

FOCUS

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



A 5-STAR CHAMBER OF COMMERCE

IN THIS ISSUE

COVER STORY: LANSING REGIONAL CHAMBER LANDS PRESTIGIOUS 5-STAR ACCREDITATION
LRC-PAC CANDIDATES SUCCESSFUL ON ELECTION DAY • FOCUS ON SMALL BUSINESS: ZEEDIA MEDIA



TIM DAMAN
*President and CEO
 Lansing Regional
 Chamber of Commerce*

Celebrating National Recognition and Creating Positive Change in Region

DURING OUR 2018 STRATEGIC PLANNING PROCESS, we identified excellent operations as building the foundation to sustain a high performing organization, strengthen the Chamber and our role in the community. One of our key excellent operations goals was completing the U. S. Chamber of Commerce Accreditation.



I am beyond proud of Lansing Regional Chamber of Commerce (LRCC) team for recently earning the highest, 5-Star Accreditation designation from the United States Chamber of Commerce. This is the first time the LRCC has earned the 5-Star distinction, which places us in the top 3% of Chambers nationwide.

“We are so honored to serve as the voice of local businesses and work toward finding solutions for the biggest issues that face the tri-county region. It’s not a role that we take lightly — and we appreciate our member’s trust in our ability to have those critical conversations that allow the region to move forward.”

The Chamber staff was recognized for its policies, organizational procedures and community involvement — and received a perfect score in governance, human resources, communications and facilities. It’s personally been an honor to work alongside this team and see how diligent they’ve been to ensure our members are supported daily — from advocacy efforts that evoke change to developing and retaining top talent to various initiatives that create positive change in the region to strengthen our relationships through member education and engagement.

We are so honored to serve as the voice of local businesses and work toward finding solutions for the biggest issues that face the tri-county region. It’s not a role that we take lightly — and we appreciate our member’s trust in our ability to have those critical conversations that allow the region to move forward. We also appreciate the members who frequently sit down with Chamber staff to collaborate and coordinate ways to strengthen economic growth and expansion, develop and foster top-tier talent and advance the organization.

I am equally honored for the endless support of members over the years. Without their partnership, the Chamber would cease to exist. We share every bit of this recognition with you. The Chamber staff works hard — but the work is so rewarding because we know we’re creating positive change daily.

As we wrap up another successful year, we are looking forward to an equally rewarding 2020. On behalf of our team, thank you for everything you do for the Chamber and our region. We wish you the happiest of holidays. ■



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.



LANSING REGIONAL CHAMBER

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Glenn Granger / Granger Construction

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David Lewis / AT&T Michigan

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Tonia Olson / Granger

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Joe Ruth / Sparrow

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Grand River Connection

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ATHENA WIN

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Lansing Black Chamber of Commerce

Dr. Alane Laws-Barker / Sparrow

Greater Lansing Hispanic Chamber

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Design

Tandem Studios

Photography

John Pompei


Printing

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Mailing

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MARK YOUR CALENDAR



Save the Date!
ATHENA AWARD LUNCHEON

Tuesday, March 24
Kellogg Hotel and Conference Center
11:30 a.m. – 1:30 p.m.
Registration: Ashlee Willis
(517) 242-7434
Michiganpremierevents@lansingchamber.org

TUESDAY, DEC. 10 | DECEMBER 2019 ECONOMIC CLUB The Lansing Regional Chamber of Commerce (LRCC) December Economic Club will be held from 11:30 a.m. to 1:30 p.m. at the Kellogg Hotel and Conference Center. Bill Adams, vice president and senior economist at PNC Financial Services Group, will serve as the featured speaker and provide an economic outlook for 2020. Adams is PNC's spokesperson on international economic issues and forecasts and is a regular guest on Bloomberg, CNBC and other notable broadcast programs. Contact Ashlee Willis at MichiganPremierEvents@lansingchamber.org or (517) 242-7494 with questions.

TUESDAY, DEC. 10 | DECEMBER 2019 MEMBER MIXER The Holiday Mixer will be hosted by the Capital Area United Way. The event will be held from 5 to 7 p.m. at the Marshall Street Armory and be full of great company, delicious food and drinks. Parking will be available at the Michigan Non Profit Association and Lansing Catholic Central High School. Contact Christine Zarkovich at czarkovich@lansingchamber.org or (517) 853-6456 with questions.

THURSDAY, DEC. 12 | CHAMBER 360 The Chamber 360 event will be held from 8 to 10 a.m. in the LRCC Insurance Capital Board Room. The program is designed for members to network, learn about the LRCC, participate in a roundtable, share tools and resources and put together an action plan for increased engagement. Contact Michelle Rahl at mrahl@lansingchamber.org or (517) 853-6457 with questions.

TUESDAY, DEC. 17 | CHAMBER UNIVERSITY SERIES The upcoming event will be held from 8 to 9:30 a.m. in the LRCC Insurance Capital Board Room and feature Amy Zander, owner of Zeedia Media and co-owner of Brand Archetype, and Kevin Skarritt, CEO, Flock Marketing. The guest speakers will discuss the importance of branding and how brand archetypes are the easiest way to create a strong brand. Contact Ashlee Willis at MichiganPremierEvents@lansingchamber.org or (517) 242-7494 with questions.

TUESDAY, JAN. 28 | JANUARY 2020 ECONOMIC CLUB The LRCC January Economic Club will be held from 11:30 a.m. to 1:30 p.m. at the Kellogg Hotel and Conference Center. Jeff Burnstein, president, Association for Advancing Automation, the parent group of the Robotic Industries Association, AIA – Advancing Vision + Imaging, the Motion Control and Motors Association and A3 Mexico. Burnstein is a frequent commentator on issues such as the impact of automation on jobs and the future of automation beyond the factory floor. Contact Ashlee Willis at MichiganPremierEvents@lansingchamber.org or (517) 242-7494 with questions.

THURSDAY, FEB. 27 | LRCC ANNUAL DINNER The LRCC Annual Dinner will be held from 5 to 7 p.m. at the Kellogg Hotel and Conference Center. The premier event will present two major awards – Community Service and Outstanding Small Business – to exceptional regional business leaders. Contact Ashlee Willis at MichiganPremierEvents@lansingchamber.org or (517) 242-7494 with questions. ■



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

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 Lansing Regional Chamber of Commerce

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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!

APCO, INC.
50 Years

GREWAL LAW
5 Years

CARDINAL STAFFING
5 Years

KINCAID BUILDING GROUP, INC.
5 Years

COUNTRY CREEK RECEPTION HALL
5 Years

MICHIGAN CREDIT UNION LEAGUE
5 Years

GREATER LANSING FOOD BANK
5 Years

Lansing Regional Chamber of Commerce (LRCC) members have unparalleled access to 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.

WELCOME NEW MEMBERS

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Zeedia Media: Because Words Matter!

BY ISABELLA WAH, KOLT COMMUNICATIONS, INC.

AMY ZANDER, OWNER OF ZEEDIA MEDIA AND CO-OWNER OF BRAND ARCHETYPE, is a lifelong entrepreneur. Zeedia Media is a marketing agency that concentrates on creating content to drive marketing campaigns, social media management and engagement. Brand Archetype is a branding process that helps businesses find their brand voice to create a clean, clear marketing strategy.



Zander

Amy's high enthusiasm and passion for business creates engagement, and her extensive knowledge about marketing and branding can help develop a strong, effective strategy. Zeedia Media provides content creation, blogging, research, social media marketing, public speaking and training.

"Many business owners have a hard time marketing their business," said Zander. "It's just not always the first thing on their list when starting a new business, but many soon realize that it is extremely important and that is where we help."

Amy begins by understanding the company's emotional message by walking through the Brand Archetype process. It starts with a free online questionnaire that can be found on the Brand Archetype website. Companies can identify how they want their clients and customers to feel while interacting with them. Once the emotional brand is established, Amy and her team create a consistent marketing plan that is more powerful and recognizable.

Amy and her team are currently hard at work to create a book on how to implement the brand archetype strategy into everything businesses do. Amy and Kevin Skarritt, co-founder of Brand Archetype, produce a regular podcast about marketing and archetypes called "The Brand Archetype Podcast." In the near future, Amy and Kevin hope to create a brand conference where businesses can discover their brand archetype and implement it. During the conference, she hopes to bring together businesses that have similar marketing strategies so they can help each other find what works best for them.

If you are interested in learning more information, visit www.zeediamedia.com or www.brandarchetypes.com. ■



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Michigan Farm Bureau Family of Companies to Modernize and Expand in Lansing Region

REGIONAL PARTNERSHIPS SUPPORT COMPANY'S CURRENT AND FUTURE TALENT NEEDS

INNOVATION CONTINUES TO BE THE THEME for a Michigan insurance leader, the Michigan Farm Bureau Family of Companies. The company has announced substantial hiring and renovation plans it is pursuing in partnership with the Michigan Economic Development Corporation (MEDC) and the Lansing Economic Area Partnership (LEAP).

The investment into talent doesn't stop there, however. Farm Bureau Insurance is also participating in the Michigan New Jobs Training Program through Lansing Community College's Business Community Institute for New Technology Training. A \$6.8 million upgrade to the existing facility housing current employees and future additional employees is well underway. Founded on Energy Star building improvements, the corporate headquarters' interior will radiate a refreshed and environmentally-conscious atmosphere to further attract, retain and develop talent.



"Farm Bureau Insurance is proud to partner with the MEDC and LEAP," said Don Simon, CEO Farm Bureau Insurance. "Investing in training and creating quality jobs in Michigan benefits everyone — our industry, employees and potential employees and our state's future."

To better deliver the best user experience with recently upgraded systems, the company looks to add 69 competitively paid jobs over the next three years in technical, customer service, actuarial and agricultural functioning roles, such as the growth of its Great Lakes

Ag and Labor Services efforts.

MEDC approved a \$241,500 business development program performance-based grant to assist Michigan Farm Bureau in its job growth and training needs, fostering these new and advanced skillsets. ■

Jack Schripsema, GLCVB President/CEO Announces Retirement

AFTER A LONG AND SUCCESSFUL CAREER in the hospitality industry, Jack Schripsema, CTA, president and CEO, has announced his retirement from the Greater Lansing Convention and Visitors Bureau (GLCVB).



Schripsema

Schripsema joined the GLCVB in 2012 and has been instrumental in helping drive overnight visitation, topping the one million room night mark in 2016. Schripsema's leadership and passion for the industry was recognized with multiple awards including being named CVB Star of the Year at the Governor's Conference on Tourism and earning a Michigan Meetings and Events Lifetime Achievement Award.

"Looking back over the last 50 years, I'm proud to have been involved with many initiatives to further the industry and improve the communities I served," said Schripsema. "I valued my time at the GLCVB and the experience of working with the outstanding staff and local stakeholders. I know the Board will be diligent in finding the right person to lead the organization into the future."

Schripsema will remain at the helm through February 2020, while the GLCVB Board of Directors conduct a search for his replacement. ■



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McLaren Greater Lansing Celebrates Major Construction Milestones

MCLAREN GREATER LANSING recently celebrated a major milestone as ironworkers placed the final steel beam on the frame of their new state-of-the-art hospital. Crews put up more than 5,200 beams in less than 150 days, with a pristine record for safety. The project remains on-schedule for the hospital seeing its first patients in early 2022.

The 240-bed hospital is the crown jewel of a comprehensive health care campus, which includes a cancer center, medical services building and other facilities to support health care delivery, education opportunities and medical research.

SmithGroup's Detroit office will design the cancer center and medical services with Lansing-based Granger Construction in charge of the build. When complete, McLaren's health care campus will be home to over 1,000 physicians, researchers, educators and other members of the academic and medical team.

More information about the project can be found at mclaren.org/redesignhealthcare. ■

Lansing GM Employees Return to Work

NEW FOUR-YEAR LABOR AGREEMENT RATIFIED

A NEW, FOUR-YEAR LABOR AGREEMENT APPROVED by General Motors (GM) employees at 55 UAW-represented sites across the U.S. has Lansing employees back at work producing some of the best vehicles in the world.

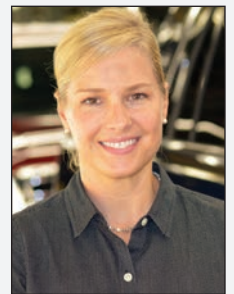
"This contract recognizes our employees for the important contributions they make to the overall success of the company," said Mary Barra, chairman and CEO, GM. "We are proud to provide good-paying jobs to tens of thousands of employees in America, including the approximately 5,000 right here in Lansing."

The agreement rewards the hard work of GM's hourly employees and helps support families and communities across the U.S.

Details include:

- 3% wage increase or 4% lump sum payments in each of the four years of the contract.
- Retention of world-class health care coverage, preserving the current 3% cost to employees.
- An \$11,000 contract signing bonus for regular employees, and \$4,500 for temporary employees.
- Enhanced employee profit-sharing, including no cap on our employees' ability to share in the company's profits.
- A clear path for temporary employees to transition to permanent employment after three years of service.
- More than \$7.7 billion in investments for additional vehicle programs and existing facility improvements across U.S. plants.

"Our employees have returned to work, moved forward and focused on safety and building high-quality Cadillac CT4 and CT5 and Chevrolet Camaros for our customers" said Darci Marcum, GM Lansing Grand River Assembly plant manager. "Together, as one team, we start the next chapter of our journey together. The last few weeks are a clear reminder that we cannot achieve that future without each other and that includes our community, as well." ■



Marcum



Lansing Regional Chamber-PAC Successful in 2019!

THE LANSING REGIONAL CHAMBER-POLITICAL ACTION COMMITTEE (LRC-PAC) had another successful election cycle. Of the six LRC-PAC endorsed candidates in the 2019 election cycle in the city council races in Lansing and East Lansing, five were successful. The LRC-PAC is run by an independent volunteer Board of Directors and is organized with the purpose of maintaining a pro-business outlook among elected officials in the Greater Lansing region.

Lansing City Council at-large:

- Carol Wood
- Patricia Spitzley

Lansing City Council 1st Ward

- Brandon Betz

Lansing City Council 3rd Ward

- Adam Hussain

East Lansing City Council

- Jessy Gregg
- Lisa Babcock
- Mark Meadows

**highlighted indicates LRC-PAC endorsed candidate*



The Chamber Team at the State Capitol

CLEAN SLATE LEGISLATION

The Michigan House of Representatives passed a package of bills that would expunge certain misdemeanors and felonies from past criminals' records. House Bills 4980, 4981, 4982, 4983, 4984, 4985 and 5120 seek to amend existing law that would include the following:

- Retain the current process by which an individual applies to have a conviction set aside and also allow for an automatic expungement process for certain convictions if required conditions were met (meaning the act's requirements to file a petition would not apply).
- Expand the number and revise the types of felonies and misdemeanors eligible to be set aside by application and revise the waiting periods before being eligible to apply.
- Treat multiple felonies or misdemeanor offenses arising from the same transaction as a single felony or misdemeanor conviction, with certain conditions.
- Make most traffic offenses eligible for expungement.
- Allow a person to petition to set aside one or more marijuana offenses if the offense would not have been a crime if committed after the use of recreational marijuana by adults became legal in the state.
- Prohibit a person who had an eligible misdemeanor marijuana offense set aside from petitioning to be sentenced for any other offense for which the marijuana offense had been considered in the sentence for that other offense.

The idea behind the expungement legislation, also known as the Clean Slate legislation, is to remove barriers that have hinder individuals with past criminal records from employment as well as housing. This legislation fits under the Lansing Regional Chamber of Commerce's (LRCC) talent and workforce development policy priority.

ENTREPRENEURSHIP-LED ECONOMIC DEVELOPMENT

The Michigan House of Representatives is considering a package of bills focused on small business and entrepreneurship led incentives. House Bills



Legislative Dinner panelists l-r, Moderator John Truscott, Congresswoman Elissa Slotkin (MI-08) and Congressman Dan Kildee (MI-05).

4835-4838 would create the Office of Small Business Director and the Small Business Growth Acceleration Board as well as enacting changes intended to aid small business growth in Michigan. The legislative package is currently in the House Ways and Means Committee. This legislation fits under the LRCC economic development policy priority.

CIVILITY WINS THE DAY

The LRCC 2019 Legislative Dinner focused on important issues facing our nation and solutions that are occurring that may not be visible in the day-to-day headlines. Congresswoman Elissa Slotkin (MI-08) and Congressman Dan Kildee (MI-05) shared their thoughts on several items, including trade policy, health care and business regulations. The fireside chat at the Country Club of Lansing was led by John Truscott, CEO, Truscott Rossman. ■

Calling Business Leaders: You Can be Part of the Independent Citizens Redistricting Commission

LAST YEAR, MICHIGAN VOTERS AMENDED THE MICHIGAN CONSTITUTION to take redistricting away from politicians and give it to a new Independent Citizens Redistricting Commission. The state's first Commission will use 2020 U.S. Census data to draw maps for Michigan's state legislative and U.S. Congressional districts. The constitutional amendment prohibits maps that give a political candidate or party an unfair advantage. The new maps will be used in the 2022 elections.



Applications to serve on the commission are available now at www.RedistrictingMichigan.org and managed by the Secretary of State's office. Listed below are some frequently asked questions.

Who sits on the Commission? The Commission consists of 13 Michigan voters who are randomly selected from those who choose to apply: four members from each of the two largest political parties (currently Republicans and Democrats) and five members who are not affiliated with either major party.

How are Commissioners selected? From those who apply and meet the requirements, 200 semi-finalists will be randomly selected: 60 Republicans, 60 Democrats, and 80 who are not affiliated with either of those parties. Demographic and geographic information applicants must provide will be used to weight applications so that the pool of 200 reflects the demographic and geographic makeup of Michigan. The four top legislative leaders from the House and Senate (two Republicans, two Democrats) may each strike up to five applications from the semi-finalist pool.

Who can serve? You must be registered and eligible to vote in Michigan.

There are exclusions to ensure the commission is independent and avoids the appearance of impropriety. You cannot be in the last six years a declared or successful candidate for partisan federal, state, or local office or an officer or member of the governing body of a national, state, or local political party. Also not allowed: paid political consultants, campaign employees, an employee of the Legislature, a registered lobbyist or a close relative.

Who decides your party affiliation? Applicants must attest under oath before a notary that they affiliate with the

Republican or Democratic party, or if they do not affiliate with either of those parties.

Are commissioners paid? Serving on the Commission is a full-time, salaried position for the duration of the map drawing process through the conclusion of any litigation. Commissioners earn a minimum of 25% of the governor's salary, which would be roughly \$40,000 per year at the current level. Employers must hold commissioner's jobs open for them.

What is the commission timeline? The Commissioners must hold its first meeting no later than Oct. 15, 2020. Commissioners will hold at least 10 public hearings around the state for input. After drafting maps, they must hold at least five more meetings to gather feedback. Final maps must be adopted by Nov. 1, 2021.

For more information, visit www.VotersNotPoliticians.com, or contact VNP at info@votersnotpoliticians.com, reach the Michigan Secretary of State's office at www.RedistrictingMichigan.org or email redistricting@michigan.gov.



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Economic Club Celebrates 30th Anniversary

BY MIRANDA SUSICK, KOLT COMMUNICATIONS, INC.

THE LANSING ECONOMIC CLUB

was pleased to celebrate its 30th anniversary in 2019. The Economic Club has been a pillar in the Greater Lansing region since its inception.

The official mission statement of the club states, “It is the purpose of the Economic Club of Greater Lansing to promote and stimulate economic growth and understanding. We will provide members with information concerning economic trends and new developments by bringing personalities of regional and national prominence to our community.”

Patrick Hanes, former president and chair of the Lansing Chamber of Commerce (LRCC), worked with the LRCC Board of Directors to establish Lansing’s Economic Club and became the founding chairman. He felt the state capital was falling behind other cities in Michigan such as Detroit and Grand Rapids, which had already established economic clubs.

“It was something I had identified that we needed,” said Hanes. “We’re the capital city. We needed to look and act it. We needed an economic club.”

However, establishing the Lansing Economic Club of Greater Lansing meant more than just playing catch up to other cities across the state. The primary goal of the Economic Club was to create an event that would bring business people from the Greater Lansing region together to heighten focus on economic development and the economy of our city.

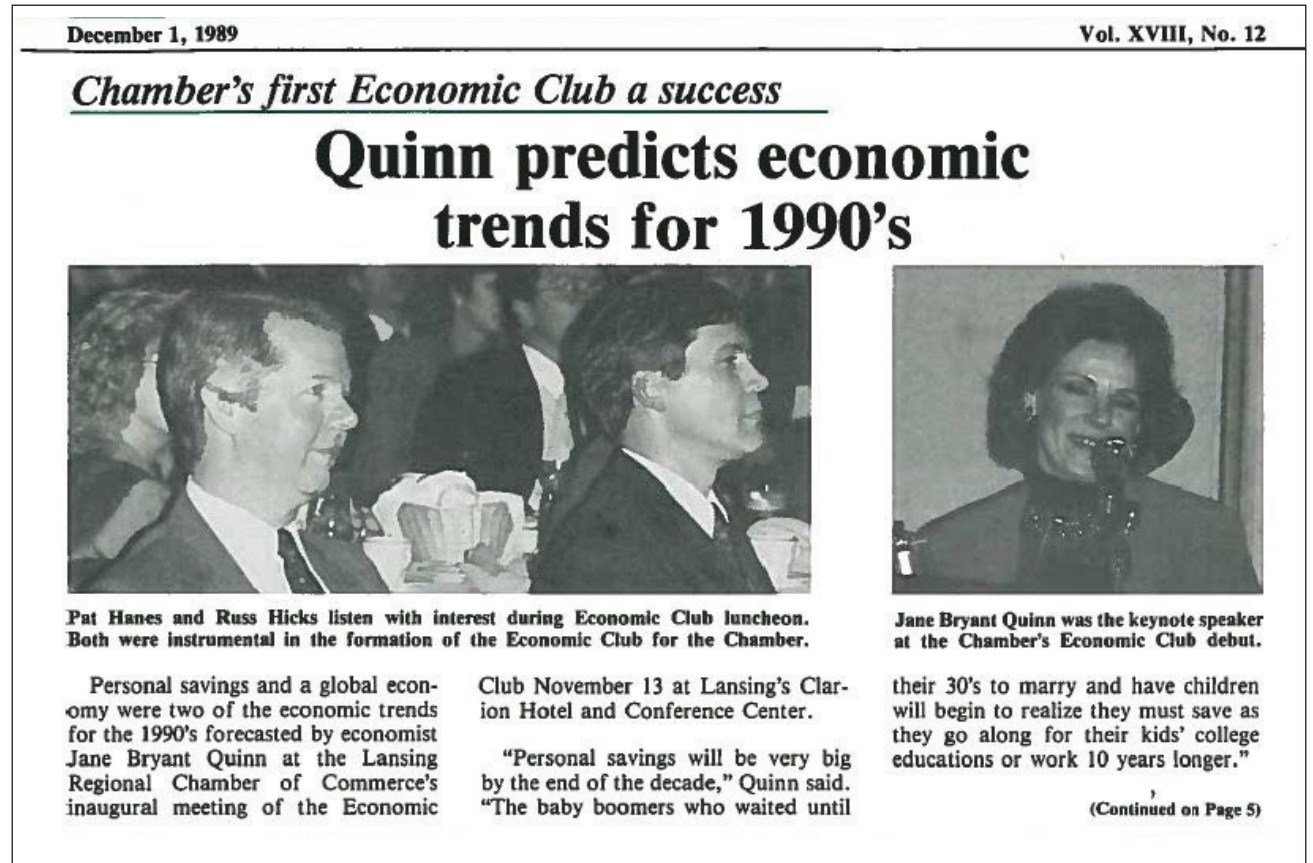


Hanes

With the founding of the Economic Club in 1989, Hanes accomplished just that. Nationally known financial author and commentator, Jane Bryant Quinn was the first keynote speaker in November 1989. Hanes felt it was important to have somebody on a national level come to Lansing because it would lend credibility.

Michelle Rahl, current vice president of member engagement, LRCC noted the significance of the inaugural speaker being a woman. “Talent is talent, regardless of the package it comes in,” said Rahl. “The committee at the time recognized she would bring a strong economic message to our audience. In retrospect, it was not surprising Hanes chose Quinn as the inaugural speaker since Hanes went on to be named the only male recipient of the LRCC Athena Award in 1992.”

The Lansing Economic Club is a way for business and community leaders

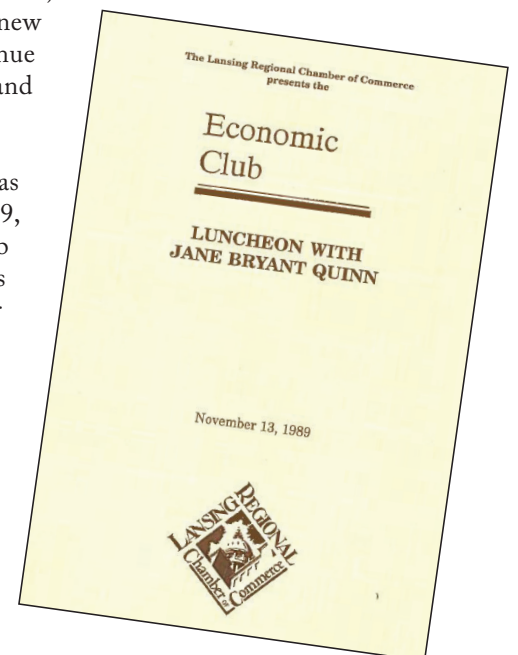


to express their ideas, hear from others, and contribute to the local economy. “It’s opportunities like Economic Club that put you in a room with people who think differently than you, elevate your thought process and cause you to ask questions,” said Rahl. “We want Economic Club to feed the mind.”

Over the past 30 years, the Lansing Economic Club has been successful in staying ahead of the curve. “How do we continue to drive the conversation, be forward thinking, identify trends, and be prepared to pivot with new solutions?” said Rahl. “We continue to raise the bar of the issues and opportunities that we discuss.”

The economic landscape has changed dramatically since 1989, but the value of Economic Club has not diminished. “There’s been a good diversification of our economic base that I believe has kept the Economic Club going for 30 years,” said Hanes.

With its ability to attract top talent to the Lansing area, the Economic Club will, without a doubt, continue to make an impact on the community into the future. ■





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Six organizations were honored at the 2019 CORG awards, l-r: Tim Daman (LRCC), Jack Davis (Loomis Law), Fred Walker (Meijer Distribution Center), Jill Marlan (Peak Performance), Tim Averill (SET SRG), Dave Washburn (MSU Foundation/Van Camp Incubator), Marcos Purty (GM), Tim Salisbury (PNG) and J.V. Anderton (Loomis Law).

Six Organizations Honored at 14th Annual Celebration of Regional Growth Awards

Six organizations were honored for their commitment to the Lansing region at the 14th annual Celebration of Regional Growth (CORG) Awards on Thursday, Nov. 21 at the Michigan State University Kellogg Hotel and Conference Center.

This year's CORG honorees include **General Motors, Glanbia Nutritionals, Meijer Distribution Center, Michigan State University Foundation, Peak Performance Physical Therapy, and SET SEG.** All six organizations were recognized for investments that are making a transformational impact on the community. ■



A 5-STAR CHAMBER OF COMMERCE

The Lansing Regional Chamber of Commerce (LRCC) has received the rare distinction of being awarded a 5-Star Accreditation from the United State Chamber of Commerce. This marks the first time the LRCC has earned the 5-Star distinction, which is only carried by 128 out of 4,000 chambers nationwide. The accreditation is valid for five years and the only program of its kind that recognizes chambers for their achievements in operations and programs.

“Receiving the 5-Star designation from the U.S. Chamber validates the work our team is doing,” said Tim Daman, president and CEO, LRCC. “Our team works hard and delivers a tremendous amount of value to the business community here. This allows our team to know that the work they are doing is being recognized and really paying off. I am beyond proud of our team and the effort they put into making this a great organization.”

Accreditation is the only national program that recognizes chambers for their effective organizational procedures and community involvement. In order to receive Accreditation, a chamber must meet minimum standards in their operations and programs, including areas of governance, government affairs, and technology. This extensive self-review can take six to nine months to complete.

“It is critical that business leaders have a voice in the debates that will shape the business climate in their communities,” said Raymond P. Towle, IOM, CAE, vice president of Federation Relations and Institute for Organization Management, U.S. Chamber. “Accreditation recognizes a chamber’s work to foster a healthy business climate that enhances the quality of life for its members and its community.”

Local chambers can be recognized as Accredited, 3-Stars, 4-Stars or 5-Stars. The final determination is made by the Accrediting Board, which is a committee comprised of U.S. Chamber board members. Accredited chambers represent an elite status and only 3% of chambers in the nation. The LRCC joins the Battle Creek Area Chamber and Michigan West Coast Chamber as the only 5-Star Accredited Chambers in Michigan.

“The LRCC earning the highest, 5-Star Accreditation shows that the organization serves as the voice of business in the Lansing region and is a bold leader that advocates for important issues, and continually drives change and economic growth,” said Patrick Dean, chair, LRCC Board of Directors. “It also demonstrates the LRCC’s impact on the region and how hard it works to help the business community grow and thrive daily.”

The Chamber received perfect scores in four categories: governance, human resources, communications and facilities. The organization was also recognized for providing professional development opportunities for its staff.

“Our team couldn’t be prouder and more excited to receive this recognition,” said Michelle Rahl, vice president, member engagement, LRCC. “We share this award with every current and former staff member and every one of our members that we have had over the past 118+ year history of the Chamber. We may have our names on the application, but this award is truly shared with the entire Greater Lansing community.”

STRATEGIC PLAN PROCESS LAUDED

The LRCC efforts to implement a multi-year strategic plan were specifically



The Chamber serves as the voice of business at the local, state and federal levels. Governor Gretchen Whitmer and LRCC CEO Tim Daman.



The Chamber was recognized by the Accreditation Board for its outstanding government relations and advocacy efforts. LRCC regularly sponsors briefing for business leaders with elected officials including this one with Congressman Dan Kildee (MI-05).

recognized by the Accreditation Board. In 2018, a year-long strategic planning process was launched to help reshape the Chamber’s mission and vision and provide a blueprint for future activities. Daman notes the strategic plan process really served as the catalyst for the 5-Star Accreditation.

“Without having this multi-year strategic plan in place, we wouldn’t have been able to consider taking the step of applying for accreditation,” said Daman.

Deb Muchmore, former chair, LRCC Board of Directors was one of the driving forces behind that project. She calls the chamber’s strategic plan a game changer – for the organization, its members and the community.

“The LRCC has been successful for many years, but we recognized a higher calling,” said Muchmore. “We wanted to ensure future success of the Chamber and prosperity of our region’s employers, employees and every family that calls this area home. The strategic plan and the wonderful process we undertook to develop it identifies in crystal clear fashion what that lofty vision looks like and lays out a clear, specific, action oriented, measurable and accountable plan for getting there. It’s a North Star and shining light on a clear path forward.”

The Chamber employed a process in developing the plan that was very inclusive. Eliciting input from a wide range of people throughout the organization and our community – including people who weren’t Chamber members was important to the process and to identify the higher purpose and role it can play in bettering the community for everyone.

“We gained insights and perspectives that challenged our thinking, improved our plans for meeting the needs of members, staff and the community, and forged new relationships and partnerships throughout the community we serve,” said Muchmore. “The inclusiveness of the planning process connected the chamber in meaningful new ways and it opened the doors for future dialogue on some of the tough issues our community may face and need to address.”

ADVOCACY EFFORTS RECEIVE HIGH MARKS

The U.S. Chamber also cited the LRCC’s strong performance for serving as the voice of business, stating:

“The LRCC has established itself as an advocate for the region’s business community. It is recognized for its polling and voter education efforts, its comprehensive legislative priorities agenda, and the work of its Lansing Regional Chamber (LRC-PAC). It has a good working relationship with elected officials at every level and an engaged Government Policy Committee. The Chamber is recognized for working with business leaders, community members and elected officials from every level of government to collaboratively influence and support initiatives, legislation and regional investment.”

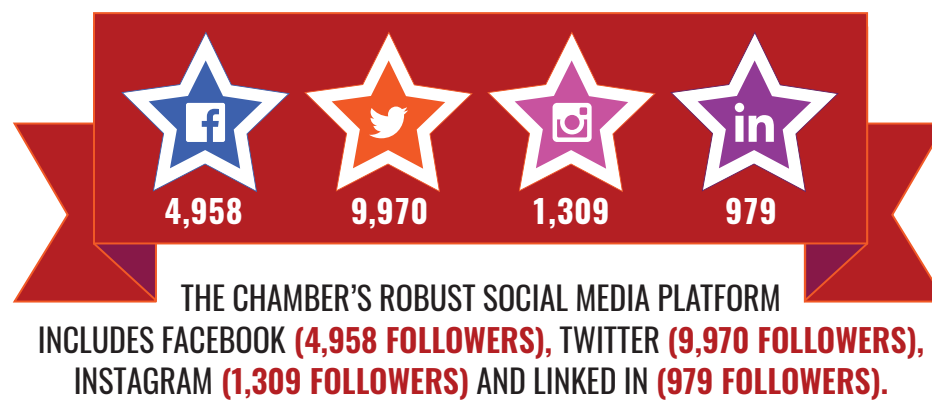
Among the notable wins in the policy arena were recently securing \$7.6 million to extend Coleman Road to ease traffic on Lake Lansing and create economic growth. The Coleman Road extension is set to be completed in spring 2020. The LRCC also led successful efforts to secure \$40 million for Heritage Hall, a new welcome center to the Michigan State Capitol. That will serve as an educational resource and a tourist draw downtown Lansing. LRC-PAC has enjoyed considerable success in recent years identifying and helping to elect pro-business candidates to elected office. In the recent local elections held in November, five

of six LRC-PAC endorsed candidates were successful in their election efforts, including Lansing City Council members Carol Wood, Patricia Spitzley and Adam Hussain and East Lansing City Council candidates Mark Meadows and Jessie Gregg.

“We’ve always held ourselves in high regard not only with our peers statewide, but nationally when it comes to our advocacy efforts,” said Steve Japinga, vice president of public affairs, LRCC. “When we go to meetings with other Chambers, we always walk away with a good feeling that we are doing a lot of the right things that Chambers need to do in engaging the business community in these efforts.”

EXCELLENCE IN MARKETING AND COMMUNICATIONS

LRCC was cited by the Accreditation Board for what it called an “excellent marketing and communications plan” and was additionally recognized for its Entrepreneur Connect podcast and monthly FOCUS magazine. The Board credited the Chamber for its transition to the new website using the GrowthZone platform.





A 5-STAR CHAMBER OF COMMERCE



Chamber members say opportunities to make business connections represent one of the most ways in which the Chamber provides value to its members. LRCC team members pose with Economic Club speaker Anthony Scaramucci.

The LRCC's recently expanded marketing and communications team has been able to greatly enhance communications efforts with Chamber members and the general public. The Chamber's robust social media platform includes Facebook (4,958 followers), Twitter (9,970 followers), Instagram (1,309 followers) and LinkedIn (979 followers). Through October 2019, the Chamber team has earned more than 113 news stories in the mainstream media outlets in print, radio and television.

A MISSION DRIVEN ORGANIZATION

What may be most responsible for LRCC's recognition as a 5-Star Accredited Chamber has been the organization's determined commitment to stay true to its mission of delivering value to its members. The organization regularly surveys members to stay close to the priorities, needs and challenges that businesses face daily.



The Chambers efforts at supporting professional development were cited by the U.S. Chamber. LRCC team members Steve Japinga, Michelle Rahl and Tim Daman attend a recent training sponsored by the American Chamber of Commerce Executives.

"This recognition is an affirmation to the products, services, resources, tools and connections this Chamber provides to our members are really on par with the best Chambers across the country," said Rahl. "Our team works so hard to make sure that we are providing valuable, networking, engagement and advertising opportunities and advocating on behalf of the business community. This award shows we are on the right path and that all our hard work is paying off and continues to mean something."

LRCC has also been deeply committed to providing vision and business leadership needed to build a better region. The Accreditation Board specifically cited LRCC for its collaborative partnerships in the region including, Teach. Talent. Thrive, Lansing Promise and Launch Michigan to create a talent pipeline for the next generation of leaders.

"Our members should feel that the organization they are investing in is doing the things we need to do to help this region continue to grow," said Daman. "I don't think we can forget what we have done to get to this level. We've hit a significant benchmark and now the challenge is how to maintain that. I think we focus on what got us to this point and continue to improve upon it. ■

A Banking Relationship That Gives Back



Friedland Industries, Inc. separates, cleans, shears, shreds and bales everything from steel and copper to aluminum and paper. Materials are manufactured into products that can then be recycled by sending them to various mills to be re-melted or re-pulped and made into something new. What's more, this 130-year-old scrap-processor is no stranger to giving back—whether it's to the planet or Lansing Old Town.

Like this environmentally astute business, First National Bank of Michigan shares a love for both building and sustaining community. "They're local minded and people focused," said Friedland Industries President Larry Bass (pictured above), who partnered with First National Bank of Michigan for financial and treasury management services.

"Patty Barnas (pictured above) is close by, understands what we do and is very responsive," he added. "I appreciate how involved Patty and First National Bank of Michigan are in this community, its local companies like ours that have a positive influence in the area."


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On Sept. 18, the Lansing Regional Chamber of Commerce (LRCC) welcomed **Grassroots Midwest** to their new downtown location at 105 W. Hillsdale St., Lansing. This new location, in the heart of the Capital, will help them continue their bipartisan advocacy work in Michigan. Grassroots Midwest works on grassroots field operations for legislative and local races, ballot initiatives, and issue awareness campaigns.



The LRCC was privileged to help **Firestone Complete Auto Care** cut the ribbon on Friday, Oct. 25 at the grand opening of their new Meridian Township location at 2700 E. Grand River, East Lansing. Firestone is committed to offering the best customer service, quality products and the right solutions for customers' auto care needs, as well as initiatives that improve the community and the environment. During the event, Firestone made a \$1,000 donation to the Boys and Girls Club of Lansing. Welcome to the community, Firestone!



On Friday, Oct. 18, the LRCC celebrated with sunny skies and big scissors a ribbon cutting for **The Davies Project**, a nonprofit that works with volunteer drivers to provide free rides to medical care for children with serious medical conditions. Their new permanent home is a renovated fire station located at 230 Bingham Street, Lansing. It provides a space that will allow the volunteers to come together and share stories, ideas and best practices that will drive better coordination and delivery for all the services provided.



On Oct. 16, **Siena Investments Williamston** held a ribbon cutting and grand opening celebration with the LRCC and Williamston Area Chamber of Commerce. The Williamston location is the second Siena Investments office, with the headquarters located in Grand Ledge. Siena is excited to be more accessible to the east side of Lansing, as well as Howell, Okemos and beyond. The office will be managed by Zachary Armstrong and continue to serve clients for financial, retirement, tax, estate and business matters.



LRCC helped cut the ribbon during the 30th anniversary celebration for **PK Companies**, a family-owned real estate firm based in Okemos. They had amazing attendance and community support, along with a beautiful event in Meridian Township. Speakers included Pete Potterpin (Owner), Chris Buck (Meridian Township), Kellie Garrett (MABA) and Christine Zarkovich (LRCC). PK Companies is committed to creating partnerships that provide housing solutions to better fulfill the needs of the communities they serve.

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.

Therapy Today Building a Happier and Healthier “Lansing Community

LESLIE AULD, OWNER AND CEO OF THERAPY TODAY WAS SELECTED AS THE 2019 ATHENA POWERLINK RECIPIENT

BY: MATTIE MILNE, KOLT COMMUNICATIONS, INC.

LESLIE AULD, LMSW, ACSW,

owner and CEO of Therapy Today Counseling and Consulting LLC works to provide the highest quality, most accessible mental health therapy services to the Lansing community. Auld hopes to expand the practice at Therapy Today to other communities.



Auld

After winning the ATHENA PowerLink (APL) Award in January 2019, this goal seems attainable and more possible.

Auld opened Therapy Today in July 2012 after seeing a need in the community for better and more timely access to therapy. Today, the service has 36 therapists who specialize in mental health counseling for individuals, families, couples and children.

“Our goal is to make it so that no one ever has to suffer from a painful emotional problem alone for long. If someone is hurting and needs the help of a professional therapist, they don’t have to wait and they shouldn’t have to jump through lots of hoops to get help,” Auld said. “At Therapy Today, a person will answer the phone and you can make an appointment right away.”

The same drive and motivation to help those hurting is seen in other areas of Auld’s life. Since applying for and winning the APL Award, Auld and her team have been improving Therapy Today. Over the past year, they’ve increased the number of training opportunities and provided support offered to the therapists and staff. Auld also supports other therapy practices and mental health-related organizations to achieve their goals.

Recipients of the APL award are provided guidance from a panel of experts in various fields. In Auld’s case, she had access to an attorney, marketing strategist, IT support, accountants, human resource professional and financial advisor.

Tom Hamp, panel coordinator for APL and serves as the liaison between award recipients and panelists. Hamp said winners must be willing to accept guidance and Auld had no problem doing this.



“Leslie Auld and her staff have been over the top,” said Hamp. “She’s a sponge when it comes to learning new business methods and tactics. “She came to quarterly meetings with an open mind and a willingness to listen. I am confident Therapy Today will continue to succeed.”

Close to 600 people receive high-quality services from Therapy Today weekly. This is a huge accomplishment alone, and Auld and her team plan to continue setting the standard for excellence when it comes to therapy.

“I want to help people in other communities have the kind of access to therapy services that we provide to the Lansing area,” said Auld. “Our vision is to build healthy and happy communities. The Athena APL panel of advisors has helped firm up our methods and procedures so that we can be prepared to open other therapy services elsewhere.”

Auld is filled with gratitude for the people who have supported her over the past year. She says the Lansing community panel members have been there through all the ups and downs and are supportive and creative problem-solvers.

“I recommend anyone who has a vision they wish to fulfill should applying for the APL program,” said Auld.

For more information on Therapy Today, visit www.therapytodaycc.com or call (517) 481-2133 to schedule your same-day appointment. ■

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Government Day at Leadership Lansing



LANSING MAYOR ANDY SCHOR and state and local elected officials highlighted Government Day during November for this year's Leadership Lansing cohort.

Mayor Schor served as the featured speaker and shared his vision on leadership, as well as provided updates on issues occurring in the city. He also answered a wide range of questions from the group. Later in the day, a panel of state and local elected officials discussed the role of their

units of government and some of the challenges they face daily. The panel was moderated by Matt Resch of Resch Strategies and included State Representative Sarah Anthony (D-68); Clinton County Commission Chair Bob Showers; Delta Township Trustee Fonda Brewer and East Lansing Mayor pro tem Aaron Stephens.

The Leadership Lansing cohort also enjoyed a tour of the State Capitol and a leadership training on how to build a cohesive team. ■



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Meet the New Bosses

BY ARI ADLER FOR PUBLIC SECTOR CONSULTANTS

WHEN PUBLIC SECTOR CONSULTANTS (PSC) announced its first new CEO and new president in nearly a decade, people might have expected to hear about big changes. But Julie Metty Bennett, CEO, and Rachel Kuntzsch, president, have already been at PSC a long time and see no reason to alter a formula that has worked well for the 40-year-old firm.



“I think we’d be crazy to change anything,” said Metty Bennett, who has been with PSC in various roles for nearly 20 years. “PSC is an incredible place to work which allows us to be a strong partner for clients who want to make a difference in people’s lives. We have a special culture that fosters the work-life balance our staff need in order to perform at a very high level in service of our mission and stakeholders.”

PSC provides clients with nonpartisan research, implementation, management and evaluation of programs, as well as facilitation and communication on hot-button and highly technical issues.

On Oct. 1, PSC entrusted Metty Bennett and Kuntzsch with stewarding the Lansing firm into the future.

“Julie and I have been around for a while. We’re not just coming in and wanting to shake things up,” said Kuntzsch, who merged Kuntzsch Solutions with PSC in 2016. “We aim to build on the legacy we both helped create at PSC and continue on this fruitful and effective path.”

One area of accelerated growth both executives are in favor of is the

communications service clients can use to amplify their voices on complicated policy issues.

“Because we are a policy operation first, we can help our clients and stakeholders define and communicate the messages they want to share with different audiences in ways that resonate while maintaining the fidelity of the research or content,” Kuntzsch.

Metty Bennett agreed, noting that expanding on what has served PSC’s clients well since its founding in 1979 should be a continuing focus.

Having Metty Bennett and Kuntzsch at the helm did change one significant thing at PSC immediately: it’s the first time the company has had only women in the top two leadership positions.

“All people face obstacles when they own a business, but women face a unique set of obstacles, whether you own a business or are in a leadership role,” Kuntzsch said. “There are more women business owners and leaders in public policy than ever. But we also have a long way to go. We are standing on the shoulders of women who came before us and faced much greater challenges. Stepping into that role model place is important for future generations.”

Metty Bennett concurred, explaining there is value in embracing differences internally and externally.

“It’s really important to show women that you can have a successful career at the top, no matter the sector, when it comes to policy in Michigan,” she said. ■

FOCUS ON THE HOLIDAYS

Home for the Holidays: Is it Time to Hire In-Home Care for Your Loved One?

NO ONE WANTS TO ADMIT THEY NEED HELP keeping up with their activities of daily living, especially our aging parents or grandparents. As we spend time with family this holiday season, here are some signs to watch for that could indicate the need to hire in-home health care:

Physical and Mental Changes

- Loss of appetite or changes in diet coupled with weight loss.
- Sleeping a good portion of the day.
- Balance and mobility challenges and/or unexplained bruises.
- Memory issues, such as difficulty keeping track of time, forgetting to take medications, missing appointments, etc.
- Changes to personality or moods.

Personal Hygiene and Household Management

- Decline in personal hygiene, such as infrequent bathing, unkempt hair and nails, difficulty making it to the restroom.
- Piles of laundry, dirty floors, unopened mail or no groceries in the house can be signs of a lack of energy to keep up with daily tasks.

If you see any of these behaviors in your aging family members, it doesn’t necessarily mean they should be placed in Assisted Living. Many people benefit greatly by getting support brought into their homes.

Senior Helpers can help you navigate this process. Call today for a complimentary assessment: (517) 381-8300. ■

Greater Lansing CVB Announces Historic Tourism Data From Local Economic Impact Study

THE GREATER LANSING CONVENTION AND VISITORS BUREAU (GLCVB), along with Anderson Economic Group, is pleased to announce its findings from an in-depth study in a report commissioned by the GLCVB entitled, *Tourism Related Benefits in Greater Lansing's Economy*.

Tourism is an often overlooked portion of the Greater Lansing economy. However, the reality is the industry generates over \$682 million in spending at local businesses and employs nearly 11,000 local residents. This report presents the findings of the study and provides a measuring stick by which continued programs and investments can be evaluated. The report includes 2018 data on the spending patterns of day visitors and overnight guests to the region, and their impact on local businesses such as restaurants, retailers, hotels, state sales tax and more.

“Our hope for this report is to take these up-to-date numbers and continue to educate community stakeholders on the importance and impact of tourism



in our region,” said Jack Schripsema, president and CEO of GLCVB. “In 2015, the region hosted 4.8 million visitors in 2018 we welcomed over 5.3 million visitors. The tourism industry is thriving and visitors to the region have a large impact on the success of local businesses and quality of life for area residents.”

The study’s findings showed that of the \$682 million spent by tourists annually at businesses in Greater Lansing, \$490 million is taxable under Michigan’s sales

and use tax. With Michigan’s sales and use tax rate at 6%, tourism spending in Greater Lansing contributed more than \$29 million to Michigan in sales tax revenue.

Additionally, the multiplier effect of the \$682 million in direct spending resulted in more than \$1.1 billion in regional economic impact and \$288 million in additional income and earnings for workers in Greater Lansing in 2018. ■

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PEOPLE NEWS



Cardwell



Hunt

Origami Brain Injury Rehabilitation Center would like to congratulate **Maddisen Cardwell**,

care coordinator, and **Lindsay Hunt**, speech-language pathologist, on receiving their Certified Brain Injury Specialist Certifications. This nationally recognized credential demonstrates understanding and excellence in the field of brain injury rehabilitation.



LaFever

The Greater Michigan Construction Academy Board of Directors announces the hiring of **John LaFever** as its director of instructor development. John joins The Greater Michigan Construction Academy after a 35-year career at Dow. John led many divisions inside of Dow and was the geographic implementation leader as a part of the Dow Dupont division.

In ramping up its financial literacy education efforts, **LAFCU** has named **Shelia Scott** as community financial education & business development officer. Scott will grow the number of pre-K-12 schools participating in the credit union's financial literacy programs and expand the impact of LAFCU's adult financial wellness programs. She will also work with businesses and community organizations to bring credit union advantages to employees and members.



Moon

Origami Brain Injury Rehabilitation Center is pleased to welcome **Stephanie Moon** to their team as an occupational therapist. Stephanie is a graduate of Grand Valley's Occupational Therapy program. Her experience and interests make her an excellent fit on Origami's passionate team.

Public Sector Consultants (PSC) has named **Julie Metty Bennett** and **Rachel Kuntzsch** as the institution's new CEO and president. For the first time in its history, the 40-year-old nonpartisan public policy research consultancy is now a 100% women-owned business. Metty Bennett, who has been with PSC for nearly 20 years, is a leading voice in water, environmental, land-use and energy policy. Kuntzsch brings a depth of experience in economic development, including catalyzing entrepreneurial programs in areas such as medical innovation and advanced mobility.



Ruis

PNC Bank, N.A. announced that **Thomas Ruis** has been named senior vice president and relationship manager for Commercial Banking. In this role, Ruis will manage commercial banking relationships in Lansing and throughout Mid-Michigan. Ruis has more than 18 years of banking experience, including his most recent position as community president and Business Banking relationship manager at Fifth Third Bank.

The following **Loomis, Ewert, Parsley, Davis & Gotting** attorneys were named to Midwest Real Estate Magazine's "Best of the Best" issue for 2019 as leading real estate-related lawyers for Michigan: **Sara**

L. Cunningham; Jeffrey L. Green; Paula K. Manis; Michael G. Oliva; Michael H. Rhodes; Kevin J. Roragen; Ted S. Rozeboom and Jeffrey St. Theuer.



Bruun



Daugherty

After a long career full of achievement, **Ed Bruun**, president, **Sparrow Clinton Hospital** has retired. Bruun

was honored by caregivers at a reception at the hospital that he led for 15 years. Overall, he worked for Sparrow for nearly 25 years. He announced his retirement plans in July. Under Bruun's leadership, Sparrow Clinton moved from a small, struggling hospital to a growing critical access hospital with nationally recognized patient, physician, and caregiver satisfaction scores. **Beth Ann Daugherty**, chief nursing officer and vice president of patient care services, Sparrow Clinton Hospital, has been named acting hospital administrative officer while plans are made to choose Bruun's successor.



Dodson

Origami Brain Injury Rehabilitation Center is excited to welcome **Brittany Dodson** to their team as a residential supervisor. Brittany brings many strengths to the Origami team and is passionate about improving the lives of others. In her new role, Brittany will support operations

in Origami's Neuro-Rehab facility and other departments.

Martin is pleased to announce the continued growth of their firm with the addition of **Jamie Adams** as



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director of finance & accounting. Jamie has over 21 years of financial analysis and accounting experience. He will work closely with Martin's brokerage and property management teams and monitor the financial operations of the firm.



Origami Brain Injury Rehabilitation Center President & CEO, **Tammy Hannah**, took part in the 2019 Statewide Disability Summit. This important event focused on building bridges and creating change. The event was hosted by the Michigan Diversity Education Center.

The Lansing City Council has appointed **Community Foundation** Executive Vice President **Laurie Strauss Baumer** to the Board of Directors of the Michigan Avenue Corridor Improvement Authority (MACIA).



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Baumer will serve a three-year term. The Authority was formed in 2009 by the Lansing City Council with the goal to correct and prevent deterioration in the business district, redevelop the East Michigan Avenue commercial corridor and promote economic growth.

Greta Wu has retired as the chief human services officer at **Peckham**. She has been with Peckham since 1982. She earned her MA degree in Vocational Rehabilitation Counseling from Michigan State University and her BA in Business Administration from Providence College in Taiwan.



Foster Swift's new associates, **Cody A. Mott**, **Alaina M. Nelson** and **Caroline N. Renner**, were sworn in on Nov. 12 at the Michigan Supreme Court in Lansing. All had previously participated in the firm's summer associate program. Mott will practice from both the firm's Grand Rapids and Lansing offices in the Business & Tax practice group. Nelson will be a member of the firm's Trusts & Estates practice group in the Lansing office. Renner will be based in Grand Rapids as a member of the Health Care practice group, as well as the Employee Benefits sub practice group.



Tri-Star Trust Bank, a local wealth management firm with offices in Lansing, Saginaw, Midland, and Frankenmuth, is pleased to announce they have doubled the Lansing's team size and have welcomed three talented professionals. **Ben Bakken**, senior vice president, joined Tri-Star in April 2019 with over 12 years' experience in the banking industry. In addition to leading his Lansing team, Ben's primary focus is on business development and cultivating strong Greater

Lansing community connections. **Andrea Binoniemi**, trust officer, relationship manager, joined the team in August 2019 with experience in insurance and financial planning, as well as extensive experience in workplace and economic development. **Sue Hansen**, vice president, relationship manager, joined Tri-Star in September 2019 with over 24 years' experience in commercial lending.



Kirkland

Origami Brain Injury Rehabilitation Center would like to congratulate **Nyla Kirkland** on her recent promotion from direct support professional to scheduling coordinator. Nyla brings many strengths to Origami's residential team including attention to detail and process management.



Sadilek

The **Greater Michigan Construction Academy (GMCA)** welcomes new staff member **Emily Sadilek** to the roll of marketing & events coordinator. Emily will be working out of the Midland area office and is looking forward to using her experience in events, marketing, and planning to manage GMCA's current list of fundraisers.



Jegla

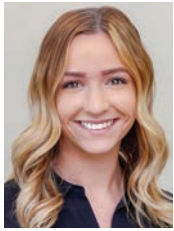
Andrews Hooper Pavlik PLC is pleased to announce the addition of **Julian R. Jegla** as a staff accountant in their Greater Lansing office. Jegla recently graduated from Alma College with a Bachelor of Arts in Professional Accounting.



Kardell

Origami Brain Injury Rehabilitation Center would like to congratulate **Brian Kardell**, patient care technician, on receiving his Certified Brain Injury Specialist Certification. This nationally recognized credential demonstrates understanding and excellence in the field of brain injury rehabilitation.

Fraser Trebilcock is excited to announce the addition of two new attorneys to the firm: **Amy S. Wolanin** and **Emily M. Vanderlaan**. Amy and Emily worked at Fraser Trebilcock as law clerks while pursuing their law degrees from the Michigan State University College of Law. Before joining the firm, Amy was as an intern for the United States Attorney's Office for the Eastern District of Michigan. Before working with the firm, Emily was a legal extern for the Ingham County Prosecutor's Office where she litigated initial depositions, review hearings, and preliminary motions for juvenile court cases.



Cummings

Origami Brain Injury Rehabilitation Center would like to congratulate **Jessica Cummings** on being promoted from patient care technician to residential supervisor. Jessica is committed to Origami's clients and embodies Origami's mission to create opportunities and transform lives.

James Caleb Adams has been named **Peckham's** chief of human services, Adams will be responsible for leading the CARF-accredited Human Services line of business in vocational rehabilitation. Most recently, Adams has served as the vice president of rehabilitation services.

COMPANY NEWS

Origami Brain Injury Rehabilitation Center hosted their Vision Therapy Course on Friday, September 20, and Saturday, September 21. This course offered instruction, hands-on learning opportunities, and an extensive packet of exercises, and therapeutic tools.



Origami Brain Injury Rehabilitation Center joined thousands of brain injury survivors, caregivers, and providers at the MI Auto Insurance Promise Rally on September 25 at Michigan's State Capitol. Together they marched to ensure that those injured in catastrophic auto accidents receive the care they need to recover.

Team **Moonsail** was proud to accept two Awards of Excellence at the recent PRSA Protos 2019 Awards. The winning entries were for their own company brochure and one for the impact report they creatively designed for Helping Women Period.

T.A. Forsberg Inc. announced the pricing of its first home being built as part of its 12-unit Tembo Eaton Village pocket neighborhood in Eaton Rapids. The first home will be an 864 square-foot Modern Farmhouse model will be sold starting at \$159,900. The design includes a two-bedroom, two-bath or two-bedroom, one-bath option and will feature an exterior of composite siding, Galvalume and metal roof accents. Available finishes include granite countertops, solid wood cabinets, smart-wired HVAC and lights and laminate vinyl tile flooring.



Triterra was joined by the Gratiot Area Chamber of Commerce and its members to celebrate the opening of their new Alma location at: 414 N. State St., Alma, MI 48801

The Lansing law firm of **Loomis, Ewert, Parsley, Davis & Gotting**, trusted advisors to Michigan businesses of all sizes, has been selected as 2020 "Best Law Firm" in the 2020 Edition of U.S. News - Best Lawyers, one of the oldest and most respected peer review publications in the legal profession. Recognition in Best Lawyers is widely regarded by both clients and legal professionals as a significant honor, conferred on a lawyer by his or her peers.



Origami Brain Injury Rehabilitation Center is pleased to share that six of their clinicians had the opportunity to present at the Brain Injury Association of Michigan's Annual Fall Conference. The Brain Injury Association of Michigan's Annual Fall Conference is the largest of its kind in the country.

Twenty-nine **Sparrow**-owned primary care practices have been selected as a Patient-Centered Medical Home designated practices by Blue Cross® of Michigan for 2019. The Patient-Centered Medical Home emphasizes a holistic team approach that addresses chronic conditions and prevention.

Foster Swift was included in the 2020 *U.S. News - Best Lawyers*® "Best Law Firms" list. The firm was rated a Tier 1 law firm in 27 practice areas with the Lansing office receiving 21 Tier 1 ranked practice areas, with four Tier 1 rankings for their Grand Rapids office and two for their Southeast Michigan offices. To be considered for inclusion on the list, law firms must have at least one lawyer who is included in Best Lawyers in that particular practice area and metro. Foster Swift had 42 lawyers included in the 2020 edition of Best Lawyers.

Great Lakes Christian College (GLCC) celebrates



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70 years this fall as a Christian institution of higher learning. From its humble beginning of 12 students in a log cabin over a generation ago, GLCC has grown to more than 160 students dedicated to preparing themselves for a life of Christian service. Through the years, the college has kept its family-like atmosphere, while establishing a reputation for academic excellence. This excellence is a result of a qualified faculty dedicated to mentoring students and teaching them the Bible.

Sparrow Hospital has earned an “A” for patient safety in a Spring 2019 scorecard of 2,600 hospitals nationwide, reflecting the hospital’s commitment to quality and safety, and meeting the needs of every patient, every time. Prepared by the Leapfrog Group, the Hospital Safety Score grades a hospital’s overall performance in keeping patients safe from preventable harm and medical errors.

It was recently announced that **Meadowview School** in Charlotte has been awarded the MI HEARTSsafe School Award. The MI HEARTSsafe School Award is given to schools that prioritize student safety and establish emergency plans and processes. The designation recognizes a school’s efforts to prevent sudden cardiac death of the young. Meadowview School has a comprehensive plan for automated external defibrillator use, as well as

a medical emergency response team comprised of **Eaton RESA** staff to assist when needed.



From left, Lansing Lugnuts’ Nick Gruesser and LAFCU’s Kelli Ellsworth Etchison present a ceremonial check for \$3,000 to LCC to help veterans further their education. Accepting the check are LCC Foundation’s Toni Glasscoe and Andrew Cosgrove, director of the LCC Office of Veteran and Military Affairs.

Veterans furthering their education at **Lansing Community College (LCC)** and Baker College now have access to an additional \$6,000 donated to the two schools by **LAFCU** and Lansing Lugnuts. Each school received \$3,000 at a private ceremony at LCC’s Veteran’s Memorial, Wednesday, Nov. 6. The funds comprise a donation by LAFCU and thousands of \$1 donations by Lansing Lugnuts fans who participated in an in-park promotion before LAFCU Fireworks Spectaculars.

Burcham Hills® and its expansion StoneBriar at

Burcham Hills, managed by Life Care Services®, An LCS® Company, announced that its management accompany ranked highest in customer satisfaction in the J.D. Power 2019 U.S. Senior Living Study. Burcham Hills and Stone Briar at Burcham Hills are proud to be a part of Life Care Services, which achieved the highest score in all seven study factors: resident services and activities; community staff; food and beverage; new resident orientation; resident cost; community and grounds; and resident apartment unit.



The Davies Project wishes to thank AT&T’s Foundation for their grant which includes funds for car seats and food vouchers at Sparrow. The vouchers will allow families to have a meal when they have an appointment or are with their hospitalized infant. Senator Curtis Hertel and Dr. Davies were able to attend the check presentation. ■

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