

**BRANDY HENDERSON MILLER PROMOTED TO PRESIDENT/CEO AT  
LUDINGTON & SCOTTVILLE AREA CHAMBER, EFFECTIVE FEB. 1**

***Kathy Maclean Transitions to Consulting Role with Chamber;  
Vice President Position Opening to Support Miller***

LUDINGTON, Mich. – Jan. 21, 2019 – Brandy Henderson Miller, vice president of the Ludington & Scottville Area Chamber of Commerce, is being promoted to president/CEO of the Chamber, effective Feb. 1, 2019. Miller also will continue her role as executive director of the Ludington Area Convention & Visitors Bureau (LACVB).

Kathy Maclean, who currently holds the title of president/CEO of the Chamber, resigns Jan. 31 – after which point, she will assist the Chamber in a consulting capacity to support select programs and events.

“The board of directors would like to express its deep gratitude to Kathy Maclean,” said Steve Carlson, president of the Chamber’s board and vice president of operations at FloraCraft. “Kathy has been instrumental to the success of this great member organization and the community of Ludington. The Chamber is so fortunate to have had Kathy’s leadership over the last 12 years, and we are equally fortunate to have Brandy ready to step into this role.”

Leaving a Legacy Maclean joined the Chamber as vice president in 2007, stepping into the role of interim CEO eight months later and ultimately becoming president/CEO in 2008 – a position she has held ever since.

“I love my job and have loved it from the beginning,” said Maclean. “I will continue to be involved in the Chamber and promoting Ludington and Mason County. But I’m ready to step back and let my able colleagues lead. We are in wonderful hands with Brandy, someone with whom I have worked side by side – especially this past year. It’s time to pass the torch and watch the Chamber continue to flourish.”

Maclean leaves a lasting legacy from her tenure, with the following accomplishments under her leadership:

- Administering the Momentum Business Plan Competition, now in its fifth year of awarding \$50,000 annually to a startup entrepreneur.
- Creating the Future Five Award, now in its sixth year, recognizing area young professionals who are growing and excelling in their respective fields and demonstrate the ability to positively impact the area in the future through professional accomplishments and community involvement.
- Building a strong shared services model, providing support services for nonprofits such as the Mason County Growth Alliance, Michigan’s Great Outdoors, Ludington Charter Boat Association, Ludington Downtown Development Authority, West Shore

Community College – and most recently, the Community Foundation for Mason County that will be housed at the Chamber.

- Expanding small business counseling with the on-site Ludington SCORE office staffed by a shared employee with West Shore Community College.
- Expanding the Chamber's membership base, at 66 percent (or 484) of Mason County's 732 total businesses and leading the Chamber to winning Membership Achievement Awards by the Association of Chamber of Commerce Executives for Member Retention and Dues Retention multiple years.

Maclean will consult with the Chamber following her resignation on a contractual basis on select programs, including helping make events more self-sustaining. She also plans to help her husband, Dave Maclean, grow their downtown Ludington business, Spindrifft Cyclesports.

### **Continuing the Momentum**

Brandy Henderson Miller joined the Chamber in 2010 as a communications/marketing assistant, quickly advancing to marketing and events coordinator before taking on the role of director of marketing for the Ludington Area Convention & Visitors Bureau in 2012, which shares an office with the Chamber. She advanced to executive director of the visitors bureau in 2013 and held that position through 2015, taking a reprieve to work as the Career and Technical Education Marketing instructor at the West Shore Educational Service District while continuing to work with the CVB as a marketing contractor. She returned to the CVB and Chamber in January 2018 as executive director and vice president, respectively.

"The Chamber board is very pleased that Brandy is taking over as the new president/CEO of the Ludington & Scottville Area Chamber of Commerce," said Carlson. "Brandy is the obvious choice to take this organization forward with her experience leading the LACVB and as vice president of the Chamber over this last year, working side by side with Kathy."

In addition to her professional roles with the CVB and Chamber, Miller is an at-large member of Ludington City Council and board member with Downtown Ludington, Oriole Foundation, Spectrum Health Ludington Hospital Foundation and the Miss Ludington Area Scholarship Pageant. A Ludington native, Miller was named a "Future Five" by the Chamber in 2014. She holds a degree in advertising and public relations from Grand Valley State University.

"I am thrilled to lead the Chamber and continue Kathy's incredible legacy," said Miller. "She created a stellar team here, and I am honored to continue her work alongside the talented, professional staff at the Chamber who make things happen. We won't miss a beat for our members."

### **Chamber Hiring for VP Position**

As part of the leadership transition, the Chamber will begin interviewing immediately to fill the vice president position vacated by Miller once she advances to president/CEO. The vice president will report directly to her and have a strong focus on economic development.

Interested applicants in this executive-level position can view the job description at [chamber.ludington.org/jobs](http://chamber.ludington.org/jobs) and send a resume and cover letter to CHAMBER VICE PRESIDENT POSITION, Ludington & Scottville Area Chamber of Commerce, 5300 West U.S. 10, Ludington, Mich., 49431 or email to [brandyh@ludington.org](mailto:brandyh@ludington.org).

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***About the Ludington & Scottville Area Chamber of Commerce***

*Celebrating 90 years in 2019, the Ludington & Scottville Area Chamber of Commerce was established in 1929 to promote commerce, trade and industry in Mason County. It is the largest business organization in greater Mason County, with 484 member businesses and organizations. For more information, visit [ludington.org](http://ludington.org).*