

# Chelsea Area Chamber of Commerce

## Welcomes New Executive Director



*Photo Courtesy of Lisa Allmendinger, Chelsea Update*

The Chelsea Area Chamber of Commerce is proud to announce that Monica Monsma has accepted the position of Executive Director.

Monsma succeeds Robert Pierce, who directed the Chamber for 14 years, and helped transform Chelsea into one of the region's most vibrant communities.

Monsma, a Chelsea area resident of seven years, joins the Chamber team with a strong background in nonprofit organizations, marketing and organizational leadership. She holds a BA in English and History, and has the proven leadership skills to advance the goals of the Chamber and build on the strength of Chelsea's business community.

Under Monsma's direction, the Chamber will continue to provide leadership and value-added services through networking, advocacy and education, and continue to grow an environment of economic prosperity for members and the community.

"I look forward to continuing the growth and accomplishments of this exceptional organization," Monsma said. "I am eager to support Chelsea's outstanding business community with ambitious and results-oriented strategies."

Monsma said her focus is to continue the chamber's mission, drive economic growth, and develop more value-added benefits for members.

The Chamber board is looking forward to this next chapter in leadership, and is confident that Monsma has the vision and knowledge to further the success of the Chamber and meet the needs of members.

"Monica's experience and preparedness will identify the best strategies to advance the Board's goals and meet the needs of our members, thereby ensuring that Chelsea remains the premier place to live, work and grow a business," said Eddie Greenleaf III, President of the Chelsea Area Chamber of Commerce Board of Directors.

A welcome reception will be held at the Chamber offices on Thursday, June 22 from 5:00 to 7:00 p.m., 222 S. Main St., Chelsea, MI.

Monsma can be reached at [mmonsma@chelseamichamber.org](mailto:mmonsma@chelseamichamber.org) or (734) 475 – 1145.