

William A. Parlberg Elected Chair Of Michigan Chamber Of Commerce Board Of Directors

LANSING, Mich., Feb. 12, 2013 [/PRNewswire/](#) -- William A. Parlberg, President and Chief Operating Officer of Zehnder's of Frankenmuth, has been elected Chair of the Michigan Chamber of Commerce Board of Directors.

(Photo: <http://photos.prnewswire.com/prnh/20130212/DE59158>)

As Board chair, Parlberg will lead the Chamber's 84-member board which is directly involved in establishing Michigan Chamber policy and priorities on major economic issues that affect job creation and business growth in Michigan. (Parlberg will serve as Board chair for one year.)

"We are delighted and honored to have Bill serve as Chair of the Michigan Chamber Board of Directors," said Michigan Chamber President & CEO Rich Studley. "Bill's vast experience in the hospitality industry will help guide the Chamber as we work to help shape Michigan's future and build stronger communities with a better quality of life for every resident of our great state."

Parlberg began his career as a dish worker at Zehnder's of Frankenmuth while attending Frankenmuth High School in 1975. He has worked his way up through the organization over the last 38 years to his current senior management capacity as President and C.O.O., which he has held since 2000. As President, Parlberg oversees all day-to-day operations and is financially responsible for Zehnder's of Frankenmuth Restaurant; which has 1,500 seats and is America's largest family independent restaurant along with Zehnder's Splash Village Hotel & Waterpark, the Fortress 18-Hole Resort Golf Course and Zehnder's Retail Division. Zehnder's employs over 700 employees and Frankenmuth is a top tourist and four-season destination, attracting nearly three million visitors annually.

The Michigan Chamber of Commerce is a statewide business organization representing approximately 6,400 employers, trade associations and local chambers of commerce. The Michigan Chamber represents businesses of every size and type in all 83 counties of the state. Michigan Chamber member businesses provide jobs to 1.5 million residents. One of every 2.6 employees in Michigan works for a Chamber member firm. The Michigan Chamber was established in 1959 to be an advocate for Michigan's job providers in the legislative, political and legal process. It is one of only six state chambers accredited by the U.S. Chamber and one of only four state chambers accredited with distinction.

SOURCE Michigan Chamber of Commerce

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<http://michamber.mediaroom.com/index.php?s=19845&item=137043>