

FOR IMMEDIATE RELEASE
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**EXEMPLARY CUSTOMER SERVICE, BRICK AND ATHENA AWARDS TO BE PRESENTED AT
CHAMBER ANNUAL DINNER**

HASTINGS, MI – The Barry County Chamber of Commerce will recognize Chamber Members on October 5, 2010 at the Chamber’s annual gala with two highly commendable annual award presentations: Exemplary Customer Service Award and the Brick Award.

2010 is the second year in recognizing a member for the **Exemplary Customer Service Award**. Barry County is rich with companies committed to doing business locally within our rural region and it takes an exceptional level of enthusiasm and commitment in going the extra mile for all customers. Attention to details matter and service excellence is a top priority. The recipient of this award, a person or business, exemplifies the highest standards giving priority attention to every customer, client or guest. “There is not a business or organization anywhere that can afford NOT to pay attention to customer service. It’s the human element that sets a business apart from the competition allowing them to create life-long customers. The Chamber recognizes the importance in creating a “feel-good” experience to create the type of shopping, dining or even living environment that we want to represent the Barry County community culture,” added Byrnes.

The **Brick Award** is an annual recognition through the Chamber of Commerce presented to a Chamber member who has made a commitment to Barry County through substantial capital investment in improving an existing facility or in building a new facility within Barry County. This Chamber member demonstrates vision, commitment, growth and stability for our community, our workforce and future growth. The 2009 Brick Award Recipient was Thornapple Manor recognizing the significant investment of major upgrades and a large expansion project significantly benefiting the quality of care and the quality of life for residents and clients of the manor. “The Chamber is honored to have recognized Thornapple Manor for the significant financial investment in their facility, however, we also believe the value only multiplies through the immeasurable impacts including an enhanced comfort level for residents and a home-like atmosphere in a facility dedicated to providing quality medical care,” said Valerie Byrnes, President of the Barry County Chamber of Commerce.

The **ATHENA Award** will also be presented at the Chamber Annual Dinner recognizing and honoring an outstanding business and professional individual for excellence in their chosen field, for providing valuable service to the community and for actively assisting women in their attainment of professional goals and leadership skills.

“We encourage all business and community leaders to attend the Chamber Annual Dinner to help celebrate the on-going progress and success of the Barry County Chamber of Commerce and its members,” said Jennie Olsen, Chairwoman of the Chamber Board of Directors.

The nomination process is now closed for all three awards with nominees and Award recipients recognized at the Annual Dinner. Reservations can be made to attend the annual dinner on October 5, 2010 by contacting the Chamber at 945-2454 or emailing Lynn Hatfield at lynn@mibarry.com.

The Barry County Chamber of Commerce is a member-based non-profit organization dedicated to cultivating business and economic vibrancy in Barry County.

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