

# THE WELLSTON WINDOW

Volume 1, Edition 1 (January, 2020) ♦

**EXCEL WELLSTON**  
Promoting Travel & Economic Development

The Winter Window

## History Revived



As with most generations, we often think we are smarter or more equipped than previous generations. With technological advancements always on the brink of a new discovery or creation, how could we not? Wow, are we way off base! History truly has a way of repeating itself, not only in patterns, but ingenuity and innovation. No matter what point in history you look at, what decade, or what era we all face the same or similar trials.

Excel Wellston was created to revive our tourism and economy in the Wellston area. What we do today and the barriers we face are very similar to what previous generations have encountered. The main difference is they didn't have easy access to things many of us take for granted daily. Their business and tourism promotions, event advertising, or general relay of information depended on their ability to reach out and connect on a very personal level, not only with each other, but their customers. They had skills we can often lack. The ability to make a personal connection, to look someone in the eye, shake their hand, introduce themselves, express their ideas and generate business relationships. Today, we have the luxury of sitting comfortably in our home all while spreading the word of our business or ideas with a few clicks of a computer and reaching literally thousands of people at a time.

Thanks to the local Wellston Fire Department Auxiliary for sharing pieces of the Wellston area history with our organization, what we found is 30, 40, and even 50 years ago, businesses in Wellston had similar barriers that we face today. They had awesome ideas and focused on community, friendships, and documenting what they did. So we thought, why are we trying to create something new? What we really need to focus on is what worked and utilize that to the fullest extent! Did you know that at one time Wellston had its own newspaper or their version of one? Well, they did and that is where this name came from. We would love to provide that level of information, but for our organization's purposes we are utilizing this as our quarterly newsletter. So, welcome to The Wellston Window.

## Committees & Representatives

**Activities Committee – Chair, Alicia Cook:** Smaller activities focused on a specific group. Examples include, children's activities such as painting or cooking classes; chili/soup cook-off, etc.

**Events Committee – Chair, Jacqueline Morgan:** 4 Larger events hosted by Excel Wellston. Examples include, Community Dance; 4<sup>th</sup> of July Festival; Blessing of the Sportsmen; New Year's Eve Celebration.

**Improvement & Development Committee – Chair, Assigned as Needed:** Work with local businesses, schools, and organizations for common goals; grant writing; fundraising; community improvement; etc.

**Public Relations Committee – Chair, Tammy Methner:** Oversee marketing and advertising of Excel Wellston, assists members as needed, facilitate small business related events, etc.

**Trails & Recreation Committee – Chair, Rob Eckerson:** Identify areas of concern, facilitate communication with appropriate officials, follow up on necessary items, etc.

Any business or individual with an active Excel Wellston membership, interested in participating in a committee or finding out more information, please contact [admin@excelwellston.org](mailto:admin@excelwellston.org).

## Planned Events & Activities

**March, 2020 – St. Patrick's Day Themed Dance.** Location: Norman Township Community Center. Co-hosted by Excel Wellston and the First Church of Wellston. Date/Time: TBD.

**July 3 & 4, 2020 – Wellston Fizzle (4<sup>th</sup> of July Festival).** Location: TBD, throughout Wellston. Event will be coordinated by Excel Wellston in collaboration with several other groups/organizations (including but not limited to: Norman Township, First Church of Wellston, Wellston Fire Department Auxiliary, etc.

**November 15, 2020 – Blessing of the Sportsmen.** Location/Time: TBD.

**December 31, 2020 – New Year's Eve Celebration.** Location/Time: TBD.

**Kids' Movie Nights:** Dates/Times TBD. Excel Wellston in collaboration with local businesses will be hosting movie nights at the community center and/or in the park periodically. Details to follow.

**Business Sessions:** Dates/Times TBD. Excel Wellston will be hosting business sessions focused on specific topics including Utilizing Social Media & Online Tools; Business Networking Social Hour; etc.



## Membership, Collaboration, & Sponsorship

2020 Excel Wellston membership enrollment deadline is extended through February 28, 2020. Please send applications to P.O. Box 245, Wellston, MI 49689.

To become a collaborator or sponsor to any event (outside of those included with a membership), please contact [admin@excelwellston.org](mailto:admin@excelwellston.org).

### Business Member Highlight: M-55 Market



Whether you are looking for groceries, cleaning supplies, drinks, etc. M-55 Market has a little bit of everything! This store originally opened on July 27, 1950. Jim and Merrill Tighe purchased the business and began operating it on March 1, 1985. Soon, it will mark their 35<sup>th</sup> year of ownership and service at the M-55 Market! They are thankful for everyone they have had the opportunity to serve over the last 35 years and look forward to many more. In addition to Jim and Merrill running the store, they currently employ 4 other wonderful staff.

Jim and Merrill grew up nearby, Manistee and Baldwin. Over, the last 36 years, they have lived and raised their family here in Wellston. They enjoy the diversity of people who come 'up north' to enjoy the great outdoors. So, stop by to say hello and get friendly smile! They may have exactly what you are looking for!

### Wellston Fizzle – 4<sup>th</sup> of July Festival

From the 1970s to 1990s, the Norman Township Fire Department Auxiliary hosted the annual **WELLSTON FIZZLE**. Beginning in July, 2020 Excel Wellston in collaboration with several organizations and groups will be bringing back the FIZZLE! We are currently identifying events for this festival and are looking for collaborators, sponsors, and volunteers to help make this a success! If you interested in participating, please contact [admin@excelwellston.org](mailto:admin@excelwellston.org) for more information. A committee meeting will be held soon to start planning. We have six months and a lot to accomplish. Meeting details to follow soon.



Possible Plans Include:

5K ♦ Vendor Market ♦ Horseshoe & Cornhole Tournaments ♦ Kids' Events (bounce house, games, face painting, etc.) ♦ Fishing Tournament ♦ Music Event ♦ Lawnmower Race ♦ Fizzle Queen/Princess Crowning ♦ In addition to the current events (parade and fireworks)

### Advertising & Promotion

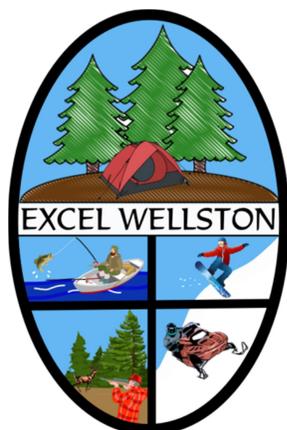
In December, the organizers of the Mesick Mushroom Festival reached out to us regarding advertising in their brochure, which is distributed throughout the State of Michigan. Excel Wellston purchased an advertisement promoting Wellston area businesses. Here is a sample of what we provided to them.

Additionally, if you haven't had a chance to check out our website, please do! It's updated periodically to reflect area activities and promoting area businesses. Remember, everyone is included on this website, no matter what their membership level is. So, if we missed anyone, please let us know.

 <p><b>TRAVEL WELLSTON</b></p>	<p>CABINS CAMPGROUNDS MOTELS VACATION RENTALS RETAIL/GROCERY FISHING GUIDES PADDLE SPORTS GOLF</p>
<p><a href="http://WWW.EXCELWELLSTON.COM">WWW.EXCELWELLSTON.COM</a></p>	
 <p>follow us on <b>facebook</b> @ILOVEWELLSTON</p>	<p>SEE WHAT ALL WE HAVE TO OFFER ONLINE!</p>

### Staying Informed & Meeting Opportunities

Many people have asked 'when is the next meeting?' We definitely want to keep everyone informed. Meeting in person is not always feasible. So, we are utilizing this newsletter, our Facebook Page, Website, and e-mail to share information. Meetings will be held as needed. Currently, our board members meet periodically. Committee meetings will be set up as needed to address specific topics, events, etc. All active members are encouraged to participate in committees. And, as always we are happy to hear and appreciate feedback from all community members and business owners. So please feel free to reach out to us at any time.



### Contact Us

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