

The locally owned and operated weekly newspaper serving the greater Harbor Springs area for more than 30 years.



# Harbor Light

Harbor Springs, Michigan

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August 13, 2008  
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## Chamber launches new website

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The Harbor Springs Area Chamber of Commerce's (HSACC) new website launched Monday, August 5, after nearly six months of development.

The project began in February when it was determined that the organization required a stronger web presence and one that is more interactive. The site features many new development tools specifically designed to give the user a friendlier and more informative experience while allowing Chamber members the opportunity to better promote their businesses. The new website also provides members with much needed site statistics that will assist in their personal marketing efforts.

Chamber President Jody Ewbank had an active role in the development of the new site along with Mary Ellen Hughes and Sandy Koehler (the HSACC Marketing Committee). Coordinating the project was marketing contractor, Ami Woods, who worked with the developer, Gaslight Media of Petoskey.

"There were two groups always in mind throughout this project and those were the Chamber members and our area visitors. The main goals were to better market member businesses while also effectively promoting the area as a tourist destination. We wanted a very powerful tool that will properly represent our beautiful area to the world", said Woods.

Features of the new site include a members only area where business listings can be updated by the member, several direct response areas allowing visitors to communicate directly with members, and enhanced member listings which can include logos, photos, and even files such as menus or special features and promotions.

The new website is the Chamber's primary marketing tool.

For additional information on the website or membership information, visit [www.harborspringschamber.com](http://www.harborspringschamber.com).

This is part of the **August 13, 2008** online edition of Harbor Light Newspaper.

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NEW LISTING

**1761 Resort Road:** This turn of the century cottage located along Burt Lake's historic "boardwalk" with 157' of sand bottom lake frontage is truly a unique opportunity. The classic 4 bedroom cottage includes a fieldstone fireplace, large screened porch, bead board walls, and wonderful views of Burt Lake. Recent improvements have been made to the roof, heating system and septic. Property also has two outbuildings. \$925,000

**1428 Timber Pass, Birchwood:** Well kept home in wooded setting. Perched on a hill with trees and nature out every window. Recently remodeled - new insulation, walls, carpet, paint, kitchen, bathrooms, wood burning fireplace - and neat as a pin. Private and low maintenance. \$174,900

**609-615 State St:** Great in-town location. Four bedroom house with two 2-bedroom apartments attached. Good rental history - seasonal and long term. Excellent way to subsidize your home in Harbor Springs. \$349,000

NEW LISTING

**5845 Trillium Trail:** Imagine sitting on your front porch surrounded by 7.5 acres of woods, with tranquil views of the pond and rolling countryside. Enjoy your privacy in this gated community with tennis courts and association beach on Lake Michigan! \$185,000

**7679 Sophie's Way:** This Boyne River Home is very well decorated, light and airy. Well cared for home with a good floor plan, large deck on the back and a covered front porch, an attached two-car garage and the full basement has an egress window and has been plumbed for another bathroom. \$199,900

NEW LISTING

**4740 S. Pleasantview:** A terrific buy - completely redone with new paint, carpet, fieldstone fireplace and all new furniture. Perfect for vacation with 3 pools, tennis, sand volleyball, fishing ponds, walking trails, etc. and close to golfing, skiing and sailing. \$189,000

**3751 N. Conway Rd.:** Great 28 acre parcel - 1460' on North Conway Road. State land on north side and across the road. Great hunting cabin with propane stove and stove - bedrooms are roughed in and heated by a beautiful woodstove. Electricity is not far away - generator is included in sale. The building is insulated but unfinished. Located on a seasonal road. \$149,000

**5288 Tyrol Lane:** Year around home adjacent to ski slopes and championship golf. Features include: 3 bedrooms, 2 1/2 baths, fieldstone fireplace, vaulted ceilings, master suite, carpet, ceramic tile, fully equipped kitchen, basement, two car garage and many extras. \$279,000

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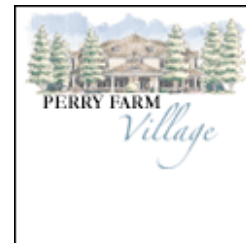
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**Water Temperature**

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**Little Traverse Bay**

68 ° F

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