

FOCUS

THE MONTHLY NEWS MAGAZINE OF THE LANSING REGIONAL CHAMBER OF COMMERCE • OCTOBER 2019

DEFEAT THE BREACH

FIGHTING THE BATTLE
AGAINST CYBERCRIME

IN THIS ISSUE

10 OVER TEN RECOGNIZES REGION'S TOP YOUNG PROFESSIONALS

VANCAMP INCUBATOR TO BOLSTER EMERGING STARTUPS

FOCUS ON SMALL BUSINESS: MODE HEALTH



TIM DAMAN
President and CEO
Lansing Regional
Chamber of Commerce

The Importance of Aligning Regional Talent Initiatives

I WAS PRIVILEGED TO BE PART OF A TEAM of Chamber staff and board members that took a day trip to Indianapolis to meet with representatives of the Indianapolis Chamber of Commerce. Our trip included Chamber Board President Wendy Hamilton of TechSmith and was organized by board member and former Indianapolis Chamber board member David Lewis of AT&T Michigan. It is always useful to learn about best practices of other successful organizations, which generates terrific ideas that could be applied locally, and this trip was no exception.

Of particular interest to all of us on the trip was the opportunity to learn how the Indianapolis Chamber is leading efforts to coordinate and align multiple regional talent initiatives. Indianapolis has been effective at identifying resources, pulling key players together and creating a regional vision for attracting and retaining talent.

The emphasis on talent has grown on several fronts in the Lansing region over the past several years. While we should all be pleased with the quality of the talent programming that has developed, our trip to Indianapolis underscored the importance of pulling key influencers in the region together to ensure talent initiatives are aligned for maximum impact.

“We have the assets and the talent programs to support talent attraction and retention efforts in the region. Looking at the Indianapolis example, a logical next step for our region should be to identify possible strategies for a coordinated regional talent vision.”

The Indy trip was particularly relevant to a pair of talent initiatives the Chamber has led in recent years. In early October, we launched the fifth cohort of Leadership Lansing, a program that is helping develop and equip the next generation of community leaders. In fact, 155 outstanding leaders from across the region completed Leadership Lansing during its first four years.



We are equally proud of the 10 Over the Next Ten program, presented in partnership with Grand River Connection, now in its 13th year, recognizing the top young professionals in the region. Congratulations to this year's honorees: Dr. Farhan Bhatti, Priscilla Bodayo, Kara Christy, Joel R. Conn, Aylysh Gallagher, Amy Jackson (Harris), Dan Opsommer, Lindsay Peters, Andrew (Andy) Wirostek and Mary ZumBrunnen.

Among other important regional initiatives the Chamber supports is Lansing 5:01 which has been highly successful in linking college interns to all the Lansing region has to offer. Capital Area Michigan Works! is leading MICareerQuest Capital Area, the region's largest interactive career exploration event for high school students, while the Lansing Promise provides scholarships and higher education opportunities for our region's talent pool of tomorrow.

We have the assets and the talent programs to support talent attraction and retention efforts in the region. Looking at the Indianapolis example, a logical next step for our region should be to identify possible strategies for a coordinated regional talent vision. Accomplishing this will require major roles for Michigan State University and state government, pillars of our local economy. We also must engage key talent influencers from business, government and education along with regional partners like the Chamber, LEAP, CVB and CAMW.

As I mentioned in last month's Message from the Chamber, we recently have realized new leadership at MSU and in several major business organizations in the community. There is no better time than now to leverage that outstanding talent pool and energize our community leaders around building a talent pipeline that is second to none. ■



JOIN THE LEADERSHIP CIRCLE

Leadership Circle members are proven business and community leaders. We value their commitment and applaud their efforts to strengthen our region with their leadership and appreciate the important role they play in advancing our organization.



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Lansing Black Chamber of Commerce
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Greater Lansing Hispanic Chamber
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FOCUS

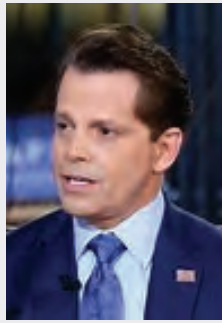
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Save the Date! LANSING ECONOMIC CLUB

Anthony Scaramucci
Founder and Co-Managing Partner, SkyBridge Capital

Thursday, Oct. 17 from 11:30 a.m. – 1:30 p.m.
Kellogg Hotel & Conference Center, Michigan State University

Contact Ashlee Willis
michiganpremierevents@lansingchamber.org • 517.853.6463

WEDNESDAY, OCT. 2 | DELTA TOWNSHIP GOVERNMENT RELATIONS COMMITTEE 8 a.m. – 9 a.m. Delta Township Library, 5130 Davenport Drive, Lansing. The Delta Government Relations Committee meets the first Wednesday of each month to provide a forum for business leaders and elected officials to discuss important issues impacting Delta Township and Eaton County. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org

THURSDAY, OCT. 3 | HEALTH CARE FORUM 8 a.m. – 9 a.m. Kellogg Hotel and Conference Center, 219 S. Harrison Road, East Lansing. Innovative Ways to Control Health Care Costs. Join us for this high energy TEDx-style format as we discuss health care issues related to recovery, access, literacy and well-being. Registration is required at lansingchamber.org. \$55/individual ticket. \$425/table of eight. \$75/prospective members.

TUESDAY, OCT. 8 | MEMBER MIXER 5 p.m. – 7 p.m. Join Providence Consulting for an evening of networking, good food, drink, live music and a door-prize drawing for iPod Air Pods! As October is National Cyber Security awareness month, we will be placing an emphasis on helping people become aware of the cyber dark-side. Look for interesting conversation and a lot of fun. No cost to attend for members (\$15/non-members). Includes hors d'oeuvres.

WEDNESDAY, OCT. 9 | LANSING BUSINESS ROUNDTABLE 8 a.m. – 9 a.m. Lansing Board of Water and Light Train Depot, 1201 S. Washington Ave., Lansing. The Lansing Business Roundtable meets the second Wednesday of each month to provide a forum for business leaders and elected officials to discuss important issues impacting the city of Lansing. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org

THURSDAY, OCT. 10 | CHAMBER UNIVERSITY 8 a.m. – 9:30 a.m. Insurance Capital Board Room, Lansing Regional Chamber, 500 E. Michigan Ave., Suite 200, Lansing. How to Identify, Retain and Mobilize your Board. Learn best strategies to keeping your board members connected and committed, as well as best capital fundraising strategies from a panel of experts in board development. Speakers: Kirstyn Shiner, Jackson National, Kyle Schafer, Maner Costerisan and Rebecca Bahar-Cook, Capitol Fundraising Associates

WEDNESDAY, OCT. 16 | EAST LANSING MERIDIAN TOWNSHIP ROUNDTABLE 8 a.m. – 9 a.m. Plante Moran, 1111 E. Michigan Ave., East Lansing. The East Lansing Meridian Township Business Roundtable meets the third Wednesday of each month to provide a forum for business leaders and elected officials to discuss important issues facing East Lansing and Meridian Township. To ensure adequate seating, please RSVP to Steve Japinga at sjapinga@lansingchamber.org.

THURSDAY, OCT. 17 | LANSING ECONOMIC CLUB 11:30 a.m. – 1:30 p.m. Kellogg Hotel and Conference Center, 219 S. Harrison Road, East Lansing. Speaker: Anthony Scaramucci, founder and co-managing partner, SkyBridge Capital; former White House communications director, Trump Administration. Program begins at noon. Please arrive early for registration and networking. \$55/member ticket, \$425/table of eight or \$75/prospective member ticket (includes plated lunch). Register at lansingchamber.org. ■

STAY CONNECTED. STAY SOCIAL.

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[@LansingRegionalChamber](https://instagram.com/@LansingRegionalChamber)

[Lansing Regional Chamber of Commerce](https://LansingRegionalChamberofCommerce)

2019
LRCC EVENTS

For more information about Chamber events, tickets or sponsorships, contact Ashlee Willis at michiganpremierevents@lansingchamber.org.

Adna Technologies
 American Board of Emergency
 Medicine
 Applebee's Neighborhood Grill &
 Bar- Charlotte
 Applebee's Neighborhood Grill &
 Bar-Cedar St.
 Applebee's Neighborhood Grill &
 Bar-Coolidge Rd.
 Applebee's Neighborhood Grill &
 Bar-Okemos
 Applebee's Neighborhood Grill &
 Bar-Saginaw Hwy.
 Applebee's Neighborhood Grill &
 Bar-St. Johns
 Armond Dalton Publishers, Inc.
 Association for Child Development
 Brian Songer Agency/Farm Bureau
 Capitol Strategies Group
 CASE Credit Union
 Centennial Group
 Child and Family Charities
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Clinton County Board of
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 Commercial Bank
 Consumers Concrete Corporation
 Costco Wholesale
 Cottage Gardens
 Crowne Plaza Lansing West
 DC Engineering, PC
 Domino's Pizza - S. Cedar St.
 Edward Jones - John Bush
 Eyde Company
 Farm Bureau Insurance -
 Tim Barry Agency
 First National Bank of America
 Haddads Agency/Farm Bureau
 Henderson Glass
 Holt & Dimondale Agency
 House of Promise, The
 Hubbell Roth & Clark, Inc.
 Indian Trails, Inc. - dba Michigan
 Flyer
 ITEC
 Joost Vapor, LLC

Kentwood Office Furniture
 Kirk Byrens State Farm Agency
 Kunz, Leigh & Associates
 Lally Group
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 League of Michigan Bicyclists
 Lezotte Miller Public Relations,
 Inc.
 Lisa Fisher Business Training &
 Consulting
 Mashni Dentistry
 Meat
 Meridian Company, The
 Michigan Automobile Dealers
 Association
 Michigan Federation For Children
 And Families
 Mitchell's Fish Market
 Myers Plumbing & Heating
 Nuthouse Sports Grill

Okemos Auto Collection - BMW
 Mercedes Benz Porsche
 Olga's Kitchen
 Paramount Coffee
 Personnel World - Holt
 Principal Financial Group
 ProcessPro
 Product Resource Company
 Re/Max Real Estate Professionals
 Regency at Lansing West
 Rieth-Riley Construction Co., Inc.
 Ritter Painting Contractors, LLC
 Siena Investments
 Studio Intrigue Architects
 Suburban Truck Driver Training
 School
 TechSmith Corporation
 Tri-County Office On Aging
 Willows at East Lansing, The
 Willows at Okemos, The

WELCOME NEW MEMBERS

AI5 CONSTRUCTION EQUIPMENT

3600 N. Grand
 River Ave.
 Lansing, MI 48906
 (517) 321-8000

BEST WESTERN DEWITT

1055 Aaron Drive
 DeWitt, MI 48820
 (517) 374-0000

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401 S. Washington
 Square, Ste 102
 Lansing, MI 48933
 (517) 708-2883

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 Lansing, MI 48912
 (517) 708-8803

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 East Lansing, MI 48823
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 Crossing Drive
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 (517) 374-9940

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 Lansing, MI 48933
 (517) 763-9327

NEXGEN PAYROLL & BUSINESS SOLUTIONS

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 (517) 580-5081

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116 W. Bridge St.
 DeWitt, MI 48820
 (517) 624-2130

REPUTATION BEVERAGE COMPANY - LANSING

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 Lansing, MI 48912
 (517) 657-3913

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 Lansing, MI 48917
 (517) 242-5859

SHOTWELL RUTTER BAER

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 Suite 200
 Lansing, MI 48917
 (517) 321-4832

SIENA INVESTMENTS WILLIAMSTON

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 Grand Ledge, MI 48837
 (517) 627-1412

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5660 W. Saginaw Ave.
 Lansing, MI 48917
 (517) 499-6183

CHAMBER MILESTONES

We'd like to offer a special salute to these great organizations that reached milestone anniversaries as Chamber members this month. Thank you for your continued support through the years!

DICKINSON WRIGHT PLLC

40 Years

MILESTONE CONSTRUCTION COMPANY

20 Years

CONLIN TRAVEL

10 Years

GREATER LANSING UNITED NATIONS ASSN.

10 Years

ALLIANCE PAYMENT SOLUTIONS

5 Years

BARYAMES CLEANERS

5 Years

CRANDELL BROTHERS TRUCKING

5 Years

CRIPPEN AUTO MALL

5 Years

ENGAGED EDUCATION

5 Years

F.D. HAYES ELECTRIC

5 Years

FARM NEWS MEDIA

5 Years

HIRING SOLUTIONS

5 Years

INGHAM HEALTH PLAN CORPORATION

5 Years

PUBLIC SECTOR CONSULTANTS

5 Years

RIVERFRONT BUSINESS CENTER

5 Years

SUSAN MAPLES, DDS

5 Years

WILLINGHAM & COTÉ LAW FIRM

5 Years

WINDOW WORLD

5 Years

Lansing Regional Chamber of Commerce members have unparalleled access to their company and staff profiles on the LRCC website. To access and update this information at any point, visit lansingchamber.org and enter your username and password. If you have not yet logged onto the site, please follow the simple password reset instructions. Call 517-487-6340 with any questions.

Mode Health: Empowering Change Around Health Care

BY MIRANDA SUSICK, KOLT COMMUNICATIONS, INC.

NAVIGATING THE WORLD OF HEALTH INSURANCE isn't always easy, especially for small business leaders. Mode Health was born to provide agile employee benefits to the modern-day small business. It empowers people to think and behave differently about their health and health care.

“At Mode Health, we are focused and committed to helping small employers take charge of their health care,” said Eric Hannah, president and chief catalyst of Mode Health. “Often times they don't have the same access to tools that some bigger companies do. We match companies with a benefit solution that helps create a better employee experience.”



Mode Health is constantly searching for different ways to drive value for their clients. They specialize in bringing in strategies that larger businesses utilize and applying them to smaller employers.

With health care being a top line item expense for small businesses, it is important that leaders have a strategy that works for them. By helping teach people how to manage their health and health care, Mode Health is able to help businesses manage how much they're spending.

“The rising cost of health care is a pain point, especially for small businesses,” said Hannah. “That, with the tightening job market creates the perfect storm. How do you create an employee experience that includes benefits, but also attracts and retains top talent? It's hard.”

Mode Health goes through a four-stage system, the ModeMap, with each of their clients. They work to align the goals and core values of a company with the benefits being provided to employees. This alignment helps maximize dollars and increases value for both employers and employees. If a company does not see a return in value from their health care benefits, employers start to get frustrated.

“It's all about taking small steps,” said Hannah. “If an employee is performing well from a health basis, they are more engaged at work, which helps the business in productivity.”

Mode Health goes beyond helping employers navigate the health care industry. They also work to increase transparency and improve health literacy for employees.

“We shouldn't be surprised by the cycle of low literacy. The health care community has not done a good job at connecting the dots for employers and employees,” said Hannah. “We aim to be the conduit or catalyst in that conversation.”

Mode Health provides employees with tools on how to maintain their health, as well as resources for when they may need to access the health care system.

“We want to help employees become really savvy, confident health care consumers,” said Hannah. “Employees are the engine that drives small businesses, and employers agree with the idea that they want their employees to perform at their best every day.”

Hannah and Mode Health are helping to put both employers and employees in charge of their own health care. Business owners expect solutions to be customized



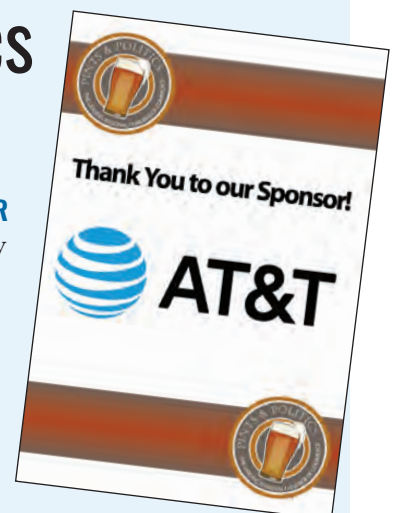
and cost-effective, so health care and benefits should be no different. They should no longer be brought up solely at renewal time or when an employee is sick. Mode Health is shifting the paradigm for employers and employees alike. ■

VOICE OF BUSINESS



Pints and Politics a Success

THANK YOU TO ALL WHO ATTENDED OUR PINTS AND POLITICS event presented by AT&T Michigan! We had more than 100 business professionals, community leaders, elected officials and staffers come out and enjoy snacks, drinks and great conversation at Tavern & Tap. It is events like this that help better connect our community and state leaders and position our region for continued growth and prosperity. ■



Lansing Regional Chamber Launches New Website Oct. 1

AS YOUR CHAMBER OF COMMERCE, we work relentlessly to help Lansing area businesses connect, grow and thrive. Back in 2017, we went through a rigorous strategic planning process where we identified four pillars that help drive our actions toward that mission. Those pillars are Regional Leadership, Policy Influence, Business Value and Excellent Operations.

To continue to deliver in those four areas, we made the decision to launch a new website through the GrowthZone platform. Although the web address is still lansingchamber.org, Chamber members and community leaders will find an entirely new look and easy navigation when visiting the site.

“As we near 2020, we recognize that a clean, user-friendly website that serves as a one-stop shop, is vital to ensuring current and future members can easily find all the information and resources they need to be successful, in addition to accessing Chamber events, staff contact information and more,” said Michelle Rahl, vice president of business development.

Because this web platform was specifically designed with chambers of



commerce in mind, the site has features and functions that make website operation especially optimal for businesses and their Chamber needs. Some features visitors will enjoy are:

- A sleek, interactive look
- Easy membership sign-up
- Simple and smart event registration
- Online award nominations and applications
- Chamber and community videos
- Member help desk
- Optimal online payment and renewal process
- Easy-to-use member profiles
- Digital version of FOCUS magazine

It is our hope that members and the community will utilize our new website for business education and engagement opportunities, guidance on regional issues, connection to the Lansing business community and all other Chamber-related needs.

Members should keep an eye on their email for instructions on how to set up their new user profiles, as well as tutorials on how to get the most out of our new site. We also recognize that a website is never really done, and we welcome any feedback or suggestions regarding our new site. ■



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10 Over the Next Ten: Recognizing the Region's Top Young Professionals

TEN OF THE LANSING REGION'S TOP YOUNG PROFESSIONALS

were honored at the 13th annual *10 Over the Next Ten* awards. Each candidate was selected based upon professional achievement, community involvement and personal success - all indicators that the individual will contribute to the community significantly over the next 10 years. Co-hosted by the Lansing Regional Chamber of Commerce and Grand River Connection, the event was held on Sept. 24, at the University Club of Michigan State University. Congratulations to this year's honorees!



Bhatti

Farhan Bhatti, MD is a board-certified family physician and is the CEO at Care Free Medical in Lansing. Care Free provides high quality, comprehensive primary and preventive medical, dental, behavioral health and optometry services to uninsured and underserved individuals in the Lansing area. Dr. Bhatti has made public service the guiding principle of his life. He worked on many political campaigns since 2000 and is most proud of having served as deputy campaign manager on Virg Bernero's first successful mayoral campaign in 2005. In 2006-2007, Dr. Bhatti worked as a communications specialist at Public Policy Associates (PPA) in Lansing, working on the Michigan Prisoner ReEntry Initiative (MPRI). Dr. Bhatti is a current board member for the Ingham Health Plan, the city of Lansing's Planning Board and the MSU College of Human Medicine Alumni Board.



Bordayo

Priscilla Bordayo is CEO of the non-profit organization Word Up. Bordayo's work focuses on rehabilitation and restoration for both victims and perpetrators of incest. She speaks often with state legislators to help change laws that will accompany her vision to change and end the culture of abuse through shedding light on the topic. She believes this disease is a repeated cycle and a generational curse. Bordayo has been sought out as a motivational speaker by numerous community organizations such as, local law enforcement, the National Guard, prisons and public and private schools to discuss her story and bring awareness through education to end sexual abuse.



Christy

Kara Christy is the occupational therapy clinical supervisor and a certified brain injury specialist at Origami Brain Injury Rehabilitation Center. Christy has more than nine years of experience working with individuals who have sustained a neurological injury. She practices in the specialty areas of cognitive remediation and vision therapy. Christy is Origami's occupational therapy fieldwork coordinator and is also a certified fieldwork educator. A decade ago, Christy's passion for occupational therapy and dance came together in a culmination of dance and movement called "A Chance to Dance." This is a program at Rising Star Studio of Dance for individuals with special needs and abilities. Christy also teaches competitive level dance at this studio and enjoys mentoring her students on the dance floor.



Conn

Joel R. Conn is vice-president and account manager for Friedland Industries Inc., a scrap-processing and recycling firm located in Lansing. Friedland Industries processes all ferrous and non-ferrous metals, paper fiber products, various plastics and electronic scrap, and performs confidential destruction services. In addition to his duties at Friedland, Conn assists in teaching environmental science classes at Lansing Community College about the economics and the role that recycling plays in everyday life through tours at Friedland's facilities. He also is an executive board member for the Michigan Chapter of Institute of Scrap Recycling Industries (ISRI), Meridian Economic Development Corporation, Sparrow Clinton Hospital and is involved in Lansing's Old Town Commercial Association with roles on the Finance and ScrapFest committees.



Gallagher

Aylysh Gallagher is an assistant prosecuting attorney with the Ingham County Prosecutors office and is one of the youngest vertical prosecutors in the history of the office. Since 2015, she has prosecuted domestic violence cases almost exclusively, giving a voice to victims of this traditionally marginalized crime. She is a published writer including an article in the October 2018 edition of Prosecutors Magazine. She is a board member of the Ingham County Bar Association's Young Lawyers Section. As chair of the Education Committee, she has led many initiatives to improve educational events offered to attorneys in the community. Gallagher is a member of the Women Lawyers Association of Michigan, through which she has had the opportunity to encourage new women lawyers.



Jackson

Amy Jackson (Harris) is a realtor with Coldwell Banker Hubbell Briarwood. Drawing from years of experience as a project manager and an entrepreneur, Jackson built a reputation for her refreshingly friendly customer care and proven ability to guide buyers to obtain the best value for their dream home. She is a member of the Lansing Regional Chamber of Commerce, GLAR, NAR and currently serves on the board of the BCFI Building Child and Family Initiatives, the Aitch Foundation and is chair of the GLAR Community Enhancement Committee. Jackson received a highly prestigious recognition being honored with the 2018 Hero Award for her impact in the community. An avid explorer of the city, Jackson loves to try new restaurants, check out local art festivals and explore the local parks with her family living the #LoveLansing lifestyle.



Opsommer

Dan Opsommer serves as chief of staff for state Rep. Julie Brixie. He was elected to the Meridian Township Board of Trustees in 2016 and serves as trustee and the supervisor pro-temp. In 2017, Opsommer helped draft and get voter approval for a millage campaign to fully fund police and fire pensions by 2027. In 2018, he lead the effort to create an expanded downtown Okemos DDA and provide \$20 million in Tax Increment Financing (TIFA) to overcome huge infrastructure deficits and clean up 25 years of environmental neglect in the area. This year, Opsommer helped draft and get voter approval for a road improvement project that will significantly improve 150 miles of neighborhood roads in Meridian Township. He developed maps and information campaigns to demonstrate the need for the new road millage.



Peters

Lindsay Peters serves as director of marketing and fund development at Eaton Rapids Medical Center (ERMC), where she navigates the landscape of social media, promotion, community engagement, and non-profit fundraising to ensure the hospital remains competitive and utterly reputable. Peters also is the director of the Eaton Rapids Medical Center Foundation, which raises funds from supporters to make improvements to the hospital. She is active in the Eaton Rapids community, including bringing to fruition the Eaton Rapids Teen Space and helping coordinate the community's presentation for the Michigan Main Street program. She serves as a member of the Eaton Rapids Public Schools Board of Education, the Eaton Rapids Health Alliance and Women Working Wonders.



Wirostek

Andrew (Andy) Wirostek is CEO of Wirostek Lighting. With almost a decade performing energy analysis for clients across the country, Wirostek offers expertise in lighting, controls, utility, rebate analysis, HVAC, project management and ENERGY STAR certification. He performs lighting assessments and facility energy audits on a variety of commercial and multi-use residential buildings across Michigan. In 2018, Wirostek Lighting helped Michigan Packaging achieve energy savings of

\$90,000 annually through LED lighting and efficient lighting controls. It was this project that won Wirostek Lighting the title of Industrial Project of the Year through Consumers Energy. Wirostek is active as a board member of the Laingsburg Business and Community Association.



ZumBrunnen

Mary ZumBrunnen is the founder and chief executive officer of One-Community Consulting. For almost two decades, she has worked across communities at home and abroad focused on sustainable development to improve quality of life. She has focused on Michigan, helping hundreds grow their community vision to fruition. ZumBrunnen believes in paying it forward and offers a rich training ground for those also wishing to give back to their community through One-Community Consulting's unique social entrepreneur knowledge leadership system. In March of 2018, she published her first book, *Transcendent Partnership: Aligning Agendas for Collective Impact*, based on her consulting background. This reached No. 1 on Amazon in both business and money and politics and social science in the areas of philanthropy and charities. ZumBrunnen has served at Eve's House, as a dedicated big sister as part of the Big Brothers Big Sisters of America program and teaching disadvantaged youth yoga and meditation at the Boys and Girls Club. She also works with her church to serve those in need with meals. ■

Students sample career options using Eaton RESA's "Fab Lab"

STUDENTS THROUGHOUT EATON COUNTY will now gain hands on exposure and learning experiences in manufacturing careers through the launch of the Eaton Regional Education Service Agency (RESA) mobile fabrication lab or "Fab Lab." The "Fab Lab" will head out to local schools starting this fall to provide students with career exploration and showcase the opportunities available to them through the Eaton RESA Career Preparation Center as a student in grades 11 and 12.

A majority of Eaton RESA Career Preparation Center's programming is located at Lansing Community College (LCC) West Campus and are unmatched in terms of providing current and industry-relevant learning environments. The goal of the "Fab Lab" is to expose younger students to career opportunities, programming and resources available to them. The "Fab Lab" works by bringing learning experiences in manufacturing and technical equipment to students in grades 4-9, making it easy for students to explore manufacturing as a potential career.

The "Fab Lab" is equipped with a 3-D printer, CNC machine, welder, a virtual welder, a drill press and a lathe which are all geared toward the manufacturing pathway. The trailer can hold 15 to 20 people inside and includes a flat panel television and cameras mounted so that students can watch the action and operation of the equipment from any angle. Eaton RESA purchased the equipment and materials for the "Fab Lab" using Michigan Department of Education state school aid funds to support these career development opportunities.

Eaton RESA will provide a mobile career pathway lab technician and utilize existing career development coordinators assigned to each of the five school districts it serves to utilize the "Fab Lab" and assist as many students as possible to explore manufacturing careers.

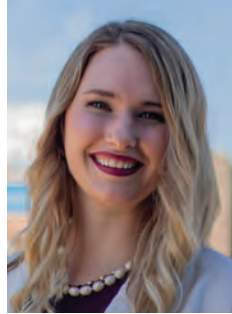


"The "Fab Lab" will provide students in grades 4-9 with experiential learning opportunities in the area of manufacturing as part of a broader Eaton RESA and local district collaborative effort to increase career, workforce and talent development," said Cindy Anderson, Eaton RESA Superintendent. "We are excited to begin implementation of this innovative career exploration initiative and plan to expand these mobile learning opportunities in the future to other professional trades in support of Michigan's Going PRO campaign."

For more information on the Fab Lab, contact Michael Reynolds, Eaton RESA Career Preparation Center principal, at mreynolds@eatonresa.org or 517.483.1315. ■

Chamber Staffers New to #lovelansing

LEADING INITIATIVES AIMED AT BUILDING THE REGION'S TALENT PIPELINE has been a primary emphasis for the Lansing Chamber for several years. We are excited to let our members know when it comes to attracting great talent, we are doing more than just talking the talk, we walk the walk, with three of our newer team members, Amanda Fischer, John Pompei and Daniel Rials. All three came from outside the region and are proud to now call Lansing home. We thought you would enjoy meeting our dynamic new team members.



Fischer

WHAT IS YOUR JOB TITLE AND RESPONSIBILITIES AT THE CHAMBER?

Rials: I am a member relations manager. I meet with existing members and make sure they are taking advantage of all the benefits of being a Chamber member and helping them become more involved in the business community. The other half of my job is talking to businesses that are not Chamber members and trying to get them to join our business community.



Pompei

Pompei: I am the digital media manager. I am responsible for graphic design work for the membership team, social media and our website. I also do event photography and am incorporating more video into our communications and storytelling.



Rials

Fischer: I am the communications, policy and talent manager. I handle media relations, write news releases, stories for FOCUS and other publications and run our social media platforms. In the talent management area, I work with Leadership Lansing, ATHENA, MiCareerQuest Capital Area and other regional talent initiatives. In public policy, I help with our roundtables, working with the LRC-PAC and policy committee.

HOW DID YOUR CAREER LEAD YOU TO YOUR CURRENT POSITION?

Fischer: I started interning in the governor's office while attending Central Michigan University, working in PR and communications. I was offered a full-time position and worked with Gov. Snyder for his last seven months in office. When his term was coming to a close, I saw the job opening at the Chamber and a couple of former Chamber team members encouraged me to apply.

Pompei: I went to film school. I have always had a lot of creative interest which led me to learn all the different software and technologies around making media. I applied that to consulting and freelance work. When I moved to Lansing, a couple of former Chamber team members encouraged me to apply my media making and storytelling skills here.

Rials: My background was working in a co-working space with other entrepreneurs, as an account manager for Enterprise as well as recruiting for Robert Half. Everything I have done in the past has been business-to-business, helping others grow their business and take advantage of resources to support that growth. When the Chamber role opened up, it was right up my alley.

WHAT DO YOU ENJOY MOST ABOUT WORKING AT THE CHAMBER?

Rials: Getting to meet with business owners and hearing how they ended up where they are. I am always curious as to how they started their business or got promoted. It is very interesting to hear that entrepreneurial background or corporate ladder they climbed.

Fischer: I love that we are able to help businesses connect, grow and thrive. I like being able to be a voice for business, whether that's in the political sphere or connecting them to different businesses in the area.

Pompei: I enjoy working for FOCUS Magazine and taking photos.

WHAT MAKES LANSING ATTRACTIVE AS A PLACE TO WORK AND LIVE?

Pompei: I live in Old Town Lansing. I like the proximity to work and the activities I enjoy – I am on the river trail quite a bit, fishing, biking and dog walking. There also are unique parts of the city that offer something different.

Rials: I like that Lansing is kind of a big city, but it is small enough to get around. You have big city attributes with the small town feel where you pretty much know people around town. It is not so large that we have traffic issues and other challenges big cities face.

Fischer: There is so much to do in this area. There is so much to discover. There are new events going on every day and so much diversity, both in terms of things to do and the people that live here.

WHAT IS YOUR FAVORITE THING TO DO IN #LOVELANSING?

Fischer: I love to explore all the different restaurants.

Pompei: My favorite thing is fishing, anywhere I am.

Rials: I am a big thrift store shopper. Lansing has a lot of very large thrift stores all over the city. I love that I can go to four or five thrift stores in a weekend and find new things. ■

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DEFEAT THE BREACH

FIGHTING THE BATTLE AGAINST CYBERCRIME

T

he numbers are staggering. It is predicted that in the next few years, cybercrime will cost the global economy trillions of dollars. When we think of cyberattacks, it is natural to consider the recent high-profile breaches that hit mega corporations – Citigroup, Sony, Epsilon, Equifax, JP Morgan, Target, Visa and Mastercard among others.

Often overlooked is the devastating impact and the frequency of cyberattacks involving small and medium-sized businesses (SMBs). In 2017 alone, cyberattack-related costs for SMBs equaled more than \$2.2 million each. In fact, more than 7 of 10 cyberattacks target small business and 55,000 devices are compromised by ransomware every month. The average remediation for a cyber attack on small business is an astounding \$990,000, and 60% of small businesses are forced to close their doors after being victimized by a cyberattack.

Several Lansing area organizations saw these statistics and decided that something had to be done. Fraser Trebilcock, Lansing Community College, Providence Consulting and Truscott Rossman formed The Defeat the Breach Coalition - a multidisciplinary alliance of professionals who are experts in their chosen fields, working together to protect SMBs from every aspect of a cyberattack. The purpose of the Coalition was to encourage businesses to get out in front of cyberattacks, rather than waiting until after an attack has occurred.

“How do we flip that script from being reactive to proactive, and what is it that businesses actually need help with,” said Theresa Kent, customer success manager for Providence Consulting. “What are the three key areas to proactively prepare for cyberattacks, what can they do to educate themselves, and what can they do if one were to occur to stay in business.”



Kent

“Cyberattacks are becoming more and more sophisticated, prevalent and something people need to be prepared for and defend against,” said Sara Wurfel, vice president for public affairs at Truscott Rossman. “One wrong click or data breach can shatter customer confidence and cause irreparable harm to a company’s reputation. That’s why cybersecurity preparation and a fast, comprehensive response are so imperative.”



Wurfel

The group has developed a website, defeatthebreach.org, which offers a free risk assessment to help people get started. Training offered in the program will provide a full scope of every aspect that would affect a business for cyberattack.

“It helps them prepare for how they put in protective measures for IT, strengthen and prepare their staff,” said Kent. “It allows them to know how to protect their reputation and control the information the media or their competitors get ahold of. It also helps them understand legally what they need to know.”



Raven

“This Coalition has great potential to educate and provide more specific services when needed and is appropriate,” said Fraser Trebilcock shareholder Jonathan Raven, Esq. “Fraser Trebilcock is proud to stand with our colleagues

DEFEAT THE
BREACH
COALITION

Fraser
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TRUSCOTT ROSSMAN

to help bridge this gap in information available to businesses in the areas of data breach prevention and cybersecurity.”

When it comes to cyberattacks, experts say it is not a problem that is solved by the IT guys. Rather, it comes with leaders understanding the threats and risks and developing effective strategies. Defeat the Breach encourages business to be prepared for cyberattacks, strengthen your organization’s resilience and be prepared to respond appropriately if you are victimized by cybercrime.

IF YOU FAIL TO PREPARE, YOU PREPARE TO FAIL

Even if you believe that your cybersecurity countermeasures are flawless, you must always prepare for the worst. Underestimating cybercriminals’ ability to adapt and innovate is the fastest way to make yourself a victim.

“It was unheard of for companies to go under from a cyberattack, even five years ago,” said Kent. “If they prepared for the worst, then the worst wasn’t going to happen.”

The Defeat the Breach Coalition provides current, in-depth training and consulting to ensure that those under our care are prepared when a cyberattack strikes. One of the fastest rising cybercrimes involves the use of ransomware, which is where a hacker sends a phishing email containing malicious software that can infect your system by simply clicking a link that allows the hacker to access and hold data for ransom.

“Today, data is more valuable than gold and hackers know this,” said Kent. “If you pay them, sometimes the hackers demand more money. It can escalate very quickly and become very costly.”

Kent says organizations need to make sure that they have all protective measures in place. Organizations also need to ensure they have the gates surrounding their data. Staff training is also essential.

“With ransomware, a lot of it happens with a simple phish e-mail,” said Kent. “All it takes is one click and you have ransomware.”

Defeat the Breach will train employees at every level of the company to build a culture of security and vigilance.

BE PREPARED BEFORE AND AFTER AN ATTACK

Making your technology safe from cyberattacks is no simple feat and keeping it that way is even more difficult. Your IT security provider may have given you the tools needed to protect yourself, but are they implemented correctly? Are they being maintained properly? Do they represent systems that ensure your company evolves ahead of new threats?

Fraser Trebilcock Shareholder Thad Morgan emphasizes it is important to view cybersecurity issues from a pre-breach and post-breach perspective.



Morgan

“Seeking legal counsel before an issue arises will help the business understand the legal implications of a data breach,” said Morgan, who heads Fraser Trebilcock’s litigation department and has lectured on the issue. “Setting up that relationship in advance prepares the business and helps ensure that the attorney knows the client’s business and is more ready to move quickly to respond to events.”



Roberts

Fraser Trebilcock Shareholder Jared Roberts noted that a common business mistake is a failure to consider and manage internal vulnerabilities to attack, theft or sabotage from disgruntled insiders, insiders seeking to take information to a competitor, or insiders seeking to compete on their own in the future.

“Damage and theft from within have been statistically more common than breaches from the outside, and businesses should not lose sight of those risks,” said Roberts, who works in litigation and is the acting head of the firm’s intellectual property department.

YOUR FIRST RESPONSE IS MOST IMPORTANT

You can do everything in your power to prevent a data breach, but the possibility always exists that one will succeed in damaging your systems or stealing your critical data. In this case, your response could mean the difference between forging ahead and going out of business.

“Cyberattacks bring the kind of publicity you don’t want,” said Wurfel. “Some simple steps on the front end can make all the difference in protecting your customers, company and future.”

Ideally, being proactive will prevent an attack from happening in the first place. The Coalition will make a major push in this area, including risk assessments, staff training, etc. If an attack does occur, the focus shifts to several tools that will help ensure an immediate and robust response to a critical situation. When it comes to the overall public relations, strong follow-up is essential.

“Making sure you’re owning it, apologizing for it and fixing it is key to minimizing impact and remediating and recovering from any cybersecurity incident,” said Wurfel. “Your customers, stakeholders and any regulatory officials must know and see that you have taken it seriously, moved quickly and are doing everything possible to prevent a “next time.”

LCC RECOGNIZED FOR CYBER DEFENSE LEADERSHIP

Lansing Community College, another Coalition partner, has been recognized as a National Center of Academic Excellence (CAE) in Cyber Defense Education by the National Security Agency and the Department of Homeland Security. LCC had to meet certain criteria and provide a series of services including program guidance and oversight, general cyber defense information and the development of collaboration and outreach opportunities among students, faculty, and other institutions, most notably the Defeat the Breach Coalition. LCC’s Center for Cybersecurity will contribute significantly to the advancement of state-of-the-art cyber defense knowledge and practices.

“The CAE designation is a critical step for Lansing Community College and its vision of becoming the region’s source for cyber defense training and education,” said Eduardo “Ed” Suniga, director of computer information technologies and program innovation technical careers division, Lansing Community College. “Through this effort, we are filling a crucial need in our community by creating cyber-defense and cyber hygiene minded professionals and citizens.”

To qualify for the CAE designations, LCC’s programs are closely aligned with specific cybersecurity-related knowledge units, as validated by experts in the field. In addition to the academic benefits available to CAE school students, students

attending CAE schools are eligible to apply for scholarships and grants through the Department of Defense Information Assurance Scholarship Program and can apply for the Federal Cyber Service Scholarship for Service Program.

BE PROACTIVE IN FIGHTING CYBERCRIME

Unfortunately, many businesses have fallen or will fall prey to the cyber villains. However, making informed decisions and using a multi-faceted approach can eliminate or minimize the stress and expense involved. Plus, it becomes easier to contain the damage caused by the cyber-attack. The Defeat the Breach Coalition represents an important local effort to win the battle against cybercrime.

“Everyone is extremely vulnerable,” said Kent. “Joining this Coalition says we are going to own our data, protect it and secure it here in Lansing. We’re protecting the people who do business with us. We’re doing our part to keep people safe.” ■

NATIONAL CYBER SECURITY AWARENESS MONTH



Cornish

With October the official National Cybersecurity Awareness Month, there’s no better time for small businesses to ramp up efforts right alongside their customers. A little education goes a long way. FOCUS spoke with Don Cornish, chief information security officer/security solution architect for Lansing-based Dewpoint. He emphasized the importance of practicing what he called good IT hygiene.

“You need to go back to the fundamentals of what is it that is important to your business,” said Cornish. “Ask yourself – what do I need to do to safeguard my systems so the business will keep running.”

Once you’ve made that determination, Cornish says you can determine what are the most appropriate mechanisms to put that protection in place and manage risks to an acceptable level.

An important area for an organization to focus on is how to properly manage user access and the entire user management process. Many security people advocate setting people up with access rights known as “least privilege”.

“A lot of organizations figure it is easiest to give everyone the same level of access driven by the need for flexibility when doing their jobs,” said Cornish. “The problem they run into when everybody has more privileges than needed, is if their credentials get compromised, the malicious actor is able to access all the systems that the compromised account has access to.”

Cornish recommends setting team members access levels up so they can do what they need to do but don’t give them more than that.

If you are victimized by an attack, it is important to identify the type of attack that you experienced and then look at how you can prevent it from happening again.

“What was the weak point in my environment – was it compromised credentials or perhaps somebody that works for me that used the same password for many different business applications along with their nonbusiness applications,” said Cornish. “Those types of things need to be identified and the business practices changed.”

Cornish also emphasized the importance of keeping systems up to date from a patching perspective. Research has shown if organizations keep their systems up to date so they are not running out-of-date software, that along with patching your environment regularly, can remove up to 80% of their risk. ■





Community Foundation Hosts Grand Opening and Ribbon Cutting for \$1.8 million Rotary Park

FIRST OF SEVERAL PROJECTS TO CREATE A VIBRANT RIVERFRONT, ATTRACT A TALENTED WORKFORCE

THE CAPITAL REGION COMMUNITY FOUNDATION celebrated the grand opening of a downtown Lansing attraction, Rotary Park, with a ribbon cutting ceremony on Aug. 28, 2019.

In partnership with the city of Lansing and Wieland, the Community Foundation created this \$1.8 million park, located in downtown Lansing on the Grand River, stretching from the Lansing Center to the Shiawassee Street Bridge. It features a sandy beach and patio, a vibrant plaza with a large fireplace, a magical lighted forest and a new venue for small concerts and events under the bridge.

“Rotary Park is the first of many riverfront projects we are planning to make the riverfront more vibrant and user-friendly,” said Laurie Baumer, Community Foundation executive vice president. “The riverfront is one of our greatest assets and provides a tremendous opportunity to attract skilled workers and businesses to the region and inspire economic growth.”

“I am thrilled to have officially cut the ribbon to open Rotary Park,” said Mayor Andy Schor. “Revitalization and activation of the Lansing riverfront is a priority of my administration – all the innovative pieces that make up Rotary Park will be transformative for residents and visitors alike. We are excited to see this work being done and appreciate the private donations

made by great Lansing partners to accomplish this. Lansing’s time is now and this new park is an exciting part of all of our growth in the city.”

In 2017, the Foundation commenced a major placemaking initiative to revitalize Lansing’s riverfront to create a vibrant, thriving region where people want to visit and live. After two years of fundraising and planning, the Foundation raised more than \$1 million from private donors for riverfront projects and also has committed \$1.5 million so far to match funds raised, dollar for dollar. The Foundation also established a fund to help the city of Lansing maintain the park’s amenities and contributed staffing to oversee the park’s design and construction. A Wieland retiree volunteered his time and expertise as project manager.

Rotary Park’s financial contributors include: Rotary Club of Lansing Foundation, Delta Dental of Michigan, Dewpoint, Red Cedar Investment Management, Auto-Owners Insurance, Gillespie Group, Team Lansing Foundation and the Greater Lansing Convention and Visitors Bureau, as well as several individual donors. In addition, the Lansing Brownfield Redevelopment Authority awarded \$343,000 for the park, and Ingham County Parks Board allocated \$100,000 toward bank stabilization, bringing the total riverfront investment to almost \$3 million to date. ■

Commemorating the United Nations 74th Anniversary

SEVENTY-FOUR YEARS HAVE PASSED SINCE THE FOUNDING of the United Nations on Oct. 24, 1945. The UN membership has grown from 51 national governments in 1945 to 193 today. The world's human population has grown from around 2 billion then, to more than 7.7 billion now. Methods of transportation, communication, computation, and research have evolved to make earth's human population more powerful, inter-connected and inter-dependent than imagined in 1945.

The UN came into being in response to the mass destruction and slaughter of millions of people and other life forms during WWII. The UN Charter, written in behalf of "We, the peoples of the United Nations" was designed to "save succeeding generations from the scourge of war," "reaffirm fundamental human rights," "establish conditions under which international law can be maintained" and "unite our strength to maintain international peace and security." See un.org for more details.

The UN and its multinational agencies, committees and working groups play an increasingly vital role in facilitating international trade, communication, travel, public health and other issues that impact the well-being of our world and its inhabitants and resources. A major focus has been to monitor the impact of population growth and industrialization on the earth and its atmosphere. The results have led to increasingly urgent warnings that more



widespread collective human action will be necessary to slow the global warming trend and preserve our planet for future generations.

The Greater Lansing United Nations Association invites its fellow members of the Lansing Regional Chamber of Commerce and employees to join in commemorating the 74th UN Anniversary dinner and program, "Our Planet, Our Future," Sunday, Oct. 27, 4 - 8 p.m. at MSU Kellogg Conference Center. Register at gluna.org/events.

If you have questions or comments, contact Joseph Hess, jwhessgm@gmail.com. ■

When Place-Making and Conservation Collide, Things Get *Wild*

ART IN THE WILD IS PREPARING to make the abandoned Red Cedar Golf Course a regional attraction by investing more than \$10 million in permanent, rotating, and performance art installations in the Frandor area. The project works collaboratively with the Ingham County Drain Commissioner's rebuilding of the 109-year-old Montgomery Drain, which is the most contaminated storm water contributor to the Red Cedar River.

In July, Lansing Mayor Andy Schor and the chair of the mayor's Advisory Commission on Arts and Culture, Erin Schor, were at the unveiling of the first three pieces of public art. These local artworks were selected to be featured in large-scale format for the project, "Murals on Frandor." High-resolution images were taken of each piece of art and were then reproduced on material similar to a vehicle wrap. These reproductions were affixed to walls in Frandor, starting in the parking lot just north of JOANN Fabrics. Over time, 50-100 murals are planned for installation throughout the Frandor area.

Art in the Wild is a privately funded placemaking non-profit, collaborating with the Montgomery Drain project, which will begin in late 2019. Patrick Lindemann, the county's Drain Commissioner, explains the project saying, "Between 50,000-75,000 pounds of pollution enter our water system each year from this single drain. By restructuring the way we move rainwater, we can naturally clean the water and remove up to 96% of those pollutants."

One of the federally mandated objectives of the Drain Commissioner's office is to educate the community about simple things that each individual can do to protect water resources. Searching for a way to accomplish this, Lindemann and his wife, Dr. Melody Angel were struck with the concept of creating an environment that would attract people and provide an educational platform.

Angel and Lindemann's passion for art and clean water resources led to the idea of *Art in the Wild* in 2015.

In late July, the organization held its largest annual fundraiser, an art sale and auction. Featuring 35 local artists, the event drew over 200 people. The MSU Broad Art Museum will host *Art in the Wild's* holiday celebration later this year.

"This event features 1920s era music, and those who attend love the optional opportunity to dress up in unique vintage attire," said Angel. "We even have a 1920s hair and makeup pre-event at Protege Academy that morning. I brainstorm until all of our events are classy and super fun."

Art in the Wild is continuing to fundraise while simultaneously installing new art. As work on the Montgomery Drain progresses, 26 new fountains and waterfalls will be installed, with one featuring a wall of faces. Donors will have the opportunity to have their face scanned and a 3D replica will be reproduced in their honor.

When the project is completed, there will be 4.5 miles of new walking trails, small and large amphitheater-style gathering areas for live performance art, pads for individual musicians and small bands, kiosks with poetry, approximately 100 major sculptures, with each artwork or area accompanied by an educational component that promotes clean water and the protection of water resources.

For more information, to get involved, or to support the initiative, visit ArtInTheWild.org. ■

VanCamp Incubator + Research Labs Is Open for Business(es)

LANSING REGION'S WET LAB SPACE TO SERVE AS LAUNCHPAD FOR EMERGING STARTUPS

A SEPT. 12 RIBBON CUTTING marked the official opening of the VanCamp Incubator + Research Labs, a 22,000 square-foot facility home to the region's newest wet lab space. The startup incubator, located at 4942 Dawn Ave. in East Lansing, is funded by the MSU Foundation and managed by the University Corporate Research Park. The space aims to ensure emerging startups coming out of the Michigan State University community — and the Greater Lansing region — are equipped for success in the commercial marketplace.

“It’s exciting to have a new building in the region dedicated to innovators, researchers and entrepreneurs,” said Gabriela Allum, project manager for the MSU Foundation & University Corporate Research Park. “What makes this space unique, though, is its wet lab space. VanCamp offers nine labs alongside 28 company offices — 60% of which are already leased.”

While the building is not exclusive to lab-based companies, the programmatic space is designed for companies borne out of the physical and hard sciences. VanCamp features a variety of office spaces, shared equipment rooms, as well as shared conference rooms and common areas. Companies that come into an incubator such as the VanCamp facility are able to use the efficiencies and expert services provided to nurture and grow their businesses until they can move on to their own independent operations within the community.

“Wet lab companies usually take a little longer to incubate, due in part to having more procedural or health and safety hurdles with which to contend. It typically takes them 3–5 years before they are ready to be in a traditional office setting,” said Allum.

The VanCamp Incubator has several tenants, some of which have already enjoyed considerable success. Vade Nutrition manufactures protein pods that dissolve in any form of liquid. Former MSU wrestler Joe Johnson and his wife Megan pitched their idea on ABC’s Shark Tank and received a \$700,000 cash infusion.

FibrosIX is a company that came out of the MSU pipeline. Dr. Richard Neubig developed a novel therapeutic that is a potential treatment for systemic sclerosis (SSc) and possibly other fibrotic diseases, including idiopathic pulmonary fibrosis, liver cirrhosis and diabetic nephropathy. The company received licensing and patenting assistance from MSU Technologies. Spartan Innovations paired the firm up with a CEO to help run the company.

One of the anchor tenants in the facility will be ARA, an engineering, life science, and energy research company that will occupy 3,500–4,000 square-foot on the second floor. Another company, Phenometrics, is the leader in benchtop photobioreactors used in advanced algae culturing research. Other companies initially locating in VanCamp include IASO Therapeutics and OptiO2. The VanCamp Incubator is open to companies from the Lansing region as well as those coming directly out of the MSU ecosystem.

The VanCamp Incubator + Research Lab’s namesake, Loretta VanCamp, was an MSU microbiologist and researcher instrumental in the discovery of cisplatin, a powerful cancer-fighting drug developed at Michigan State University in the mid-1960s. The drug has saved countless lives. The opening of the VanCamp



Incubator is a significant step forward in efforts to bring research from the labs to the marketplace.

“This is a very big deal that a space like this is opening up,” said Allum. “It is creating jobs in the Greater Lansing area, not to mention that it’s deepening connectivity between MSU and the community.” ■



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Health Care Consortium a ‘Win-Win’ for Local Government Agencies

A NEW HEALTH CARE COLLABORATION in which several local government agencies have joined together to purchase health insurance for its employees has already reduced costs and improved benefits for plan participants. Under the Mid-Michigan Health care Consortium, Ingham County, city of Lansing and Community Mental Health employees are now under a single health care plan offered by Physicians Health Plan (PHP). The advantages of purchase pooling have long been recognized in the world of public and private procurement.



Norman

“A general tenet of business is, “the more units one buys, the lower the unit cost.” It is truly a “win-win” agreement for all participants,” said Timothy J. Dolehanty, ICMA-CM, Ingham County controller/administrator. “Buyers receive lower pricing than could have been realized individually, and the sellers achieve an economy of scale with one contract and a higher level of sales.”

“The Mid-Michigan Health Insurance Consortium represents an opportunity for several local public employers to combine under a common health plan platform to create more predictable, sustainable employee benefits plan,” said Scott Norman, vice president, business development, Physicians Health Plan. “As health care costs have continued to rise, this approach is an innovative way to curb long-term costs without sacrificing the benefits employees have enjoyed.”

Benefits are already being realized by participants in the group and savings are being incurred for local government involved in the consortium.

“PHP offered a first of its kind health plan lowering combined rate (premium) by over 45% from more than \$28 million to \$15 million, said Dolehanty. “Cost share in one group now provides free medical coverage versus its comparable multi-carrier offering of over \$1,900 per family annually. In another example, the employee cost share dropped over \$5,000 annually.”

“PHP has successfully been able to leverage clinical programs and cost containment strategies, along with our strong collaboration with Sparrow Health System and exceptional local customer service, to support public employers in the Mid-Michigan Health Insurance Consortium,” said Norman.

Benefits now include the removal of co-pays for many high-cost prescription drugs (costing at times over \$1,000 annually to members) and zero-cost health care for basic medical needs, including prescription fulfillment and refill management. County officials projected \$1 million savings from participation in the health insurance for 2019. However, Ingham County surpassed that forecast amount by the end of July. With five months remaining in the year, the County could realize total savings of double the original forecast. The savings calculation is based on difference between the cost of a fully insured health insurance plan and actual expense.

Consortium membership is open to public agencies in the mid-Michigan region. Current participants encourage all public agencies in the region to consider joining the group. ■

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PEOPLE NEWS

Fraser Trebilcock is proud to announce that three of the firm's attorneys have been selected as 2020 "Lawyers of the Year" in Lansing by *Best Lawyers*®: **Michael S. Ashton, Peter D. Houk and Michael H. Perry.** In total, 20 attorneys from Fraser Trebilcock have been selected for inclusion in *The Best Lawyers in America*® 2020. Those selected include: **Michael S. Ashton, Douglas J. Austin, Stephen L. Burlingame, Mark A. Bush, Michael A. Cavanaugh, Graham K. Crabtree, Jennifer Utter Heston, Max R. Hoffman, Jr., Peter D. Houk, David J. Houston, Mark E. Kellogg, Elizabeth H. Latchana, Darrell A. Lindman, David E. S. Marvin, Thaddeus E. Morgan, Brian P. Morley, Michael H. Perry, Gary C. Rogers, Thomas L. Sparks and Marlaine C. Teahan.**



Shetler

Origami Brain Injury Rehabilitation Center is pleased to welcome **Kacy Shetler** as their newest physical therapist. Kacy previously completed an internship with Origami and they are excited to welcome her back. Kacy is a Grand Valley graduate and brings many strengths to the Origami team.



Wolf

David Wolf, DO, was presented with the 2019 Arnold P. Gold Foundation Humanism in Medicine Award from the American College of Osteopathic Obstetricians and Gynecologists. The award honors physicians who personify an extraordinary level of compassion and sensitivity in patient care. He is an active member of the **Michigan**

Osteopathic Association and the Wayne County Osteopathic Association.

Loomis, Ewert, Parsley, Davis and Gotting is pleased to announce that **Michael H. Rhodes, and Paula K. Manis** have been recognized by *Best Lawyers* 2020 "Lawyer of the Year" in Lansing, MI



Nickel-Gregory

Origami Brain Injury Rehabilitation Center is excited to welcome **Susan Nickel-Gregory** to their team as their human resources coordinator. Susan is passionate about helping organizations and individuals achieve their highest possible goals.



Lacy

WILX News 10 is excited to add journalist **Eric Lacy** to its newsroom. Lacy, a familiar name in Mid-Michigan, has covered news and sports for the Lansing State Journal since 2015. Lacy will assume the role of managing editor of the WILX newsroom, which includes both News 10 and Fox 47 News. He will oversee the assignment news desk working with news crews on story assignments, as well as copyediting television and digital stories.

Fahey Schultz Burzych Rhodes PLC is pleased to announce that five of its lawyers have been selected for inclusion in the 2020 Edition of *The Best Lawyers in America*®, one of the oldest and most respected peer-review publications in the legal profession. Attorneys **Mark J. Burzych, William K. Fahey, Stacy L. Hissong, Stephen J. Rhodes and Stephen O. Schultz** were among those recognized for their professional expertise in their areas of practice. Additionally, Attorney **Stephen O. Schultz**

was named the *Best Lawyers*® 2020 Municipal Law "Lawyer of the Year" in Lansing.



Sparrow Carson Hospital is proud to recognize Environmental Service Technician **Dave Yahr** as the July Caregiver of the Month. Yahr received a nomination for going above and beyond to do his job every day. Dave never hesitates to help with any special requests and he is happy to go out of his way to come up with creative ways to accomplish his work and provide quality, compassionate care for patients.



Fuller

Anna Fuller has accepted the position of **Aflac** state market trainer for Michigan-East located in Novi. As a dedicated member of the Aflac family since 2011, Anna's new focus is on the growth and development of future Aflac benefit consultants in and around metro Detroit.

The following **Loomis Law** attorneys have been recognized as *Best Lawyers in America* for 2019: **James F. Anderton, V, Jack C. Davis, Karl L. Gotting, Jeffrey L. Green, Paula K. Manis, James R. Neal, Michael G. Oliva, Michael H. Rhodes, Kevin J. Roragen and Jeffrey S. Theuer.**

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Origami Brain Injury Rehabilitation Center was pleased to welcome **Brian Calley**, Small Business Association of Michigan president and former lieutenant governor, and **Kevin McKinney**, principal and founder of McKinney and Associates to their campus. They spent the morning learning more about Origami's mission and the important work that they do.



Curtis

Hawthorn, PNC Family Wealth® announced that **Michael R. Curtis** has been hired as senior vice president and senior relationship strategist for Greater Michigan. In this role, Curtis will work closely with Hawthorn wealth strategists, fiduciary advisors, investment advisors and banking advisors to deliver the Hawthorn integrated wealth management experience to a limited number of families and individuals.

Dewpoint, a leading provider of technology consulting and implementation solutions, is pleased to welcome several new professionals to Lansing: **Ian Nichols** – system engineer; **Matthew Rodgers** – desktop administrator and **Sunil Vanegalla** – system engineer.

Nine attorneys from the Lansing office of **Foster Swift Collins & Smith, PC** have been selected to the 2019 Michigan Super Lawyers list while four others have been selected as "Rising Stars." 2019 Michigan Super Lawyers are: **Charles E. Barbieri, Charles A. Janssen, Richard C. Kraus, David M. Lick, Scott L. Mandel, Gary J. McRay, Douglas A. Mielock, Webb A. Smith** and **Scott A. Storey**. 2019 "Rising Stars" List: **Zachary W. Behler, Allison M. Collins, Joshua K. Richardson** and **Patricia J. Scott**.



Heller

At the Numismatic Literary Guild (NLG) Annual Awards Ceremony on August 15, 2019, **Liberty Coin Service's** Communications Officer **Patrick A. Heller** was honored with awards for Best Investment Newsletter and Best Radio Report. The awards ceremony was conducted during the American Numismatic Association World's Fair of Money held in Rosemont, Illinois.



Thank you Representative **Elissa Slotkin** for hosting a roundtable discussion about issues related to health care and accessing health care with **Dr. Steve Guertin** from Sparrow Pediatrics as well **The Davies Project** board members **Jack Davis, Nick Nauta, Mary Schulz** and **LaSean Thompson**; Executive Director

Pam Miklavcic; and volunteer drivers **Kathy Johnson** and **Mary Anne Hagen**.

Public Sector Consultants (PSC) is pleased to announce that **Brian Boggs** and **Tim Dempsey** have joined the firm as vice presidents. Boggs and Dempsey will serve as executive staff leading the firm's talent and economics practice with senior vice president Rachel Kuntzsch. Boggs comes to PSC as an education expert and practitioner. In Michigan State University's (MSU) College of Education, he served for nine years, most recently as the acting associate director of the Office of K-12 Outreach. Dempsey most recently served as deputy city manager and director of planning, building and development for the City of East Lansing, accountable for a variety of community and economic development programs.



At the W.H.E.E.L. scholarship presentation are, from left, LAFCU CEO Pat Spyke; winners Kathleen Kelly and Samantha Lee displaying their winning essays; and LCC Foundation Interim Executive Director Toni Glasscoe.

Three women who see education as the direct path to a new career have been selected winners of the 2019 **LAFCU Women Helping Educate Every Lady**, or **W.H.E.E.L.**, Scholarship Essay Contest. The winners are **Ericka González**, Owosso; **Kathleen Kelly**, Holt; and **Samantha Lee**, Fowlerville. Each receives a \$1,000 scholarship to attend Lansing Community College (LCC). This is the fifth year W.H.E.E.L. scholarships have been awarded, providing a total of \$15,000 in scholarships to 15 women.



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Fleener

Yvonne Fleener, executive director at **Helping Hands Respite Care**, has been appointed by Governor Whitmer to the Statewide Independent Living Council. She also serves on the Michigan Disability Advisory Council (MDAC), the Executive Committee of the Michigan Adult Day Services Association, and is a Council Member of IMPART Alliance. Helping Hands Respite Care provides active living services to seniors, adults with disabilities, and veterans in their homes and at the Valley Court Community Center in East Lansing.



Edgerly

Downtown Lansing Inc. is pleased to introduce its new executive director, **Cathleen Edgerly**, a life-long resident of Lansing, and formerly worked at Downtown Lansing Inc. as the marketing and communications manager in 2011-2014. Over the last 5 years she led downtown Howell to win the Great American Main Street Award, with Howell being named one of the top downtowns in the U.S.



Boik

Jonathan Boik has joined national architecture, engineering and planning firm **Bergmann** as a design engineer in the Midwest Buildings division. Boik's main responsibilities will center around electrical design.

COMPANY NEWS

Maner Costerisan, a full-service public accounting, and business advisory firm, has received recognition from INSIDE Public Accounting (IPA) in the annual INSIDE Public Accounting Survey and Analysis of Firms. Ranked as No. 187 among the top accounting firms in the United States, Maner Costerisan is highlighted in IPA's August issue.

Forbes partnered with Statista, a market research firm, to produce its second annual financial institution ranking, which named **MSU Federal Credit Union** in the top five out of 226 credit unions in Michigan for 2019.

The Greater Lansing Residential Housing Update as distributed by **Coldwell Banker Hubbell Briarwood** for July 2019 shows the average sold price in the Lansing area continued to rise but at a slower pace. This reflects the national trend of prices continuing to increase but at a more normal appreciation rate. Homes in the 300,000-499,000 range are taking longer to sell than more moderately priced properties but are selling at higher average prices compared to

the previous month and the same month from a year ago.



MSU Federal Credit Union (MSUFCU) is pleased to announce that employees have donated \$49,533 in the second quarter to its 2019 Charity Partners: Child and Family Charities, Be Nice Mental Health Foundation, Hope Against Trafficking, and Capital Area United Way. Each organization received \$12,383 on behalf of the more than 900 MSUFCU employees. MSUFCU's CU Involved Committee organizes Credit Union-wide fundraising initiatives benefiting these organizations. These include dress down days, raffles, bake sales, and more. During the first quarter of 2019, employees donated \$42,497 to its charity partners, totaling \$92,030 in donations for the first half of the year.



Origami Brain Injury Rehabilitation Center hosted their second Outdoor Concert & Celebration on Wednesday, August 21, on their scenic 35-acre campus. The event featured food trucks, live music, tours of campus, and more!

The **Lansing-East Lansing** metropolitan statistical area (MSA) was recently named as one of America's most educated cities by personal finance web service WalletHub, landing at No. 22 on their annual Most and Least Educated Cities index. The Lansing region produces around 18,000 college graduates each year by way of top ranked Big 10 research institution Michigan State University (12,800) and top ranked technical college Lansing Community College (2,900) and is supported by a host of additional college and K-12 programs. In a statewide comparison, the Lansing region has been #1 in the state across five years for educational attainment among 25-64 year old's with 43 percent of the population holding an associate degree or higher.

Dewpoint, an information technology and solutions company, announced it is being recognized by Crain's Detroit Business as a Cool Place to Work in Michigan. For the past six years, Dewpoint has made

the list based on its performance and work hard/play hard culture.

The Michigan State University Rugby Team has selected **Origami Brain Injury Rehabilitation Center** as the official charity of the 2019 Battle for the Mitten, the largest collegiate rugby game in the Midwest. The Battle for the Mitten took place at the Cooley Law School Stadium on Friday, September 27. The team enjoyed attending Origami's recent Outdoor Concert & Celebration with Origami's President & CEO, Tammy Hannah, and Director of Development & Communications, Chanin Heise.

LEAP Proto Accelerator graduate Black Pine Engineering scores again at a statewide pitch competition, Manu-Tech Night hosted by Lean Rocket Labs in Jackson. Black Pine took second place as the night's People's Choice award winner.

In partnership with Livingston County, **Michigan Flyer**—a division of Indian Trails, Inc.—plans to extend its deluxe airport shuttle service to Brighton on October 1, offering frequent daily motorcoach runs to and from Detroit Metropolitan Airport (DTW). The proposed new Michigan Flyer stop will be located at the Meijer store at 8650 W. Grand River Ave., just off highway I-96 near U.S. 23. Michigan Flyer will pick up and drop off passengers at the south side of the Meijer parking lot, near Cross St. When its motor coaches arrive at DTW, passengers will be picked up and dropped

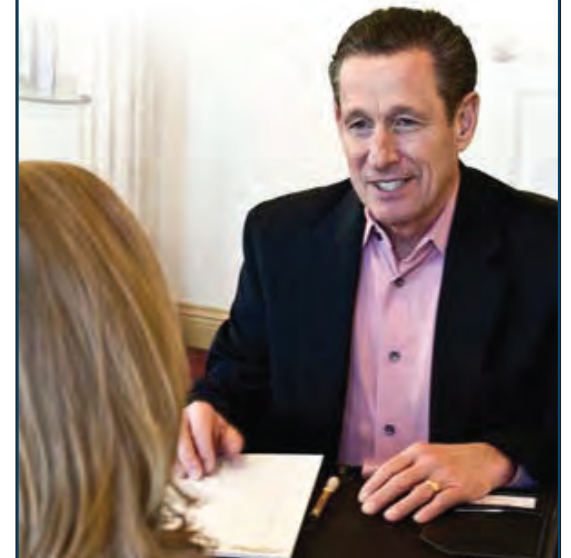
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LAFCU's marketing campaign introducing the credit union's new "vertical" credit cards has won two gold awards in the 2019 MAC Awards. The national competition recognizes successful marketing efforts by credit unions. The campaign used the unique vertical design of the new credit cards to draw attention to the cards' enhanced benefits that save money for users. The cards are also easier to use at checkout than traditional horizontally designed cards.



Origami Brain Injury Rehabilitation Center collaborated with Clark Construction to bring a helmet safety station to the organization's summer family picnic. Each child in attendance received a properly fitted helmet and the opportunity to decorate the helmet. Bicycle helmets reduce the likeliness or severity of injury by up to 85%.



On a beautiful, sunny day, MSU Federal Credit Union (MSUFCU) hosted its annual Kids' Day, welcoming 1,641 community members, almost double the number of attendees in 2018. This event featured inflatables, a magician, balloon animals, face painting, food, and more fun for children and their families on July 27, 2019. MSUFCU also hosted Kids' Day in Oakland County on August 17, and welcomed area families to enjoy an afternoon of fun mixed with financial education.

Lansing-based Physicians Health Plan (PHP) announced that it will offer a Medicare Advantage

plan across 12 counties. PHP, part of Sparrow Health System, will offer the new plan in partnership with Saginaw-based Covenant Health care, providing seniors local access to affordable wellness services, and confidence that they will remain with their physicians and other community care providers they have come to know and trust.



Rallied by its CU Involved committee, MSU Federal Credit Union employees came through for local students. Employees donated school supplies for districts in Lansing and Oakland County during its annual drive.

3Sixty Interactive has been selected as one of the top Marketing Automation Companies in Flint, MI, by UpCity - an online marketplace that connects companies with proven digital marketing service providers and agencies, offering a directory of qualified marketing service providers across industry verticals and in local markets.

Helping Hands Respite Care was selected to participate in a research project with John Hopkins University and the University of Minnesota. The research study entitled "Improving Outcomes for Families and Older Adults: Adult Day Service Plus" is sponsored by the National Institutes of Health. Helping Hands Respite Care is a nonprofit organization providing active living services to seniors, adults with disabilities, and veterans in their homes and at the Valley Court Community Center in East Lansing. Helping Hands serves those living in Clinton, Eaton, and Ingham counties.

AM Best Company has affirmed the financial strength rating of A++ (Superior) of Auto-Owners Insurance and its four wholly owned property/casualty subsidiaries. This is the 48th year in a row that they have received the highest rating available.

All eyes were on downtown St Johns as a new permanent public art piece funded by the Lansing Economic Area Partnership's (LEAP) Public Art for Communities grant program in partnership with PNC Foundation, was officially unveiled. "Eyes are the Windows to the Soul" is a new mural strategically located on the 223 N. Clinton Avenue building (Higham Street side); a prominent intersection in downtown St Johns. Exploding with colorful whimsy the mural captures the intrinsic value of St Johns, including elements such as the popular Mint Festival and St. Johns' redwing blackbird mascot. ■

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NEW MICHIGAN STATE UNIVERSITY PRESIDENT DR. SAMUEL L. STANLEY JR. has made it clear to community leaders that he is committed to economic growth in the Lansing region and the state of Michigan. Stanley was the keynote speaker at the Economic Club luncheon on Sept. 12, at the MSU Kellogg Center.

“We’re interested in stimulating the economy,” said Stanley. “That is a big part of our mission at MSU.”

Stanley said MSU’s economic impact in Michigan is an estimated \$5.8 billion annually. He noted the \$715 million MSU spent in research in fiscal year 2018 spurs development through new jobs and related purchases for equipment, much of it from local vendors. Stanley cited several major projects that are at the forefront of MSU’s research efforts, including the \$450 million partnership with McLaren Greater Lansing for a new hospital under construction on Lansing’s south end, the Facility for Rare Isotope Beams and the Van Camp Incubator, a multi-tenant wet lab incubator recently opened near campus.

During his remarks and at an earlier briefing with business leaders, Stanley emphasized his commitment to talent initiatives, especially when it comes to attracting and retain the best faculty and students at MSU. He said 64% of MSU graduates remain in Michigan after obtaining their diplomas.

“Running a great university is about attracting and retain great talent,” said Stanley.

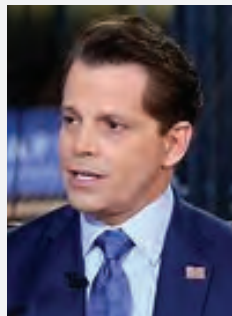


When asked what drew attracted him to the position at MSU, Stanley said he was mostly impressed by the wide-reaching support MSU receives.

“The passion people have for the university is amazing,” said Stanley. ■

Former White House Aide to Keynote October Economic Club

Anthony Scaramucci, who briefly served as White House director of communications, will keynote the Economic Club luncheon on Thursday, Oct. 17. Scaramucci has been in the news in recent weeks, calling for President Trump’s ouster from office.



Scaramucci

Scaramucci is the founder and managing partner of SkyBridge Capital, an alternative investments firm with around \$10 billion in assets under management. Scaramucci is the author of three books: *The Little Book of Hedge Funds*, *Goodbye Gordon Gekko* and *Hopping Over the Rabbit Hole*, a 2016 Wall Street Journal best-seller. Nicknamed “The Mooch,” Scaramucci is an American financier, entrepreneur and political consultant.

The Oct. 17 Economic Club luncheon will take place from 11:30 a.m. until 1:30 p.m. at the MSU Kellogg Center Hotel and Conference Center. For more information, please contact Ashlee Willis at michiganpremierevents@lansingchamber.org. ■

2019 Economic Club was a huge success because of our membership and their support of the series. As we look to 2020, we will continue to provide highly relevant and interesting speakers for the luncheons. Your Economic Club renewal will be mailed in the coming weeks, and we thank you for your continued support.



Our big scissors have been busy welcoming new businesses to the Lansing region, recognizing momentous milestones and celebrating growth and expansions! Having the Chamber host a ribbon cutting for your company is a great opportunity to build public awareness about your business and the growth or changes that you are experiencing. The Chamber’s ribbon cutting and groundbreaking services should be an important part of your overall marketing and advertising plan. We provide the camera, red ribbon, and of course, the big scissors!

For more information about Chamber ribbon cutting services, please contact Michelle Rahl at 517-853-6457, mrahl@lansingchamber.org or Christine Zarkovich at 517-853-6456, czarkovich@lansingchamber.org.



We had the pleasure of celebrating the grand opening of **Konica Minolta** on Aug. 22 with a ribbon cutting ceremony. Konica Minolta recently partnered with the state of Michigan on the MIPrint/MIDeal contract, which led them to expand their company into downtown Lansing. In addition to the new office, the company hired two new employees to directly work with the surrounding Lansing businesses and is planning on doubling that number within the next couple of years. This office allows for those employees to have a local place for their current Lansing clients to preview all of the technologies they offer and doubles as a technology showroom for state agencies and surrounding clients.



The Chamber, local residents, and the community celebrated the Grand Opening of **Farmers Kaplan Agency** on Tuesday, Aug. 27, with a ribbon cutting. "As your local Farmers® agent in East Lansing, I help customers like you identify the insurance coverage that best fits your needs. This process is straightforward and personalized to help make you smarter about insurance. I have the knowledge and experience to help you better understand your coverage options--whether that's auto, home, renters, business insurance and more." – Kevin Kaplan



In October 2017, the **Holt Quality Dairy** experienced an electrical fire that forced the store's closure and the South Lansing community missing a critical piece of their economy. Quality Dairy's leadership spent two years listening to their community and learning from their peers in an effort to bring the Holt residents the most advanced and engaging storefront in the QD portfolio. The result is a new concept store featuring Quality Dairy's only drive-thru window, a walk-up window, a walk-in beer cave, both outdoor patio & indoor seating, a 10-Flavor QD Freeze machine, high-end espresso & cappuccino machine, and Detroit Frankie's Hand-Crafted Pizzas. The Chamber was pleased to be part of the ribbon cutting celebration on Friday, September 6. QD's Holt store can be found at 2233 S. Cedar St.



On Aug. 27, **Burcham Hills** gave the community the first glimpse of StoneBriar. The well-appointed Slate Room entertaining space, state of the art Stepping Stones Fitness Center, relaxing outdoor patio, tranquil Luster Salon and Spa and stylish Cornerstone Bistro were all unveiled to their honored guests. The festivities included performances by two pianists, a delectable array of treats by their very own Chef Kevin Kueppers, fun giveaways, cocktails, champagne, a steel drum band and tropical drinks by the fire on our patio. It was a magical event, and they are excited for all the future memories the residents will make with their Signature Club & Charter Members in these new venues!



We were pleased to cut the ribbon with Mayor Schor during the grand opening of **Stock + Field**, a premier farm, home and outdoor retailer, in Lansing on Sept. 13. People from all over town eagerly waited for the doors to open at Edgewood Boulevard to shop and check out the new facility. The store carries a multitude of products including farm and ranch, garden supplies, high-end apparel and footwear, firearms, tools and hardware, automotive, pet supplies and kids toys. Throughout the weekend, guests and shoppers had the opportunity to experience different demos, craft painting and even participate in a scavenger hunt.

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