

St. Ignace Antiques on the Bay To Feature Classic Chryslers June 19 - 20

By Jonathan Eppley

The 13th Annual Antiques on the Bay vintage car show in St. Ignace will feature vehicles from Chrysler Corporation manufactured in 1984 and before. Many other classic cars will also be on display during the free show Friday, June 19, and Saturday, June 20, in downtown St. Ignace at the marina, city park, Mackinac Grille, and Star Line Dock parking lots.

Organizer Ed Reavie said the choice to feature Chrysler cars has nothing to do with the automaker filing for bankruptcy protection in

late April.

"We've done Ford, Chevrolet, Thunderbirds, brass cars, orphan cars, station wagons, and four-doors," he said. "We just get another nice little show in terms of another group of people that have Chrysler cars. I anticipate seeing a lot of strange cars that are Chrysler. The '60s were wild and the '50s were beautiful."

Even with two of the Big Three automakers entering into bankruptcy within four-and-a-half weeks of each other, and the sluggish economy, Mr. Reavie said he still expects

between 110 to 150 antique cars to be displayed in this year's show.

"I think that people just want to come up and have some fun, you know, get out of town for a while," he said.

Another challenge the show has to overcome each year, he said, is an increase in car shows downstate. It's easier for classic car owners to display at shows closer to their homes, but people keep returning to the St. Ignace show because of its strong reputation, he said.

Owners are not pre-registering their cars as early as they have in the past. Years ago, Mr. Reavie said,

cars would be registered as early as December, but now many wait until the month before the show.

"We don't get the mass of pre-registration anymore. They hang onto their money and wait to see what's going to happen with their life, but still drive up," he said. "There's car shows every weekend in Michigan. People have got too many choices, and we're the furthest north. They drive 300 miles up, pay for a hotel, 300 miles back, and they still want to come up here."

Cars in the show will parade across the Mackinac Bridge and pass by the Mackinac Straits

Hospital Long-Term Care Facility, where residents can watch as the cars from yesteryear pass by. The parade of cars will continue down State Street through downtown until it reaches its endpoint at the Best Western Harbour Pointe hotel. Cars will meet at the Michigan Welcome Center in Mackinaw City at 710 South Nicolet Street at 4:30 p.m. before traveling across the bridge.

In St. Ignace, the classic cars will be on display at the show all day Saturday, June 20, starting at 9 a.m. downtown, where people will be able to view them and ask owners about their antique autos. Cars will

be on display until about 4 p.m.

Following the day's events, a dinner and award ceremony will be held at the St. Ignace Middle School for participants, where judges will name the top 20 cars of the weekend as well as the award for best in show. The owner of the car selected as the top car at the event will win a two-night stay at Grand Hotel on Mackinac Island.

"It's a nice prize. Two nights at the Grand Hotel. A lot of people haven't even seen it, much less stay there," Mr. Reavie said. "We get a good response from everybody. I think we'll have a good show."

13th Annual Antiques on the Bay Vintage Car Show

Friday, June 19

Vehicle registration will be from 9 a.m. to 5 p.m. at the St. Ignace Chamber of Commerce at 560 North State Street. The cost is \$15 per car and \$10 for additional cars with the same owner.

The parade of cars across the Mackinac Bridge begins at 4:30 p.m., which includes a trip past the Mackinac Straits Hospital Long Term Care facility, and ends at the Best Western Harbour Pointe hotel at 797 North State Street. Cars will meet at the Michigan Welcome Center in Mackinaw City at 710 South Nicolet Street before the parade.

A reception sponsored by Northern Exposure Media and Nostalgia Productions will be held at the St. Ignace Marina following the parade of cars, starting at approximately 6 p.m.

Saturday, June 20

Vehicle display begins at 9 a.m. at the St. Ignace Marina, city park, Mackinac Grille, and Star Line Dock parking lots. Late registration will be from 8 a.m. to noon at the Brewbaker Trailer in the marina parking lot. Cars will be on display until 4 p.m. The show is free of charge to spectators.

The participants' dinner and awards ceremony will be held at St. Ignace Middle School on Portage Road from 6 p.m. to 8 p.m. Awards for best in show and the top 20 cars will be presented after dinner. Tickets for the dinner are \$15.

Sales Trainer Offers Business Ideas in Recession

Free Marketing Seminar Is Coming to St. Ignace June 24

Business owners and managers in the area may benefit from a free marketing seminar that will address overcoming business challenges in the recession Wednesday, June 24, at the St. Ignace Middle School.

Joe Bonura, a national business and marketing consultant, will offer "Joe Bonura's High-impact Marketing Ideas to Turbocharge Your Business" at 7:30 a.m. The program will last until 9 a.m. Coffee and doughnuts will be served from 7 a.m. to 7:30 a.m.

The seminar is designed for anyone who works in the retail or service sector, including government agencies. A sales trainer and international speaker, Mr. Bonura will teach participants how to work within a tough economy as well as how to be proactive in their business pursuits. He will also teach the audience how they can attract and retain customers in both

a difficult economy and business environment, and stress the importance of seeking new customers, no matter what the business climate is.

"Mr. Bonura's programs get excellent reviews all over the country," said Wesley Maurer, Jr., publisher of *The St. Ignace News*. "He has a lot of good advice and excellent ideas for building business, which we all need more now than ever."

"St. Ignace is the only site in northern Michigan for his program, so we're hoping many businesses will take advantage of it."

To plan for the session, anyone interested in attending is asked to register by Monday, June 15, by contacting Wendy Colegrove or Debbie Sterk at *The St. Ignace News* office at 643-9150.

The seminar is sponsored by the Michigan Press Association and hosted by *The St. Ignace News*.

15 Earn Diplomas in Engadine High School Class of 2009



Engadine Consolidated Schools graduated 15 students Saturday, June 6. Valedictorian for the class of 2009 is Ryne Ozanich, and the salutatorian is Ashley Weichlein. High school English teacher Lawrence Vincent gave the keynote address at the graduation. The 2009 graduating class is (front, from left) Shaunte Brooks, Shannon Browning, Lauren MacArthur, DaNay Edgar, Brenda Albrecht, Ashley Weichlein, Kaylin Edgar; (second row) Ryne Ozanich, Killian Frisch, Kyle Bednarski; (third row) Blane Butkovich, Devon Derusha, Alan Browning; (back row) Timothy Vallier, Timothy Rose. (Photograph courtesy of Lesa Baker)

Area Seeks Cohesive Effort To Attract Film Companies

By Mark Tower

Northern Michigan and the Eastern Upper Peninsula are struggling to ready themselves to be attractive filming locations for movie and television production companies as a part of the state film office's "film friendly" initiatives. Many tourism marketers in the area say a unified effort is needed to draw the movie industry here, and two people, Lynne Piippo of the St. Ignace Visitors Bureau and Marilyn McFarland of Mackinaw City, have

volunteered to handle requests from film companies.

Filmmakers shot footage for 25 feature films in Michigan in 2008, compared to only three in 2007. This dramatic increase is owing in part to legislation signed in April 2008 which provides a 40% refundable tax credit for projects in Michigan, an additional 2% in core communities, and a 25% credit for film infrastructure investments.

For film crews searching the Michigan Film Office Web site for locations, some of the area's featured destinations already include the Mackinac Bridge, Tahquamenon Falls, the DeTour passage, and Mackinac County Courthouse.

Each featured destination includes photographs, a map, a short description, and a form to request more information about filming in that area.

The state's film office keeps a database of these photos, and municipalities, businesses, and private citizens are welcome to submit them, film office Creative Communications Manager Ken Droz said. If they meet submission

criteria, they will be added to the list, which can be searched by interested production companies.

Mrs. Piippo, director of the St. Ignace Visitors Bureau, attended a Traverse City film friendly workshop with representatives from other communities in northern Michigan in July 2008. It provided information on how these localities could be ready and welcoming to production companies interested in making movies and television shows locally.

"We received a tremendous amount of information," Mrs. Piippo said. The area needs to put together a

portfolio of assets that includes categorized photos of local geography, views, and buildings, she noted, and the community needs to come up with a list explaining how to obtain the support items a film crew may need, like tents, office space, and access to technology.

"Having the infrastructure in

place is very important," she said. "It is a huge potential."

When representatives from the film office attended the U.P. City Managers' meeting in May, they recommended not over-legislating the rules and regulations for film crews.

"We need to make sure the requirements aren't too cumbersome," said St. Ignace City Manager Eric Dodson. "A work-together attitude is important."

The city's current special event legislation can be applied to street closing and other considerations

for film crews.

He said further legislation is not expected unless it's recommended by the Michigan Film Office.

"We're poised to be flexible," Mr. Dodson said. "We're trying to put it out there and be really proactive."

One thing many agree on is that one representative needs to work as a go-between for the production companies and the local governments, businesses, and residents. What they don't yet know is who that person should be.

"You really need to have one person serve as a liaison," Mr. Droz said. For example, a single police sergeant in Royal Oak facilitated the closing of a main street between the scheduled city council meetings, keeping a film company in the city that would have otherwise left the area.

Cheryl Schlehuber, president of the St. Ignace Chamber of Commerce, said right now there isn't one single contact person for St. Ignace or the Straits area.

"We seem to get lost in the shuffle," Mrs. Schlehuber said. "Having one person at the helm is very important."

Mrs. Piippo said she is uniquely poised to take on such a role, although it requires the entire community's commitment.

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