



August 15

[CLICK HERE](#)



**Business
RESOURCE
LUNCHEON**

August 20

[CLICK HERE](#)



NETWORKING

August 25

[CLICK HERE](#)



September 5-6

[CLICK HERE](#)



September 14

[CLICK HERE](#)



September 19

[CLICK HERE](#)

Let's Get Connected for Our Latest News & Updates



[on Facebook @RiverCountryChamber](#)



[on Tiktok @RiverCountryChamber](#)



[on Instagram @RiverCountryChamber](#)



[Members Only Facebook Group](#)

FEEDBACK & SUGGESTIONS

Have something to share or suggest? Email, call or drop by the Office.



231-652-3068



RPorter@RiverCountryChamber.com



RiverCountryChamber.com



1 W State Rd Newaygo, MI 49337

JULY NEW MEMBERS



The Highbanks Apartments offers modern studio, one, and two-bedroom apartments designed for comfortable living in the heart of Newaygo. Just minutes from downtown shopping, dining, and the area's outdoor recreation, residents enjoy stylish amenities, pet-friendly living, and a convenient location that makes it easy to feel right at home.



[CLICK HERE](#)



The Grand Valley State University Muskegon Center serves as a local connection for individuals looking to start, continue, or advance their education with GVSU. Located within Muskegon Community College, the center helps expand access to university programs while connecting students with educational opportunities.



[CLICK HERE](#)



Stacked - The Sandwich Shop is serving up fresh, made-to-order sandwiches, wraps, soups, and hand-scooped ice cream in downtown Newaygo. With creative signature sandwiches, quality ingredients, and a convenient walk-up window, it's the perfect stop for a quick lunch or a tasty treat while exploring the area.



[CLICK HERE](#)



JULY RENEWING MEMBERS

Better Business Bureau of MI
Family of God Community Church
Grant Tire Auto Center
Harbor Hospice & Palliative Care
Harrington Inn
Newaygo Family Dental
Parsley's Sport Shop
Sinto America

NEWER MEMBERS

Sam has been reaching out for your New Member Spotlight. Please check your spam folder if you haven't received it. Having details about your business helps us highlight you in the best way! Add to your contacts - Info@RiverCountryChamber.com



Join our Members Only Facebook group for fun, helpful tips! Sam's sharing quick and easy how-to's so you can make the most of your membership listing

[CHECK IT OUT](#)



RiverCountryChamber.com



231-652-3068



1 W State Rd Newaygo, MI 49337

Sales & Lead Generation

Leads are good but loyal customers are better. Join us for lunch and learn how to attract, nurture, and convert leads effectively and leave with fresh ideas and actionable tools to grow your customer base and increase revenue.

Presented by: Josh Barker, CEO & Founder of City Innovations
Author of the book *Traction First*

August 20, 2026
12:00pm–1:00pm

REGISTER NOW



- call 231-652-3068
- visit RiverCountryChamber.com



Reputation Management

Your reputation matters. Are you managing it effectively? Join us for a Reputation Management Luncheon and learn how to protect and strengthen your brand in today's digital world. Perfect for business owners, managers, and marketing pros looking to stay ahead.

Presented by: Wendell Gafford, Director of Business Relations, Better Business Bureau

October 15, 2026
12:00pm–1:00pm

REGISTER NOW



- call 231-652-3068
- visit RiverCountryChamber.com





GET FRESH WITH OUR FARMERS

MARKET

BROOKS PARK, DOWNTOWN NEWAYGO



JUNE - SEPT



FRIDAYS 2PM-5:30PM



HEALTHY FOOD OPTIONS FROM LOCAL FARMS

DELICIOUS BAKED GOODS

HAND CRAFTED ITEMS FROM LOCAL ARTISANS

FOOD TRUCK ON SITE

LIVE ENTERTAINMENT/ACTIVITY

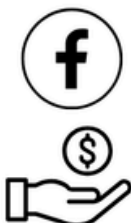
CHECK OUT THESE PROGRAMS TO RECEIVE \$5 IN TOKENS EACH WEEK FOR THE PURCHASE OF PRODUCE/PROTEIN. NO INCOME REQUIREMENTS!

MARKET SENIOR PROGRAM

NEWAYGO COUNTY RESIDENTS AGES 62 & UP

MARKET KIDS PROGRAM

NEWAYGO COUNTY KIDS AGES 7-17



follow @newaygofarmersmarket

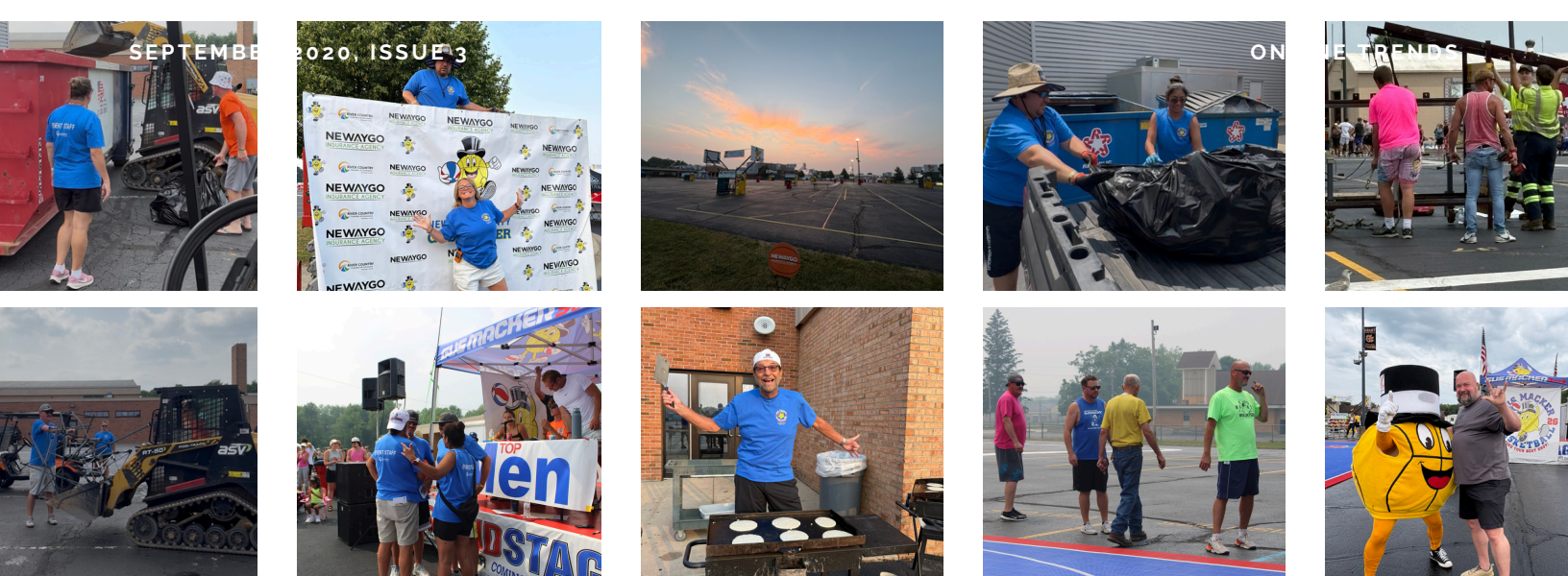
for up to date activity schedules, vendor listings, recipes,
sign up for market programs & more!

**PROGRAMS ACCEPTED: SNAP, DOUBLE UP, WIC
MARKET KIDS PROGRAM, MARKET SENIOR PROGRAM**



SCAN ME

***Market not open on 7/3, 9/4**



From the Boots on the Ground



When you arrive at our Newaygo County Gus Macker tournament, we hope you notice the spacious court layout, the food trucks tempting your taste buds, the Macker mascot bringing the energy, and the officials ready to tip off another unforgettable weekend. What you don't see are the people who quietly made every one of those moments possible.

While you experience two days of basketball, laughter, and community, our committee has spent the last year pouring their hearts into making it happen. Countless evenings after work, meetings, phone calls, text messages, and last-minute problem-solving all happened long before the first basketball ever hit the pavement. They volunteer their time without expecting applause or recognition. They do it because they care deeply about this community.

This week, we gathered around a nacho bar from Sober Eats to celebrate another tournament and reflect on the journey. We laughed about the unexpected moments, shared stories from the weekend, and realized something pretty special. Thanks to this group, this was our smoothest tournament yet.

Hosting a national tournament that rotates between three different communities is no small task, yet this team makes it look effortless. When challenges come up, they don't ask whose job it is, they simply step in. They lift each other up during the long days, celebrate the small victories, and somehow always find a reason to laugh along the way. So next year, if you see someone wearing a local Event Staff shirt, take a moment to tell them you're having a great time. That simple "thank you" is worth more than they will ever admit. It's the reminder that every hour they gave, every problem they solved, and all the missed hours they could of been golfing mattered.

To our committee: thank you for believing in this event, in each other, and in Newaygo County. Because of you, thousands of people leave with memories they'll never forget. And knowing this crew... they're already dreaming up ways to make 2027 even better. With endless gratitude, thank you to our incredible committee: Dale Richardson, Kirk Rider, Jake & Annie Swinehart, Mike, Jen & Cam Espinoza, Ryan Swinehart, Aric Booth, Chad Swinehart and Jazmin Vanderwall.

♥ Kelly, Rachael & Sam

GRANT FESTIVAL

9:00A-
12:30P



GRANT TIRE AUTO CENTER
CAR SHOW

9:00A-
FINISHED



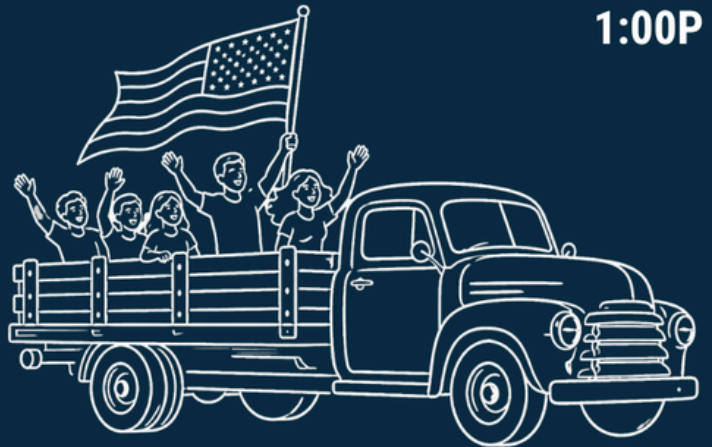
MICHAEL SCARBROUGH MEMORIAL
5K RUN/WALK

7:00A-
11:00A



**PANCAKE
BREAKFAST**

1:00P



PARADE



3RD SATURDAY IN AUGUST



GERBER FEDERAL
CREDIT UNION



For full schedule & registration - RiverCountryChamber.com/Events | 231-652-3068

Seeking Sponsors



For more than 75 years, Logging Festival has brought our community together while welcoming more than 14,200 visitors (2025 stat). Lumberjack competitors and the families travel from 36 states to participate in the, and families visit from across Michigan and beyond to experience this one-of-a-kind event.

Your sponsorship helps make it all possible. It provides the funding needed for competitive prize payouts that attract top lumberjacks year after year (previous world and national title holders!), while also covering essential event expenses such as portable restrooms, waste removal, marketing, signage, the traveling museum experience, insurance, live chainsaw carving and other features that create a safe, memorable experience for everyone.

By becoming a sponsor, you're not only supporting a 75+ year community tradition, you're investing in tourism, local businesses, and an event that continues to showcase Newaygo County to thousands of visitors every year.

Benefits can be found on our [website](#) or email RPorter@RiverCountryChamber.com.

In Partnership With:

Thank You Sustaining Sponsor!

Thank You Presenting Sponsors!



FREMONT AREA
COMMUNITY
FOUNDATION



See sponsorship Thank You page for complete listing.



NOMINATE SOMEONE YOU KNOW TODAY!



Do you know a woman who's making a difference in Newaygo County? Whether she's leading a business, serving her community, mentoring others, or quietly making an impact behind the scenes, we want to celebrate her. Nominate an outstanding woman for the 2026 Newaygo County Influential Women in Leadership Awards.

Nominations close August 6. Help us honor the women who inspire, lead, and make Newaygo County a better place to live, work, and thrive. Click the link to [Submit your nomination today](#) or visit RiverCountryChamber.com/Events



[CLICK HERE](#)



Your support helps

BUILD A MORE ACCESSIBLE NEWAYGO COUNTY

2026 Recipient : Disability Network West Michigan
Empowerment - Independence - Inclusion

NOVEMBER 5, 2026

5:30-8:30 PM Grant Community Center



FOUR SIMPLE WAYS TO MAKE AN IMPACT

Attend & Bid

Join us for dinner, connections and a lively evening of entertainment and bidding that gives back!

Donate an Item

Contribute a product, service, experience or themed basket to the silent auction.

Sponsor

Put your business behind a meaningful local cause while gaining visibility before, during & after the event.

Spread the Word

Share the event, invite friends and help more people discover the mission.



Learn more about what our recipient's goals are, event details, sponsorship and registration by visiting our website or scanning the QR code.

Thank you Sponsors!



GERBER FEDERAL
CREDIT UNION



Contact us
231-652-3068



Visit our website
RiverCountryChamber.com



Follow us on Socials
@RiverCountryChamber



HOW TO PROMOTE YOUR EVENTS WITH US!

Maximize your member benefits by sharing your events with our platform and outreach.



[on Facebook @RiverCountryChamber](#)



[on Instagram @RiverCountryChamber](#)



[on Tiktok @RiverCountryChamber](#)



[Members Only Facebook Group](#)

TAG US!

SOCIAL MEDIA

- Add your event details and/or a pic to the “Weekly Happenings” thread on FB
- Add us as a co-host to your fb event
- Share to the Members only FB group



E-BLAST

Minimum of 1 included in each membership. Different levels vary. Send your event details, graphics, links, etc to us

COMMUNITY CALENDAR

- Login to your MIC portal
- Events tab-add event
- Fill in your details
- Add your contact info
- Submit
- We'll review it
- Automatically shares to FB

PRINTED FLYERS

Leave your printed flyer in the Membership area on the 1st floor of The Stream

Email info@rivercountrychamber.com

Call us +231-652-3068

The Power of your Chamber Marketing



Total Website Views

1.39 million



Social Media Reach

9,919 followers

Total Event Attendance

41,200

Newsletter Open Rate

52%



above
national
average

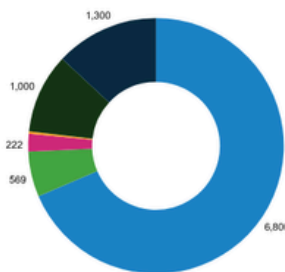
Current Members

330



+13%

Social Media Reach



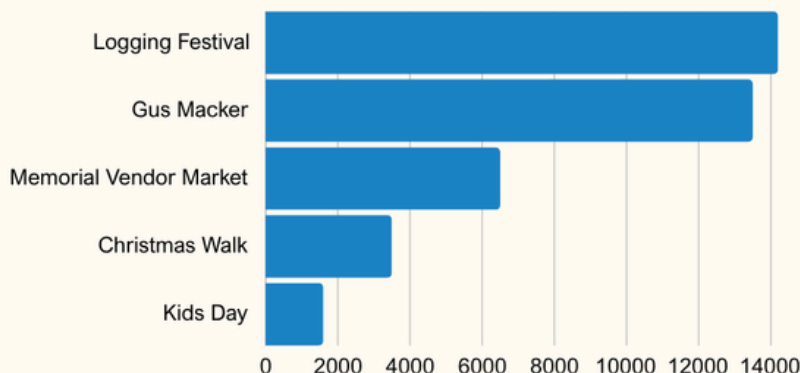
Are you following?

68.6%	Facebook (main account)
5.7%	Instagram
2.2%	Tik Tok
0.3%	Logging Festival -FB (new 6/27)
10.1%	NC Kids Day -FB
13.1%	NC Gus Macker -FB

Website Views

799,221	Event Calendar
494,553	Directory Searches
221,377	Member Page Hits
16,071	Info Requests
12,724	Job Board
11,844	Sponsor Ads
11,773	Hot Deals

Top Attended Events (2025 Placer AI)



Summary

Every click, search, event registration, and social media impression represents an opportunity for our members and sponsors to be seen. In 2025, the River Country Chamber delivered more than 1.39 million website exposures, 799,000 event calendar views, 494,000 directory searches, and 1.6 million social media impressions, helping connect businesses with customers throughout Newaygo County and beyond.

SELECTING YOUR SPONSORSHIPS

We invite you to use this page as a tool for selecting the best sponsorships for your business. You may select your sponsorships at any time, but we ask that you submit your selection 30 days prior to the your selected event(s) to receive full benefits. For full event details visit: RiverCountryChamber.com



RIVER COUNTRY CLOVER CRAWL

- ☐ SUSTAINING \$700
- ☐ PRESENTING \$500
- ☐ ADVOCATE \$250



SENIORS & CAREGIVERS EXPO

- ☐ SUSTAINING \$700
- ☐ PRESENTING \$500
- ☐ ADVOCATE \$300
- ☐ FRIEND \$100



SPRING GOLF OUTING

- ☐ SUSTAINING \$1000
- ☐ PRESENTING \$800
- ☐ ADVOCATE \$500
- ☐ FRIEND \$300
- ☐ ALLY \$100



MEMORIAL VENDOR MARKET

- ☐ SUSTAINING \$1000
- ☐ PRESENTING \$700
- ☐ ADVOCATE \$500
- ☐ FRIEND \$250



WHITE CLOUD SKY FESTIVAL

- ☐ SUSTAINING \$1000
- ☐ PRESENTING \$700
- ☐ ADVOCATE \$500
- ☐ FRIEND \$250



NEWAYGO COUNTY GUS MACKER

- ☐ SPECIAL EVENTS \$5000
- ☐ SUSTAINING \$1000
- ☐ PRESENTING \$500
- ☐ ADVOCATE \$250



GRANT FESTIVAL

- ☐ SUSTAINING \$1000
- ☐ PRESENTING \$500
- ☐ ADVOCATE \$250
- ☐ FRIEND \$150



LOGGING FESTIVAL

- ☐ SUSTAINING \$1500
- ☐ PRESENTING \$1000
- ☐ ADVOCATE \$500
- ☐ FRIEND \$250



INFLUENTIAL WOMEN IN LEADERSHIP

- ☐ SUSTAINING \$1000
- ☐ PRESENTING \$700
- ☐ ADVOCATE \$500
- ☐ FRIEND \$300



RIVER COUNTRY CHARITY AUCTION

- ☐ SUSTAINING \$700
- ☐ PRESENTING \$500
- ☐ ADVOCATE \$250



CHRISTMAS WALK

- ☐ SUSTAINING \$1000
- ☐ PRESENTING \$500
- ☐ ADVOCATE \$250



CHRISTMAS IN CROTON

- ☐ SUSTAINING \$700
- ☐ PRESENTING \$500
- ☐ ADVOCATE \$250



REVISED 3.23.25

SUBMITTING YOUR SPONSORSHIPS

Email completed form to RPorter@RiverCountryChamber.com | Call us! 231-652-3068 | Mail this in! PO Box 181 Newaygo, MI 49337

Scan the QR code to complete online or go to: RiverCountryChamber.com - events tab- sponsorship

Business Name (as you'd like it advertised) _____

Contact Name: _____ Phone: _____

Email: _____ Billing Address: _____

☐ Invoice Requested ☐ Check Included Made Payable to: RC3 Mail to: PO Box 181 Newaygo, MI 49337



Scan QR code to complete online.



2026 COMMITTED SPONSORS!



GRANT FESTIVAL



LOGGING FESTIVAL

IN PARTNERSHIP WITH





2026 COMMITTED SPONSORS!



NEWAYGO COUNTY INFLUENTIAL WOMEN IN LEADERSHIP

IN PARTNERSHIP WITH



FREMONT AREA
COMMUNITY
FOUNDATION



RIVER COUNTRY CHAMBER AUCTION



GERBER FEDERAL
CREDIT UNION



CHRISTMAS WALK

IN PARTNERSHIP WITH



FREMONT AREA
COMMUNITY
FOUNDATION



GERBER FEDERAL
CREDIT UNION

blue lake
90.3 / 88.9 public radio



CHRISTMAS IN CROTON

IN PARTNERSHIP WITH



FREMONT AREA
COMMUNITY
FOUNDATION



GERBER FEDERAL
CREDIT UNION



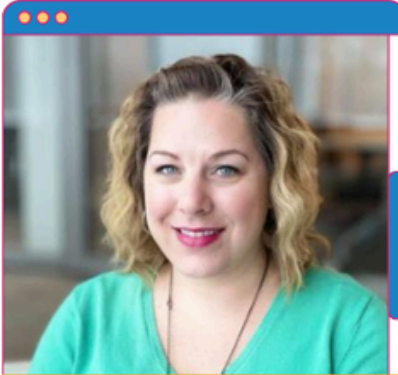
blue lake
90.3 / 88.9 public radio



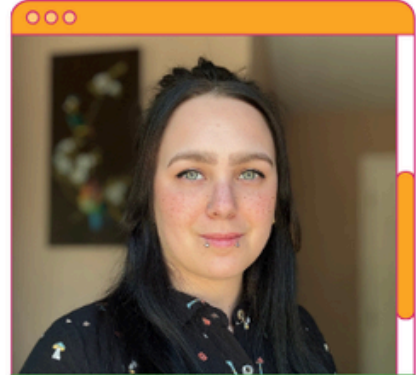
Meet Our Team



Kelly Rider
Chamber Staff
Executive Director



Rachael Porter
Chamber Staff
Event Director



Sam Koprowski
Chamber Staff
Member Engagement

Newaygo Rep



Dale Richardson
Board President
Jerry's Towing

What does our Board do?

- Sets the direction and goals of the chamber
- Oversees the budget and finances
- Hires and supports the CEO/Executive Director
- Makes sure the chamber follows laws, bylaws, and ethics
- Supports business advocacy and community leadership
- Helps grow and represent the membership
- Acts as ambassadors in the community
- Focuses on big-picture decisions, not daily operations

White Cloud Rep



Ryan Coffee Hoag
Board Vice President
MSU Extension

Newaygo Rep



Tim Liberty
Board Treasurer
The Baldwin Group

White Cloud Rep



Vicki Friar
Board Secretary
Friar Investment Properties

Board & Staff Contact Info:



SCAN HERE

Meet Our Team



White Cloud Rep



Lori Shears
Board Trustee
Houseman's Foods

Newaygo Rep



Deb Kett
Board Trustee
The Hope Project

Grant Rep



Jen Espinoza
Board Trustee
Newaygo Plumbing

Out of Area Rep



Jena Zeerip
Board Trustee
Corewell Health

Grant Rep



Jacob Swinehart
Board Trustee
Farmers Insurance -
The Swinehart Agency

Out of Area Rep



Ramona Deters
Board Trustee
Deters Heating & Cooling

Newaygo Rep



Jazmin Vanderwall
Board Trustee
Independent Bank

Grant Rep



Chenoa Boss
Board Trustee
ChoiceOne Bank

Out of Area Rep



Randy Poll
Board Trustee
Greenridge Realty

EVENTS



2026

JANUARY

15 Business Resource Luncheon



FEBRUARY

LIVE2LEAD

5 Leadership Conference

9 Legislative Round Table

MARCH



14 *River Country* CLOVER CRAWL

18 Networking

19 Business Resource Luncheon

APRIL

16 Seniors & Caregivers Expo

22 Networking

MAY

7 Annual Meeting

20 Golf Outing

23-24 Memorial Weekend Vendor Market (Auto Show on 5/23)

28-29 Newaygo County CEC Conference

JUNE

5 Fridays 2p-5:30p June- Sept.

6 Kids Day

8 Legislative Round Table

18 Business Resource Luncheon

20 WHITE CLOUD SKYFEST

JULY

18-19 Newaygo County Gus Macker Tournament



MAIN SPONSOR:

NEWAYGO INSURANCE AGENCY

AUGUST

tbd Networking

15



Car Show & More

25

Business Resource Luncheon

SEPTEMBER

5-6 Logging Festival & Lumberjack Competition (Parade on 9/6)



14 Legislative Round Table

19 Glow Golf

30 Networking

OCTOBER

7 INFLUENTIAL WOMEN in Leadership

15 Business Resource Luncheon

NOVEMBER

5 River Country Chamber Charity Auction

tbd Networking

28 Small Business Saturday

DECEMBER

4 Christmas Walk NEWAYGO

5 Christmas in Croton

14 Legislative Round Table



@RiverCountryChamber



RiverCountryChamber.com



231.652.3068



SCAN

- Additional community events
- Volunteer opportunities
- Sponsorship information
- Business Directory
- & More!

Revised 4/10/26