

Southwest Michigan Regional Chamber
Serving Berrien, Cass, Van Buren & Beyond.
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Year Founded: 1954

Sarah Spoonholtz (2018)

Director of Membership & Events
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Background: Committee Member, Michigan Association of Chamber Professionals (2022-present); Member, Cass County Rural Child Care Initiative Program (2021-present); Board Member & Co-Chair, Junior Achievement of Berrien & Cass Counties (2020-present); Committee Member, Southwest Michigan Planning Commission Comprehensive Economic Development Strategy (2020-present); KitchenAid Senior PGA Championship Community Showcase (2019-Present); Member, Lake Michigan College School of Business Advisory Council (2019-present); Director, Greater Bridgman Area Chamber and Growth Alliance (2019-present); Director of Membership & Events, Southwest Michigan Regional Chamber (2018-present); Board Chair, 100 Women Strong (2011-2017); Executive Team, American Heart Association Go Red Luncheon (2012-2015); Sales, Events & On-Air Talent, Mid-West Family/WSJM, Inc. (2002-2017).

Education: B.A., Siena Heights University (2019); A.A., Southwestern Michigan College

Biography: Sarah Spoonholtz is the Director of Membership & Events for the Southwest Michigan Regional Chamber, a 501(c)6 member-based business advocacy organization serving Berrien, Cass, and Van Buren Counties.

Born and raised on a small farm in Eau Claire Michigan, Sarah joined the Chamber in March of 2018 after 16 years in the Media industry. It was her time in radio that she credits with discovering her passion for nonprofits; her past roles include past Board Chair for 100 Women Strong, a member of the Executive Committee for the American Heart Association's Go Red for Women Luncheon in St. Joseph, as well as involvement with St. Jude Children's Research Hospital.

Currently, Sarah serves in various leadership roles for: Berrien Springs Pickle Festival, Cass County Rural Child Care Innovation Team, Junior Achievement of Berrien & Cass Counties, KitchenAid Senior PGA Championship Information & Community Showcase, Lake Michigan College Business Advisory Council, Marcellus10, Michigan Association of Chamber Professionals Programming & Outreach Committee, and Michigan Festivals & Events Association.

Sarah completed her BA in Professional Communications at Siena Heights University in December of 2019, and was named one of the MoodyOnTheMarket 40-Under-40 professionals that same year.

When not working, you'll catch Sarah enjoying baseball, football, or just simply relaxing with family and friends somewhere in Southwest Michigan.