



Moody on The Market

Pat Moody

New Cornerstone President hopes to help grow the Southwest Michigan population

Cornerstone Alliance has announced the appointment of Marla Schneider as its new president and chief executive officer.

Schneider takes over for Rob Cleveland, who left earlier this year for a similar role in Louisiana. Schneider is currently the president of Greater Muskegon Economic Development. She tells us she's originally from Fort Wayne, Indiana and she's spent a fair amount of time in Southwest Michigan vacationing, so she knows the area.

Heading to Cornerstone, Schneider says she'll focus on a few major priorities.

"I think there's a huge opportunity with population growth," Schneider said. "There's been a population decline in Berrien County since the 70s, which is different than what we're seeing in the surrounding counties and regions, and especially if you look up along the lakeshore."

Schneider says growing the population and expanding access to housing will go hand in hand with business attraction and expansion.

"Some of those things are fight readiness, community development projects, all of those things that play a part in the business expansion attraction and quality of a place."

Schneider says she's found success in Muskegon engaging the Muskegon Heights community and bringing it new development. She sees parallels in Benton Harbor.

Schneider was attracted to the Cornerstone Alliance position because she says it's a high-profile organization in an area she already admired. She'll start at Cornerstone Alliance on January 6 and plans to get out and about right away to introduce herself to the community.

Continued on page 17



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Marcy Simpson

Executive Director, Southwestern Michigan Tourist Council

Fun and interesting things to do in Southwest Michigan

The holiday season is in full swing in Southwest Michigan and Small Business Saturday is November 30. It's the perfect time to stay close to home and shop locally. Many small businesses offer unique products, personalized services, and holiday deals. When you shop locally, you're helping local families and contributing to the overall well-being and vibrancy of our community.

There are many ways to shop locally, starting with the Makers Market. It is a modern-day interpretation of the traditional craft fair. It features one-of-a-kind creative works by more than 40 juried makers, including leather, glass, pottery, metalwork, jewelry, fiberware, soaps, lotions, candles, paintings,

Continued on page 2

Inserts & Promotions

Ace Hardware

- Dollar General Family Fare
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 - Signature Dealer Group
- Slumberland Furniture Inserts may vary by zip code

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Simpson Continued from cover

posters and prints, and gourmet edibles. The Makers Market will be held from 9:00 a.m. to 5:00 p.m. on November 30 on all three floors of the historic Box Factory.

The warmth and spirit of the season will fill the Lake Michigan College Mendel Center Grand Upton Hall when the LMC Visual & Performing Arts Department presents its annual Holiday Collage Concert on Wednesday, December 4 at 7:00 p.m. The College's complete lineup of instrumental and vocal ensembles will come together in song, accompanied by dramatic readings during this festive celebration. The evening features performances by the LMC Concert Choir, LMC Vocal Chamber, and Vox LMC directed by Rebecca Derbas-Selvidge, the LMC Jazz Band directed by Danny Lopez, the Rock/Pop Ensemble directed by Don Savoie, and dramatic readings from theatre students under the instruction of Shalico Sain.

Twin City Players announces the holiday production of its 2024-2025 92nd Mainstage Season, the classic, It's A Wonderful Life: A Live Radio Play. Original music and musical arrangements by Kevin Connors. The show runs from Thursday, December 5 to Friday, December 20. See this beloved American holiday classic come to life on stage as a captivating 1940s radio broadcast. With the help of a tight-knit ensemble that embodies a few dozen characters and live foley artistry, the story of idealistic George Bailey unfolds one fateful Christmas Eve. During the holiday season, join in for a story of hope, faith, and the power of community. The entire family will enjoy this unique spin on one of America's favorite films.

HEATING

Don't miss the annual tree lighting and Light Up the Bluff on Friday, December 6 at 6:00 p.m. The Light Up the Bluff event will magically transform Lake Bluff Park into a stunning winter wonderland filled with holiday cheer. These dazzling lights will remain on display, spreading the holiday spirit and warmth, until Valentine's Day. Bring the whole family for this unforgettable celebration and experience the magic of the season.

The annual Reindog Parade is a great time for all. This event is Saturday, December 7 at 3:00 p.m. and features dressed-up pets and their owners in a variety of holiday garb. Be prepared to see all kinds of costumes from "Santa Bernards" to "Reindeer Rottweilers" – definitely a family favorite. The event also marks the arrival of Santa. After the parade, children can share their wish lists with Santa at Santa's House.

Mark your calendars for a delightful holiday experience. The Citadel Dance & Music Center presents "The Citadel Spectacular," a 90-minute family-friendly production on Friday, December 13 at 6:00 p.m. and Saturday, December 14 at 11:00 a.m. and 6:00 p.m. at the Lake Michigan College Mendel Center. You'll be delighted by a joyous collection of classic holiday tunes and high-energy dance routines by over 40 students and faculty. The performance will transport you to the North Pole on Christmas Eve with appearances by favorite holiday characters and energetic dance numbers.

If you would like more information on these and other events and activities in the area, please visit our website at swmichigan.org.



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Photo of the Week



The Moo-diest Look Photo by Jim Fisher

Please email your favorite photo with a brief description to <u>Photos@MailMaxOnline.com</u> Photos must be horizontal orientation to be considered for Photo of the Week.

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DISCOVER

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Honor CREDIT UNION





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A Continuitous Column of Discontinuities

You'd think by now the saga of my Romantic Danube river cruise would've gotten waterborne, but nope, let's wander around Praque just a little bit more.

Just to clarify, I mean Prague, Czechia. Because you might've thought of Prague, Oklahoma, where the citizens put a Soonerstate spin on the name by pronouncing it not "Prahg," but "Prayg." Okay OK.

There's also a Prague, Nebraska, which has a sign boasting it's the home of the world's largest kolach, a flat, sweet fruit pastry, super-popular in Czechia. Prague, NE's kolach, made in 1992, weighed 5,200 pounds. Only 300 people live in Prague; they still haven't finished it.

Or New Prague, Minnesota. Wikipedia says this town's early development was "not spectacular," but revved up in the '90s. The 1890s that is. No word on whether it's currently spectacular.

Anyway, these Pragues might all be more spectacular if they had an array of statues and monuments commemorating famous people, as the original does. Let's start on the less famous end of the spectrum:

• Andrija Mohorovičić. You geologists and geophysicists out there surely idolize this guy! – he discovered that earth has a crust. He also discovered that if you eat the crust, it'll put hair on your chest. (Well, that's what my friend's dad told me when I was about 8 years old. Hmmm, maybe he meant the toast I was eating?) Andrija also discovered the Mohorovičić Discontinuity, which has to do with the crust, the mantle it "rests" upon and the crazy stuff that can happen when these shift around/over/under each other. By the way, that' a direct quote from a Mohorovičić treatise.

Franz Kafka, the famous writer who explored many themes in his work, including my favorite, absurdity. Here's an example of how absurd Kafka's own life was: He is said to have BURNED nearly 90% of his writings; and "much of the remaining 10% is either lost or unpublished." And yet he's still pretty much world-renowned! Whereas 100% of my writings have NOT been burned, or lost, or unpublished, and here I am, pretty much NOT world-renowned! Must be some kind of Kafkan Discontinuity.
We didn't actually see this next one,

• We dufit actually see this next one, because it was a temporary work from autumn 2013 that people STILL talke about: a HUGE purple hand that was floated down Prague's River Vitava. This was during a long stretch of political turmoil. The hand carried a message specifically for the Czech president: an upraised middle finger. I'm guessing that means the same thing in Czechia that it does here.

• Next, an attraction that only barely reveals the famous person it's named for – the John Lennon Wall. This sizable concretion has been a canvas for graffiti since the 1960s. In 1980, a depiction of the famous Beatle was painted on it after his death. This spawned a huge ongoing Lennon "memorial" of flowers and candles, and year upon year, more Lennon and Beatle-related messages, and eventually, a freefor-all of graffiti. It's all legal, and fully permitted by the wall's owners.

When we saw it, the only image of Lennon I spotted was a large, somewhat ghostly portrait. It's covered by constantly-changing layers of graffiti and stickers. I suggested to my fellow travelers this be called the Lennon Discontinuity. They replied that my so-called witticisms must discontinue. Josh Bishop Pastor

Fly

In the midst of a very severe trial, their overflowing joy and their extreme poverty welled up in rich generosity. 2 Corinthians 8:2

In his book Run with the Horses, author Eugene Peterson describes what he once saw on the shore of a lake. Three young swallows were sitting on a dead branch that stretched out over the water. As Peterson watched, an adult swallow got alongside the chicks and began shoving each one off the branch. The one on the end of the branch fell first. But before it hit the water, its wings came to life, and away it flew. The same thing happened with the next young swallow. The third chick, however, was stubborn. No matter how hard the adult swallow shoved, the chick hung on for dear life. Even when it fell forward and was hanging upside down, the young swallow refused to let go. Finally, the adult began pecking at the little one's feet until it was too painful to hold on. The chick released its grip and began to fall. And then it started to fly. It finally began to do what it was meant to do.

God calls upon us to be generous givers and lavish in giving to others what he has given to us. But often, you and I can be like that third chick. Whether out of fear, doubt, or stubbornness, it's easy to cling to what is fawww.MailMaxOnline.com

miliar and hold on to what we think will give us security. But if we are forever clutching the things God intends for us to share—we will always be like a sad, terrified bird clinging for dear life to a dead branch. We will never know the joy of true generosity. We will never fly.

Oh, how vitally important Jesus is for us! He came to this earth and lived a life of unbridled generosity on our behalf. He lives to give us the power to live for him. When necessary, he will shove us off our branch to do so and allow pain and trouble to disrupt our sleepy comfort. And it is often during those unpleasant periods of freefall that Jesus will re-teach us the sweet joy of a generous life. He will refresh us and spread our wings of generosity. And we will fly.

Prayer: Lord Jesus, cleanse me of the many ways I have given in to my selfish impulses. Refresh me with your Spirit. Spread my wings of generosity. Empower me to fly. Amen.

Submitted by Pastor Josh Bishop Grace Evangelical Lutheran Church, St. Joseph Originated by: <u>www.What AboutJesus.com</u>



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Dave Ramsey

Financial Expert The Ramsey Show

Dave Says Keep a Boundary in Place

Dear Dave

I have a money market account that I use as both my checking and savings account. I have a debit card and check writing privileges with the account, and I get a better interest rate on my money. Is what I'm doing a good idea, or is it better for some reason to have separate savings and checking accounts?

Bonnie

Dear Bonnie,

It's always good to have a physical and emotional boundary between your savings and the everyday funds in your checking account. This is especially important when you're talking about savings or an emergency fund.

There's nothing inherently wrong with getting a better interest rate, but when everything is all lumped together it can become easy for the line between savings and checking to become blurred. And if you're not careful, you might find yourself dipping into your savings or emergency fund for things that aren't emergencies without realizing what you're doing. . – Dave

They're Not Inconsistent Concepts Dear Dave

My husband and I have been blessed financially in our work and in our lives. We simply love working, money aside, even though we could both easily retire and be very comfortable. These feelings

have made me think a lot lately about what's really important in life. How do you balance ambition with contentment?

Barb

Dear Barb,

I get the feeling you thought ambition was the opposite of contentment. But I don't look at it that way. It's not like a teeter-totter. They don't have to balance out, because they're not on the same spectrum

I'm content and ambitious. I'm content with what we have and what God has entrusted to us. But I'm not content to sit around and do nothing just because we've been blessed. That kind of attitude isn't contentment. It's apathy. I do what I do because I love helping people. You can have peace and contentment, and still be ambitious. They're not inconsistent concepts.

In my mind, problems are created when ambitious people are driven by a lack of contentment.

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Let me ask you something. Do you think Jesus was content? Do you think He was ambitious? I believe the answer to both questions is yes. Just think about how He lived, and how He instructed us to live. Think about His mission and His purpose.

More than anything, I think it has to do with what's driving your ambition. If a desire for "stuff" is the motivating factor, then maybe they are on the same spectrum. But that's a really bad way to live your life. You can buy and pile up tons of stuff, but you're not going to be truly happy until you find contentment.

-Dave

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* Dave Ramsey is the founder and CEO of the company Ramsey Solutions, where he's helped people take control of their money and their lives since 1992. He's also an eight-time national bestselling author, personal finance expert and host of The Ramsey Show.



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Newspapers Prove Their Trustworthiness Once Again, Research Shows

It's a familiar refrain, but it bears repeating: newspapers are among the most trusted sources of information in today's media landscape. A new report from **Kantar**, the global data and analytics company, underscores this point with fresh findings that place newspapers at the top of the trust rankings. According to Kantar's *US Media Reactions Report*, consumers rated newspapers No. 1 for trust, relevance, and even for their effectiveness in consumer advertising.

The last point is especially noteworthy, considering the growing trend of "over-targeting" in digital advertising. Kantar's report highlights how this practice is pushing consumers to seek out more "natural" and less invasive advertising experiences, particularly in offline channels like retail media networks and, yes, newspapers. In fact, newspapers ranked third globally in advertising equity-just behind point-of-sale and cinema, and ahead of most other media. This metric reflects overall consumer receptivity to media channels, with newspapers scoring particularly well among men, and placing in the top five for category influencers across most industries (alcohol being a notable exception)

This shift away from digital advertising is, in part, a reaction to the growing sense of discomfort many consumers feel about online marketing tactics. The proliferation of data-driven, highly targeted ads-often eerily aligned with recent searches or online activity-has left many people feeling "creeped out" by how much advertisers seem to know about them. Rather than feeling like a helpful service, these ads can come across as invasive or even intrusive, prompting many to tune out or flee to more traditional, less personalized media options. This is where newspapers, with their reputation for offering relevant content in a more straightforward, transparent manner, are seeing a renewed appeal.

In addition to Kantar's findings, a separate study from **America's Newspapers** emphasizes the unique role local newspapers play in fostering trust within their communities. The research found that local newspapers—along with local TV stations—are the most trusted media sources, with 25% of respondents citing newspapers as particularly trustworthy. The study attributes this to local papers' emphasis on transparency, ethical reporting, and community engagement.

As the study points out, "local newspapers lead in trustworthiness by prioritizing transparency, ethical standards, and dedication to community issues." These attributes clearly set local newspapers apart in an era where consumers are increasingly skeptical of digital media and its sometimes questionable practices.

With such a significant trust advantage, it's crucial that advertisers optimize opportunities—whether in print, online, or through a combination of both. The consumer appetite for trustworthy news and relevant, less intrusive advertising is clear, and newspapers are uniquely positioned to deliver on both fronts.



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The Difference Between Hearing Aid Satisfaction and Hearing Aids Sitting in a Drawer

Treating hearing loss used to be simple. The only option for treating hearing loss was to go see an audiologist or a licensed care professional. Today, things have gotten more complicated. There are online retailers, big box stores, and over the counter (OTC) hearing aids you can buy at places like Walgreens or Costco. Seeing a hearing care professional is still the best way to treat hearing loss or get hearing aids and here are a couple reasons why.

Every person has a unique hearing loss just like everyone has their own sense of taste. This means that there should be unique hearing solutions. Hearing aids should be fit, programmed, and supported by experienced hearing professionals. An audiologist is the only person that has the skills to fit and program a hearing aid to your specific hearing and lifestyle needs.



An experienced audiologist can also specifically test and measure your hearing loss. They can answer all questions. What are your hearing thresholds? What frequencies do you struggle with? Is the loss the same in both ears? What do you want to hear better? What are your style concerns or specific feature requests? The list of important questions goes on. When you purchase your OTC aids at Costco, you can be confident that the cashier is not going to ask you a single one of those questions. Only after all your questions are answered- will your hearing professional tailor a solution just for you. After the hearing solution is tailored to you, you can feel confident it will work when you need it, the way you need it, and provide benefits and reliability you demand.

Hearing aids are an investment, but they are worth the money. They are an investment in clearer communication, human connectedness, improved health and happiness, and a better-quality life. When you buy from a professional that's exactly what you'll get. You will get expert consultation, personalized fitting, and the service, support, and ongoing care that your hearing deserves.

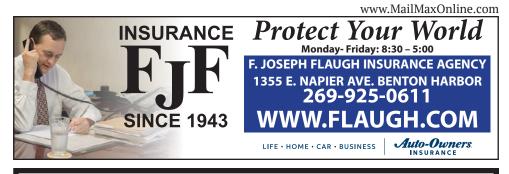
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Moody Continued from cover

SJ Fashion Designer/Entrepreneur Angela Wolf featured in new TV series

As you drive along State Street in South St. Joseph, you may have noticed a small former bank branch with an attractive stylish sign that says 'Angela Wolf.' However, you probably haven't realized that it is the headquarters of a nationally recognized fashion designer and host of a rapidly growing 'Do it Yourself' series of programs on connected TV (YouTube, Roku, FireTV).

Meet Angela Wolf!

November marks the premiere of Angela Wolf's 'Fabric to Fashion' on 'Made It Myself TV', a highly popular channel for crafters of many varieties across the country. Producers of the TV series summarize it

this way: Angela is the producer and founder of Fabric to Fashion – a fashion design challenge reality show premiering on Made it Myself TV. Each challenge includes three to four designers. The designers are all given the same challenge, which may include anything from a specific fabric to worn garments for refashioning. Along with the challenge, the designers are also given a surprise fashion element that they need to incorporate into their garment.

The entire show is filmed virtually, allowing the viewer to see each designer / sewist working in their own studios following along from concept to finished garment. The Continued on page 18

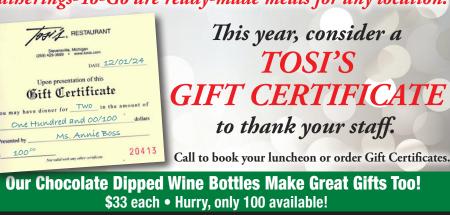




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Moody Continued from page 17

designers come from a wide range of skill levels, along with their own unique stories as to how they have come to love sewing. Fabric to Fashion offers entertainment, along with an educational aspect.

In addition to her role as the host of *Fabric to Fashion, Angela Wolf* is also the host of the popular PBS series *It's Sew Easy.*

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www.MailMaxOnline.com She produces and hosts weekly live shows, 'Behind the Scenes' on Facebook and YouTube, as well as 'At Your Side Virtually!' for Brother, featured on Brother Sews Facebook and YouTube channels.

Angela's passion for sewing extends beyond television. She is the founder of **Angela Wolf Patterns** and **Angela Wolf Academy**, where she offers online classes to over 650,000 students. Angela is also an accomplished author, blogger, vlogger, and contributor to various sewing magazines. Most of it from right here in St. Joseph in her offices and studios on South State Street.

Angela is the Author of How to Start a Home-based Fashion Design Business, and has been featured in Threads Magazine, Sew Stylish, Sew News, and Schmetz magazines.

Angela was awarded the American Sewing Expo's teacher of year in 2012 and in 2016 Industry Contributor of the year. When Angela is not working in the sewing world, you will find her professionally sportfishing out of the port of St. joseph on the 'Win-n-Angel' with her husband, Winn.

You can find Angela's many video presentations via her website www.AngelaWolf. com or your favorite connected TV platform.



Holly Jolly Celebration toy drive A 'Holly Jolly Celebration' is coming to the Silver Beach Carousel at the Silver Beach Center in St. Joseph on December 4. The effort is gathering holiday toy donations for children hospitalized locally.

The event, organized by Holt Bosse, a St. Joseph marketing firm, invites the public to attend the Holly Jolly Celebration on Wednesday, Dec. 4, from 5 to 8 p.m. at the Silver Beach Carousel, 333 Broad St., St. Joseph.

Guests are asked to bring a new, unwrapped toy donation for the Corewell Health Lakeland Pediatric Unit as their admission.

In return for the donation, attendees are offered free rides on the carousel, fun-for-allages reindeer games and crafts, and treats from Santa's workshop.

"We are collecting new toys and games for the children staying at the Pediatric Unit," said Patrick Bosse, president and strategic director at Holt Bosse. "Together, we can make the season a little merrier for every child spending the holidays away from home."

Free admission tickets are limited and available on a first-requested basis. To reserve tickets or learn more about contributing to the toy drive for the pediatric unit, visit https://holtbosse.com/christmas.

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And The Winners Are...

Last Wednesday, Southwest Michigan's brightest entrepreneurial talent gathered at the Watermark Solarium for the debut of HYPE - Highlighting Young Professional Excellence. Hosted by the Southwest Michigan Regional Chamber in partnership with the Emerge Innovation Hub, this dynamic event provided a unique platform for aspiring entrepreneurs to present their ideas and compete for meaningful cash prizes and in-kind support to launch or grow their businesses.

The evening began with an engaging panel discussion featuring successful young entrepreneurs, including Aiyenede Akhigbe (Sticky Spoons Jam, LLC), Chris Mason (Watermark Brewing Company), Stephanie Ott (Base Bowls & Company), and Dustin Lester (Pipestone Indoor Country Club and Pipestone Creek Golf Course). These panelists shared their entrepreneurial journeys, offered valuable insights, and later served as judges for the pitch competition.

The competition itself featured seven contestants, with awards going to the top three, plus a special Crowd Favorite Award chosen by live audience voting. The winners were

1st Place (\$15,000): Zo's Mini Donuts, Zoey and Lydia Heyn, Sawyer. Together they make a dynamic duo with a shared goal: to share the magic that is Zo's Mini Donuts with the world. Zo's Mini Donuts is your go-to donut shop- dedicated to serving fresh delicious donuts at an affordable price. To keep it sweet & simple (just like their menu), it's all about good treats & good times for everyone. #meetme@zos zos-mini-donuts.square.site

2nd Place (\$10,000): Willowbrook Farms, Vanessa Frias, Cassopolis. With her husband Juan, these first-generation farmers and owners of Willowbrook Farms in Cassopolis, Michigan, are pioneering a new vision for agriculture. At this small, family-run farm, sus-

tainable practices and community engagement are at the heart of everything they do. Committed to nurturing the land and promoting animal welfare, Willowbrook Farms raises meat chickens, laying hens, pork, goats, and lamb in a humane and natural environment, using non-GMO and antibiotic-free methods. willowbrookmi.com

3rd Place (\$5,000): Muddy Puddles Preschool, Angela and Ricky Rhodes, Stevensville. Angela & Ricky come from backgrounds in public education. With degrees in school social work and special education, they are passionate about getting their students outside, developing social emotional skills, and promoting engaging, messy, hands-on play. They founded Muddy Puddles Preschool in 2020 as a small, family run program in Stevensville, MI. No matter the weather, they spend at least 50% of our day outside and focus on child-led free play and you will often find their teachers and students collaborating to create mud pies, building forts, and having dance parties. muddypuddlespreschool.com

Crowd Favorite (\$2,500): Hyde's Lifestyle Taekwondo, James Hyde, St. Joseph. James is a 4th Degree Taekwondo Master and the founder of Hyde's Lifestyle Taekwondo, based in Benton Harbor, Michigan. He is passionate about teaching Taekwondo to those eager to learn, focusing on student excellence and helping students realize their fullest potential. At Hyde's Lifestyle Taekwondo, students are encouraged to live by the martial artist's oath each day, embracing values such as courtesy, integrity, perseverance, self-control, and an indomitable spirit. James takes pride in guiding the community's youth toward positive development through martial arts training. facebook.com/p/Hydes-Lifestyle-Taekwondo-100063966347603/

Additional contestants included Ezekiel-Wheels of Berrien Springs, Bare Naked Salts and Soaps of Niles, and Paige Solutions, LLC of St. Joseph.

All told, the event awarded over \$65,000 in combined cash prizes and additional opportunities, made possible by the generous support of title sponsors Frederick S. Upton Foundation and Whirlpool Foundation, along with Horizon Bank, Chi Ishobak, Sturgis Bank, Berecz & Associates, Silver Beach Pizza, Mid-West Family Southwest Michigan, WAUS 90.7 FM, Watermark Brewing Company, Andrews University Office of Innovation & Entrepreneurship, Michigan SBDC, SCORE of

Kalamazoo / Southwest Michigan, and Strauss Training

In a surprise announcement, Chi Ishobak revealed that all winners would also be eligible for additional funding through their Community Development Financial Institution (CDFI), effectively increasing their award amounts and providing even greater resources for their entrepreneurial endeavors.

By bringing together aspiring entrepreneurs, seasoned business leaders, and supportive community partners, HYPE highlighted the importance of collaboration in driving economic progress. This inaugural event sets a strong foundation for future efforts to champion entrepreneurship and sustain growth across Southwest Michigan.

For more information about HYPE or the Chamber's initiatives, visit www.smrchamber.com. Or email me at sspoonholtz@smrchamber.com or call 269-932-4040.



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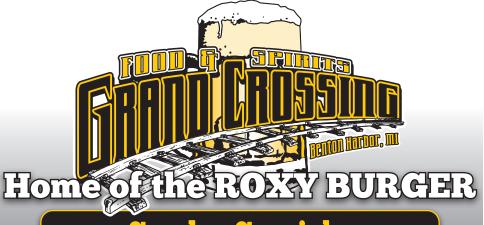


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