Michigan Business* provided me the resources to ensure my message reached voters. Their support helped ensure that my pro-business agenda was heard loud and clear by Election Day.”

**-Commissioner Dave Shaffer *Grand Rapids City Commissioner 1<sup>st</sup> Ward***

The PAC’s support for these elected officials carries past the election cycle as the Grand Rapids Area Chamber of Commerce Government Affairs Division utilizes these established relationships to advocate on behalf of Chamber members.



## **Major Donor Levels**

Major Donors enjoy greater access and benefits from their involvement. Investors are able to pool their resources with other like-minded West Michigan business leaders creating a political “mutual fund” that offers maximum return on investment, a pro-business, pro-West Michigan majority that will represent our interests in Washington, Lansing and locally.

### **Platinum Level**

The “Platinum Level” is for major donors who contribute \$2,500 or more to the *Friends of West Michigan Business* each year. The Chamber PAC’s average contribution to state House elections is \$500-\$1,500 and an average of \$1,000-\$2,000 to the state Senate primary elections. As an investor at the “Platinum Level,” you could impact and fund one state House and one state Senate primary election contribution.

#### **Membership Benefits**

As a “Platinum Level” member you will be given:

- special opportunities to meet with guests of honor and VIPs at events
- event underwriter and sponsorship opportunities
- recognition at all PAC-sponsored events
- admission to all PAC-sponsored events
- membership to the President’s Club (See page 7.)
- opportunities to meet with candidates and engage in the endorsement process for the PAC

### **Gold Level**

The “Gold Level” is for major donors who contribute \$1,000-\$2,500 to the *Friends of West Michigan Business* each year. The “Gold Level” is for the major donor who is deeply involved in the PAC and the political process.

#### **Membership Benefits**

As a “Gold Level” member you will be given:

- recognition at all PAC-sponsored events
- admission to all PAC-sponsored events
- membership to the “President’s Club (See page 7.)
- opportunities to meet with candidates and engage in the endorsement process for the PAC

Questions about becoming a Major Donor? Contact Chris Glass at 616.771.0311 or [glassc@grandrapids.org](mailto:glassc@grandrapids.org).



## **The President's Club**

The President's Club is West Michigan's exclusive, members-only political investment club for those who personally contribute \$250-\$500 annually to the *Friends of West Michigan Business*. The President's Club is designed to provide major PAC investors with the value-added benefit and understanding of the political atmosphere in Michigan.

### **Membership Benefits**

Not only will you get to know other investors and business leaders who are concerned about electing pro-business candidates, but President's Club members also receive political analyses and updates from Michigan's top political strategists, media specialists, pollsters, and campaign gurus. Additional benefits include interaction with high-profile speakers and participating in interviews with candidates seeking the endorsement of the PAC.

### **Prospective Speakers and Topics**

Bill Ballenger, Editor of *Inside Michigan Politics*; George Weeks, Syndicated Columnist, *Detroit Free Press*; Ron Weiser, Chair, Michigan Republican Party; Mark Brewer, Chair, Michigan Democratic Party. Speakers topics include hot button political issues, Election Day predictions, debates between GOP & Democratic leaders, City Commission election analysis, 2010 gubernatorial election, targeted Michigan congressional races, state Supreme Court and state House races, target pro-business candidates, and more.

### **“Bring a Friend” Policy**

To enhance participation and build the Club's membership, all Presidents' Club members are encouraged to bring a friend, business associate or colleague along to introduce them to the benefits of becoming a member of the President's Club. By building a coalition of like-minded investors supporting the common cause of improving the business climate and quality of life in West Michigan, the Grand Rapids region ensures its voice will be heard loud and clear in Lansing.

President's Club members are also granted access to candidate endorsement interviews of all levels. Members are encouraged to ask tough and pressing questions as we look to identify and endorse the best pro-business candidate.

Questions about the President's Club? Contact Chris Glass at 616.771.0311 or [glassc@grandrapids.org](mailto:glassc@grandrapids.org).



## **Premier PAC Event Sponsorship**

As a business leader in West Michigan and a member of the Grand Rapids Area Chamber of Commerce, you have an opportunity to positively affect the business climate and improve the quality of life in West Michigan for years to come. Becoming a “Premier PAC Event Sponsor” will give your company high visibility with legislative, business and community leaders, and you will also receive the benefits listed below for your investment.

### **ImPACt 2010: Pro-Business, Pro-Michigan**

On April 22, 2010, the *Friends of West Michigan Business*, the Grand Rapids Area Chamber of Commerce Political Action Committee (PAC), will host its spring fundraiser, “ImPACt 2010: Pro-Business, Pro-Michigan.” This forum will provide our members with a unique opportunity to hear from candidates vying for the states top elected positions.

### **West Michigan Policy Forum “PAC VIP Reception”**

On September 16, 2010, the *Friends of West Michigan Business*, the Grand Rapids Area Chamber of Commerce Political Action Committee (PAC), will hosts its fall fundraiser in conjunction with the West Michigan Policy Forum. Your sponsorship of this reception will position your company as a supporter of PAC goals.

#### **Event Underwriter: \$5,000**

- Company logo displayed on placard at registration table
- Company logo displayed at event, company name and logo printed in program
- Acknowledgement from the podium, in *The Chamber News*, Chamber’s website, CGS eNews, and West Michigan Policy Forum materials
- Fifteen (15) tickets to the event

#### **Main Host: \$2,500**

- Company logo displayed at event, company name and logo printed in program
- Special recognition at event, in *The Chamber News*, Chamber’s website, CGS eNews, and West Michigan Policy Forum materials
- Ten (10) tickets to the event

#### **Host: \$1,000**

- Company name displayed at event, company name printed in event program
- Special recognition at event, in *The Chamber News*, Chamber’s website, CGS eNews, and West Michigan Policy Forum materials
- Five (5) tickets to the event

Questions regarding sponsorship? Contact Leslee Fritz at 616.771.0357 or [fritzl@grandrapids.org](mailto:fritzl@grandrapids.org).



## Additional Sponsorship

### **Politics & Pints**

Through Politics & Pints, the Chamber connects professionals with elected officials from across the political spectrum in a relaxed atmosphere that promotes conversation. Our organization has partnered with a number of groups including the Grand Rapids Young Professionals, Grand Rapids Jaycees, Young Lawyers Section of the Grand Rapids Bar Association, MAP and many others for this event that attracts more than 20 elected officials three times a year.

The event is hosted by the *Friends of West Michigan Business*, the Grand Rapids Area Chamber of Commerce PAC, the region's largest non-partisan political action committee, dedicated to electing pro-business candidates to public office.

#### **Underwriter Sponsorship: \$2,500**

- Acknowledgement in *The Chamber News*, Chamber website and CGS eNews targeting 4,000+ businesses
- Special recognition during the event through signage, announcements, and printed programs
- 10 Complimentary admissions to the event

### **The President's Club Meetings**

Investors personally contributing \$250 or more, annually to the Chamber PAC automatically become members of the President's Club. Quarterly meetings will be held with special presentations by renowned guest speakers such as political correspondent Rick Albin from WOOD TV8, Richard McClellan from Dykema Gossett, Bill Ballinger of *Inside Michigan Politics* and Bob LaBrant of the Michigan Chamber of Commerce.

Sponsorship of The President's Club meetings provides a unique opportunity for a company to target a select group of business and community leaders that are active in the legislative and political process.

#### **President's Club Meeting Sponsorship: \$1,000**

- Sponsorship of one quarterly meeting
- Company banner displayed (if provided)
- Company name listed on invitation and meeting agenda
- Special recognition at meeting
- Acknowledgement in *The Chamber News*, Chamber website and CGS eNews targeting 4,000+ businesses