

FOCUS

THE MONTHLY NEWS MAGAZINE OF THE LANSING REGIONAL CHAMBER OF COMMERCE • OCTOBER 2020



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ELEVATING THE VOICE OF BUSINESS
CELEBRATING HISPANIC HERITAGE MONTH
FOCUS ON SMALL BUSINESS:
FINANCIAL TECHNOLOGIES, INC.

**NOVEMBER
2020**

**A PIVOTAL ELECTION FOR
GREATER LANSING**



TIM DAMAN
President and CEO
Lansing Regional
Chamber of Commerce



The Right Time for the Voice of Business to be Heard

WE ARE LIVING THROUGH SOME OF THE MOST CHALLENGING TIMES in our lifetimes during the past several months. The unprecedented circumstances forced upon us by the COVID-19 pandemic has changed life as we know it, posed a threat to our health and safety, and affected how we do just about everything in our world. Coupled with that is a disturbing level of social unrest and turmoil in our society. We are facing a critical juncture in our country and our region.

The Lansing Regional Chamber of Commerce (LRCC) feels that our role as the voice of business is more important than ever during the most challenging times. Business leadership has always been at the forefront of the most important advances in our region's history. The need for that leadership is as critical today as it has ever been.

One of the most visible ways this plays out is the LRCC's role in supporting and building relationships with elected officials at the local, state, and federal levels. The cover story in this month's edition of FOCUS recognizes 41 candidates for various offices that will appear on the Nov. 3 general election ballot. As noted in the article, this election is critical in that government at all levels faces tough financial decisions in light of the hardships induced by the COVID-19 pandemic. We need officials who will make the tough choices and work together to find innovative solutions to deliver government services in a cost-effective and efficient manner.

“The Lansing Regional Chamber of Commerce (LRCC), feels that our role as the voice of business is more important than ever during the most challenging times. Business leadership has always been at the forefront of the most important advances in our regions history. The need for that leadership is as critical today as it has ever been.”

The LRCC also played an integral role in forming the RELAUNCH Greater Lansing: Economic Rehabilitation Task Force, which consists of prominent and trusted leaders in business, government, healthcare, and education. RELAUNCH Greater Lansing focused on developing a comprehensive strategy for industries within the Greater Lansing region to safely and successfully reopen business coming out of COVID.

A common theme in our approach to regional issues is the bipartisan nature of the coalitions we help build. This was particularly true a few years ago when LRCC joined with Ingham, Eaton and Clinton counties and Michigan State University to form the Capital Council of Governments (CAPCOG), which has successfully led lobbying efforts for funds for the Coleman Road extension and Heritage Hall, and has prioritized the expansion and reconstruction of US 127 | I-496 and Michigan Avenue, two of the region's most important economic corridors.

In the next few weeks, you will also see the results of one of our most critical regional collaborations in recent years. The LRCC, the Lansing Economic Area Partnership (LEAP), and a team of business leaders will introduce an economic benchmarking study comparing the Lansing region to 11 regions we compete with for jobs and investment. With the economic fallout from COVID-19 and future uncertainty, I believe our group's leadership may be more important now than when we launched this project in the fall of 2019.

We do not know what our region will look like post-COVID-19. But we do know that the voice of business must be at the forefront and provide the leadership to make sure we are headed in the right direction of the future of our community. ■





















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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MARK YOUR CALENDAR

The Lansing Regional Chamber of Commerce (LRCC) is a trusted convener of professionals, influencers, and leaders in the Lansing region.

During a time of mandated social distancing, the LRCC has hosted numerous virtual events, from Member Mixers to Economic Club programs, that have provided valuable content and information and given members an opportunity to network. The LRCC also continues to host virtual weekly roundtables for business, community, and government leaders to connect and share what is going on in their community.

The LRCC encourages members to check their email, follow LRCC social media channels, and visit the LRCC website for the most updated information on additional educational offerings and networking opportunities as we move forward.

Registration for all events is available on the LRCC website.

CHAMBER UNIVERSITY

Date: Tuesday, Oct. 6 from 11 a.m. to noon

Topic: Strategic Marketing: The Right Tools to Gain Traction

Description: Hosted by Fraser Trebilcock and Fifth Third Bank, the upcoming Chamber University will be held virtually. As businesses turned off their lights and locked their doors, experts immediately began talking about the importance of digital marketing. Many companies that survived, or even thrived during the shutdown, were successful because of their shift in marketing strategy. Now that the lockdown is over, digital marketing is here to stay, which means there is more competition in the digital marketplace than ever before. In this session, Julie Holton of mConnexions will fill your marketing toolbox with the gadgets and tactics you need to minimize wasted effort and maximize your results.

ATHENA AWARDS

Date: Thursday, Oct. 8 from 11 a.m. to noon

Description: This year, the Lansing Regional Chamber of Commerce is thrilled to honor Karen L. Grannemann, CCM, general manager and CEO, University Club of MSU, as the 2019 ATHENA Leadership Award recipient! Please join us virtually on Thursday, Oct. 8 from 11 a.m. to noon as we honor Karen for her professional accomplishment and devotion to the Lansing region. The virtual program will feature an exciting announcement about community and advancing the education and overall well-being of the youth in the Lansing region, and an invitation for participation by everyone.

OCTOBER MEMBER MIXER

Date: Tuesday, Oct. 13 from 4 to 5 p.m.

Description: Hosted by Origami Brain Injury Rehabilitation Center, the October Member Mixer will be held virtually from 4 to 5:30 pm. Member Mixers are an opportunity to network with fellow LRCC members and business professionals.

LANSING ECONOMIC CLUB

Date: Thursday, Oct. 15 from 11 a.m. to noon

Topic: Impact of Hunting on Michigan

Description: Sponsored by Wieland, the Oct. 15 virtual Lansing Economic Club will feature Jeff Poet, president of Jay's Sporting Goods. Poet will discuss the impact hunting has on Michigan from a retailer's point of view and the economic statistics of the contribution hunting has on the state.

LANSING ECONOMIC CLUB

Date: Tuesday, Oct. 20 from 11 a.m. to noon

Topic: US-China Business Council: International Business and Trade Relationship

Description: 2.4 million jobs in the United States are dependent upon trade with China. Michigan exports make up roughly 30,000 of those jobs. As one of the most globally connected states, this is important. Sponsored by the MSU International Business Center, the Oct. 20 virtual Lansing Economic Club will feature Craig Allen, president, US-China Business Council. Allen will discuss the future of the relationship between the U.S. and China, how the largest U.S. firms are working in China to build strategies to move forward, and the effects of "decoupling" the two economies.

VIRTUAL BUSINESS ROUNDTABLES

Virtual roundtables allow community and government leaders an opportunity to share what is going on in the community and determine ways to advice the tri-county region.

- *Delta Township - Eaton County:* Wednesday, Oct. 7 from 9 to 10 a.m.
- *Lansing:* Wednesday, Oct. 14 from 9 to 10 a.m.
- *East Lansing - Meridian Township:* Wednesday, Oct. 21 from 9 to 10 a.m.
- *Delta Township - Eaton County:* Wednesday, Nov. 4 from 9 to 10 a.m.

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Lansing Regional Chamber of Commerce

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Washington Avenue Advisors
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Willows at Okemos, The
Wirotek Lighting
Woodbridge Commons Cooperative
Zeeb Animal Hospital

CHAMBER MILESTONES

We'd like to offer a special salute to these great organizations who reached milestone anniversaries as Lansing Regional Chamber of Commerce (LRCC) members this month. Thank you for your continued support throughout the years!

The Centennial Group

40 Years

Ellis Cleaning Company

10 Years

Arnouts Insurance Agency, Inc.

5 Years

Meridian Mall Office

40 Years

Habitat for Humanity Capital Region

10 Years

EXIT Realty Select Partners

5 Years

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30 Years

Henderson Glass

10 Years

Lakeside Party Store

5 Years

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25 Years

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5 Years

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25 Years

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5 Years

Lisa Fisher Business Training & Consulting

5 Years

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25 Years

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5 Years

Regency at Lansing West

5 Years

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15 Years

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5 Years

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5 Years

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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Financial Technology, Inc. Celebrates 40 Years of Empowering Financial Independence

BY: CASSADEE JACKSON, KOLT COMMUNICATIONS

FINANCIAL TECHNOLOGY, INC. IS CELEBRATING 40 YEARS of providing independent financial services to small and mid-sized businesses in the mid-Michigan area. Recognized three years in a row as one of the top 100 defined contribution plan providers in the United States, Financial Technology has provided businesses in the community with employee benefit plans and professional wealth management services driven by best interest.

“At Financial Technology, we value the understanding of our client’s needs, their levels of experience, and providing paths for them to follow to meet their financial goals,” said Richard “Dick” Herrold, founder and chairman of the board of Financial Technology. “We pride ourselves in having a highly qualified team that can help the community be comfortable and prepared to transition from working to retirement.”



Herrold

Many firms offer financial products, plans, and policies. A select few go beyond products and emphasize the value of personal service and hard work. Financial Technology, Inc. offers a variety of financial planning services, including retirement planning, group insurance, personal insurance, personal financial planning, and investments. At Financial Technology, the owners themselves maintain ongoing client contact.



Gingas

“Our competitors are constantly looking for the next big client,” said John Gingas, president of Financial Technology. “We are not looking for that. We embrace small businesses in the sense of family. We know what we do well, we know what we don’t do well; small business is what we do well, and it’s because we truly care about people.”

Financial Technology, Inc. offers an end product above and beyond that of a large institution. They do that by providing power to financial independence through their strategic services. Third-party administration (TPA) is a rare aspect found in the advisory firm. Financial Technology, Inc. offers in house TPA services to the plans that they provide to their clients. By offering TPA in-house, clients have simplified access to their financial advisors, an increased sense of trust, and overall peace of mind. Every employee is highly accessible.



Cantor

“The best part of working with Financial Technology, Inc. is that there is no underlying agenda. Those who work with the company know they will be dealing with local people who have established reputations. It won’t take them long to realize that we have their best interests at heart,” said Michael Cantor, vice president of Financial Technology, Inc. “Dick Herrold is the management mind that has made this company what it is. He is a great person to be a partner or shareholder with because he can be trusted to genuinely care about people and their financial well-being.”

Financial Technology, Inc. recently relocated to 333 Albert Ave., Suite 400, East Lansing, MI 48823. To learn more about the services and qualified plans offered by Financial Technology, Inc. visit, www.financialtec.com or call (517) 351-8600. ■

Lansing Man Becomes First Autistic White House Intern

A LANSING MAN WHO HAS BEEN A LEADING ADVOCATE involving issues and people with autism is currently serving as the first autistic intern in the history of the White House. Xavier DeGroat began his internship on Sept. 14 and will serve through mid-December. DeGroat says the White House internship is a dream come true.

“I was frankly astonished when I learned I had received the internship,” said DeGroat. “This is a real honor, and I couldn’t be more excited about this opportunity.”

While in Washington D.C., DeGroat expects to be advocating for new issues relating to law enforcement personnel who interact with those on the autism spectrum. He is expected to meet with Secretary of State Mike Pompeo and top officials at the FBI and Homeland Security. DeGroat is hopeful that Congress members will introduce a package of bills similar to the three-bill package he was instrumental in getting through the Michigan legislature and signed into law by Governor Gretchen Whitmer. Those bills allow for a special designation or code that people with autism will have on their license plates, driver’s licenses and state identification letting law enforcement know they are autistic.

“Let’s say a person with autism is outside at a major event and begins to have a tantrum,” said DeGroat. “The special designation let’s law enforcement personnel know that they are acting that way because of their autism, which will better help the authorities to handle the situation.”

DeGroat was diagnosed with autism at the age of four and has experienced discrimination, economic and job setbacks, and educational difficulties throughout his life. Xavier decided to dedicate his life to helping others and is working to create a society that better understands autism and enables those with autism



to be successful. He is the founder and CEO of the Xavier DeGroat Autism Foundation, which seeks to create and promote opportunities for people with autism through advocacy, education, economic opportunities, and humanitarian efforts.

DeGroat would like to see new measures enacted to improve further safety measures between law enforcement and people with autism. For example, flashing police lights or sirens can trigger tantrums in some people with autism.

“There are a variety of symptoms a person on the autism spectrum can have,” said DeGroat. “Most of the time, a police officer can’t tell just by looking at a person. This would lay out specific guidelines an officer would have to follow once they learn the person is autistic.” ■

October is Domestic Violence Awareness Month

BY: BRIGITTE GURDEN, EXECUTIVE DIRECTOR, EVE INC

I can hear them screaming again through the wall in my bedroom. This time is different. My mom sounds scared. She rushes into my bedroom with a garbage bag and throws as much stuff as she can fit into it, and we run out to her car. “Where are we going? What’s going on?” I ask – scared of what’s happening, scared of how my mom is acting, wishing I had grabbed my favorite stuffed animal off my bed before we started running. “I don’t know. Somewhere safe,” she replies. But she doesn’t sound sure.



THE SITUATION ABOVE IS FAR TOO COMMON in the Lansing area. Last year, Ingham County had 1,620 cases of domestic violence. 1 in 4 women, 1 in 6 men, and 1 in 2 LGBTQ folx are domestic violence survivors. That means 1 in 15 children witness domestic violence daily. Many survivors are unsure where to turn and who to call for help. Where do you go when you are fleeing in the middle of the day or night trying to escape the violence?

Domestic violence is the third leading cause of homelessness in the United

States, meaning that the answer to “where do I go” is left unanswered for many survivors. Domestic violence can be using physical or emotional harm to arouse fear; preventing a partner from doing what they wish; or force their partner to behave in ways they do not want. It includes the use of physical and sexual violence, threats and intimidation, emotional abuse, and economic deprivation. Most often, abusers use a combination of these controlling tactics.

Signs of Domestic Violence

- Isolation
- Emotional abuse/name-calling/put-downs
- Physical abuse
- Embarrasses you in public and private
- Blames you for their problems
- Financial abuse

If you or someone you know needs help, call EVE’s Crisis Line at (517) 372-5572 or chat with us at www.eveinc.org/24-hour-hotline. Our trained professionals are available 24/7 to provide survivors with options and help them create a safety plan. The most dangerous time for a survivor is when they try to leave. EVE can help you navigate that process. ■

Publicom 40+1 Marketing Grant Expanded

TO MARK ITS 41ST ANNIVERSARY, OKEMOS-BASED PUBLICOM partnered earlier this summer with the Lansing Regional Chamber of Commerce and Lansing Economic Area Partnership (LEAP) to give back to the community in a big way.

The marketing communications agency intended to offer one 40+1 grant consisting of 40 hours of pro bono work, plus one year of mentoring to help a business thrive despite the pandemic. After seeing the need, Publicom expanded the scope from one grant winner to four.

“We were overwhelmed by the many businesses that could benefit from marketing communications support,” said Lisa O’Connor, Publicom president. “We knew we had to stretch ourselves to aid more organizations in reaching their marketing goals during this tough time.”

More than \$20,000 of services have been donated to the four recipients. O’Connor says the exciting part is that each winner has a unique role to play in helping others during the pandemic.

The first grant went to the **Harris Nature Center Foundation**, an organization dedicated to funding programs, exhibits and capital improvements to enrich visitor experience at Harris Nature Center, a Meridian Township park. With social distancing necessary to reduce the spread of the coronavirus, the ability to get outdoors and experience nature is important for people’s physical and mental well-being.

“Although we have only been working with Publicom for a short time, the relationship has already led to a significant public relations achievement,” said Jim Buscetta, foundation board president. “Their work with us on a groundbreaking event for our new observation deck resulted in significant news coverage. Publicom is also helping us learn how to present our organization to the public in a more effective manner.”



A second grant of 40 hours of pro bono time was awarded to **North Central Michigan College**, Petoskey, for its corporate and community education program to offer online classes to area residents during the pandemic.

“The opportunity to work with Publicom came at the perfect time. We were just getting ready to launch a new Lifelong Learning initiative that would provide a diverse group of classes to the community in an online format,” explained Christy Lyons, Director of Corporate and Community Education, North Central Michigan College. “Publicom developed a professional campaign that included print, digital and email platforms. They did excellent work, and the marketing campaign has been key to the initial success of this program.”

Just in time for the start of school this fall, the third organization to receive free services was **The Learning Navigators**, an educational therapy company for students in grades 4-12 with learning differences who need help navigating through school and life.

“Publicom helped jump-start my business and created things I hadn’t even thought about designing yet,” said Samuel Tolkin, Chief Navigator, The Learning Navigators.

Additional pro bono hours were donated to **Tri-County Office on Aging** whose mission is to promote and preserve the independence and dignity of the aging population in our community. TCOA’s best-known program, Meals on Wheels, has been critical for homebound seniors during the pandemic.

“All told, Publicom team members donated more than 160 hours of pro bono time through the 40+1 grant,” said O’Connor. “Helping others is its own reward.” ■






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Cybercriminals Making the Most Out of COVID Uncertainty



The unprecedented impact of the coronavirus has elevated a new level of cyber concern locally and throughout the globe. Particularly sobering is how quickly cybercriminals have adapted their strategies to take advantage of the uncertainty and turmoil to defraud individuals and companies out of their sensitive data.

In October, the Defeat The Breach Coalition recognizes its one-year anniversary and is stepping up its efforts to help companies and organizations of all sizes to prepare, protect and prevail against the big business of cybercrime. Amidst the COVID-19 pandemic, attackers everywhere are responsible for a modern-day gold rush as more and more businesses face phishing scams or succumb to ransomware threats in order to recover stolen data.

Over the past year, data breaches have grown not just in frequency but also in intensity:

- April – the Federal Bureau of Investigation reports cybercrime nearly quadrupled during the early phases of the pandemic.
- August - INTERPOL cites COVID-19 as cause of a significant target shift from individuals and small businesses to major corporations, governments and critical infrastructure.

John Truscott, Principal of Truscott Rossman, one of the founding partners of Defeat the Breach, says, “The investment you make to secure company data and implement robust security protocols can be critical. The costs associated with attempting to repair customer trust and your brand reputation in the days, months and years following an attack will be far most costly in comparison. That’s unfortunately more true now than ever before.”



Truscott

Alarming Cybercrime Statistics

- Security breaches have increased by 11% since 2018 and 67% since 2014. (*Accenture*)
- As many as one-third of all data breaches and cyberattacks can be attributed to weak or out-of-date passwords. (*Merit*)
- Hackers attack every 39 seconds, on average 2,244 times a day. (*University of Maryland*)
- 56% of Americans don’t know what steps to take in the event of a data breach. (*Varonis*)
- The average cost of a data breach is \$3.92 million as of 2019. (Security Intelligence)

New Risks

Defeat The Breach summarizes several common attack strategies highlighted recently by Security Magazine.

1. Emails phishing scams are easy to miss as they appear to be credible and may contain logos and other imagery associated with easily recognizable organizations. These emails are often designed to steal email credentials.
2. Hidden malware attacks direct individuals to COVID-related educational and health-related websites that contain hidden malware. Beware clicking on maps or graphs.
3. Fraudulent charities aim to take advantage of others’ generosity. Beware of unsolicited requests. It is best to visit the organization’s website instead of clicking on a provided link.
4. Video conferencing vulnerabilities have increased due to the swell in people working remotely and often less secure environments.

“Cyber Crime is relentless and shows no signs of diminishing. Protecting our Nation’s vital assets is a shared responsibility. We ALL have to do our part #BeCyberSmart.” – Jeff Dettloff, Founder & President of Providence Consulting Co, Co-Founder of Defeat The Breach Coalition.

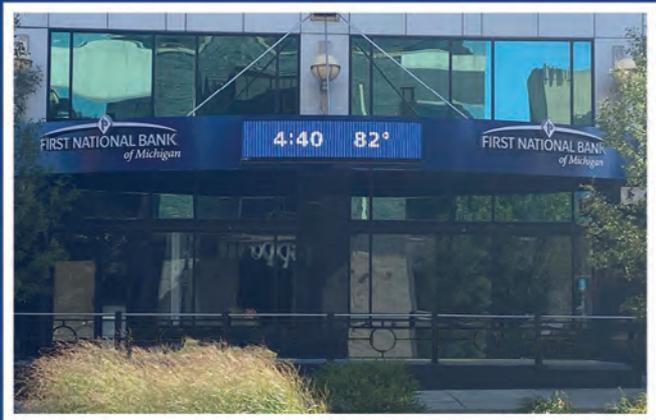


Dettloff

The Legal Costs of Cybercrime

There exists a full-fledged cybercrime business model aimed at taking advantage of insecure computer networks, lax password protocols or other vulnerabilities. Those who work in the cybercrime industry have one goal - to

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steal personal and financial information that can be leveraged for ransom or sold for profit. Massive thefts of financial and other sensitive information from both the public and private sector serve as a stark reminder of the vulnerabilities of business and remote and mobile computing practices. Legal costs post attack are often not limited to attorney and court fees - consider the costs associated with a disruption in business operations, potential contract default or the fines imposed by regulating agencies.

Some attacks are more direct seeking an immediate collection of data where the cybercriminal just as quickly vanishes - often without a trace and thus no legal recourse for recovery or prosecution. More sophisticated attackers are willing to invest more time and resources to quietly watch and learn hoping to identify higher payout opportunities - consider efforts to thwart a buy-out or merger or to gain access to corporate financial accounts.

DTB co-founder Fraser Trebilcock, a Michigan-based legal firm, encourages businesses to invest up front to protect against cyberattacks and to collaborate with organizations that know how to prevent malicious attacks from occurring. Thad Morgan, a Fraser attorney says, "Cybersecurity cannot be taken lightly. Companies are regularly entrusted with sensitive data, and they need to have the tools and resources available to thwart increasingly sophisticated cyberattacks."



Morgan

Prevent, Protect & Prevail

Many DTB resources are completely free (see sidebar), including ongoing tips, templates, news and a cybersecurity risk assessment. Coalition members also stand ready to provide additional paid services to help businesses protect against or manage a cyberattack.

- Employee cybersecurity training
- Cybersecurity testing and reporting
- Crisis management planning and training - or response and recovery
- Legal management consulting
- Liability insurance education and guidance
- Digital forensics and incident response tools

Stay up to date on the latest news from the Defeat The Breach Coalition through its social channels:

Twitter: [@defeatthebreach](#)
 Facebook: [@DefeatTheBreach](#)
 LinkedIn: [DefeatTheBreach](#)

GET THOSE SHIELDS UP! FREE RESOURCES

Defeat the Breach is designed to help leverage the respective expertise of its Coalition members. FREE resources are available by visiting [DefeatTheBreach.org](#):

- Online Business Risk Assessment
- Spotlight Blog
- Hacker Tracker - 15-part Video Series
- Much more



DTB COALITION NOW AN INTERNATIONAL MOVEMENT WITH ADDITION OF DFI FORENSICS

DFI Forensics, a digital forensics firm headquartered in Vancouver, BC, added an important element to the initiative when it became an affiliate member of the Defeat The Breach Coalition in April. Founder & CEO Tyler Hatch hosts an international podcast with cyber industry professionals analyzing the latest developments and news within the digital forensics, digital evidence, privacy and data security law and cyber security/incident response industries.

Since affiliating with the DTB Coalition, Hatch teamed up with Jeff Dettloff of Providence Consulting to create a 15-part video series entitled #HackerTracker. In each video, they break down a recent cyberattack and offer perspective on what it means to the business sector.

"We are thrilled to be a part of Defeat the Breach, whose sole purpose is to provide meaningful advice to others in order to fight back against the cybercriminals. The Defeat the Breach coalition takes a multifaceted approach to the problem and people can find all the important pieces in one place."

- Tyler Hatch, BA, LLB, Founder & CEO of DFI Forensics

The Digital Forensics Files Podcast is available at [DFIforensics.ca](#).

The Hacker Tracker series is accessible on the Defeat The Breach website at [DefeatTheBreach.org](#).

Lansing Region's Top Young Professionals Recognized at 10 Over the Next Ten Awards

THE 14TH ANNUAL 10 OVER THE NEXT TEN AWARDS were held virtually on Tuesday, Sept. 22 from 6 until to 7 p.m. This event recognizes Greater Lansing's top young professionals who are expected to contribute significantly to our community over the next ten years. The event is co-hosted by the Lansing Regional Chamber of Commerce (LRCC) and Grand River Connection (GRC).

Congratulations to the recipients of the 2020 10 Over the Next Ten Awards:

Matthew Anderson serves as executive director at Engaged Outreach, an education consulting firm focused on developing programmatic solutions for K-12, higher education, businesses, and non-profits. In 2018-2019, he worked closely with the local Dale Carnegie franchise and Engaged Outreach to establish numerous statewide and regional talent development partnerships. For his efforts, he was recognized by Dale Carnegie & Associates as the No. 1 corporate trainer in the world. He was born in Lansing and is a 2009 graduate of Michigan State University (MSU). In 2012, he was appointed to the MSU's School of Hospitality Business Alumni Association Board of Directors. He started an endowment, the Ronald F. & Shelley G. Cichy Hospitality Business Student Leaders Endowment, the fastest-growing endowment funded by more than one person in MSU's history.

Zachary Armstrong serves as the Founder & Wealth Advisor of Allied Integrated Wealth. He passed the rigorous three-part examination and earned his Chartered Financial Analyst (CFA) designation and earned a real estate salesperson license. He graduated from Michigan State University with a bachelor's degree in finance. Zach has been very active in the community serving as a member of the Lansing Economic Club Committee and a Lansing Regional Chamber of Commerce Ambassador. He was recently appointed to the Ronald McDonald House of Mid-Michigan Board of Directors.

Ceci Bordayo is CEO of Pass the Mic and Pass it On, Inc., an organization that has been able to feed hundreds of families, provide household items and counseling services, and mentorship. Her most fulfilling professional accomplishment occurred earlier this year when she was granted the deed to a building on the northside of Lansing. She envisions turning the building into a center for children and youth. She hopes the center will provide space for the next generation to create, develop, and become community cultivators. Living in Lansing since she was three years old, Ceci has been very active in the community, including working in a soup kitchen, the Lansing City Rescue Mission, local camps, House of Promise, and Maranatha Bilingual Church. Through Pass the Mic and Pass It On, she has led a team of volunteers to run a summer program called Own Your Color Camp.

Grace Braatz-Opper is a financial representative for Modern Woodmen of America. She graduated from Northwood University with a bachelor's degree in business management in 2015. She has passed the Life, Health, Series 6, Series 63 and Variable License exams. After completing those licenses by the age of 21, she



earned the FIC and FICF designations. She was named the Michigan Fraternalist of the Year in 2017, and was named to her industry's All Stars Club in 2018. She is a member of the Lansing area NAIFA and YAT groups, president of the Michigan FIC Board and treasurer of the Lansing area non-profit, ASPIRE. She is on the Old Town Board of Directors and serves on the Old Town Design Committee. She is also active with Junior League of Lansing.

Amanda Davis serves as the community outreach director for WLNS-TV 6. She works closely with local business owners, non-profit and community organizations and the WLNS news and sales teams. In 2018, she helped launch Connecting with Community, which has a goal of improving life in Mid-Michigan through a cause-based marketing strategy. Amanda was born and raised in Lansing and is a graduate of Michigan State University. She strives to impact the region through her community involvement which includes volunteering for Habitat for Humanity Capital Region, Food Bank of South-Central Michigan, House of Promise and Capital Area Humane Society. She has served on numerous boards, including Lansing Community College Alumni Committee, and ATHENA WINEvening of Empowerment.



Katie Krick is a commercial insurance provider with Cedar River Insurance Agency. During her years in the insurance industry, she has earned the Lamplighter Award for life insurance production, an accomplishment achieved by fewer than 20 percent of sales reps nationally. She is a six-time Pacesetters winner, a 2018 Webbie Life Insurance winner, and a Pursuit of Excellence recipient. She is a fifth-generation Lansing native and a graduate from the James Madison College of Public Policy at Michigan State University. Katie is an active member of the Lansing Community. She is an active member of the Lansing Women's Forum, MABA and Caerusnet, among others. She is also a current volunteer and board member of Hospice of Lansing & Stoneleigh Residence.

Joe Lewis II serves as a project manager for C2AE, where he specializes in manufacturing and government projects. Demonstrating immense skill, he quickly became one of C2AE's youngest project managers. He was assigned to lead projects for Magna International, one of the world's largest Tier 1 automotive supply companies. He holds a bachelor's degree in architectural engineering from North Carolina A&T. He is a graduate of the Lansing School District and has participated in the Junior Achievement Reverse Job Shadow Program at several

of the district's schools, which gives students interactive presentations about architecture and engineering. He is also involved in FUNdamentals, an organization focused on creating curricula for children and adults in engineering, music, art, finance, civics, aviation, and math.



Anderson



Armstrong



Bordayo



Braatz-Opper



Davis

Lisa Nguyen is senior projects and public relations officer for Delta Dental. She uses her interpersonal skills to inspire, lead and engage all Delta's stakeholders in the work the company does as a leading dental benefits company. She has built several successful projects at Delta, including a Girl Scout patch program focused on oral health, which teaches scouts how the mouth links to their overall health and well-being. Lisa was born in Lansing and graduated from Michigan State University with a degree in journalism. Giving back to the community has been a lifelong goal of hers. She has been involved with Big Brothers Big Sisters since she graduated from high school and recently enjoyed the privilege of seeing her "little" go to college where she is double-majoring in business and psychology. She is involved with numerous community boards, including Woldumar Nature Center, Small Talk Children's Advocacy Center, and the Public Relations Society of America.



Krick



Lewis



Nguyen



Robertson



Werbin

Josh Robertson has served as a multi-client lobbyist for seven years. Josh holds a bachelor's and law degree from Western Michigan University. For the past

five years, he has represented the non-profit Child Advocacy Centers of Michigan before the legislature and was instrumental in passing several bills that assisted their work in Michigan. He has also been involved with Forensic Fluid Laboratories, a woman-owned business that focuses on helping four states, including Michigan, in controlling drug use and abuse. Josh and his wife are incredibly proud to work and live in downtown Lansing, purchasing a 105-year old home through the Ingham County Land Bank.

Lillian Werbin is chief operations officer/human resources director at Elderly Instruments in Lansing. She is striving to become the second generation of the Werbin family to own and operate Elderly Instruments since 1972. Lillian is passionate about building communities by using communication and music to address social gaps. She earned a bachelor's degree in public relations from Western Michigan University and subsequently returned to her native Lansing. Through working with local and national boards such as the Old Town Commercial Association, Decolonizing the Music Room and Bluegrass Pride, Lillian has learned the importance creating and maintaining inclusionary spaces and using natural differences to forge a deeper connection to one another. She also chairs the Safe Venue Project, working on establishing a network of inclusive music venues. ■

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Capital Area Virtual Job Fair Drives Hiring During Record Unemployment

AUG. 18 EVENT HOSTED BY CAPITAL AREA MICHIGAN WORKS! FEATURED MORE THAN 20 HIRING EMPLOYERS IN GREATER LANSING

AMIDST RECORD UNEMPLOYMENT, CAPITAL AREA MICHIGAN WORKS! hosted a free Virtual Job Fair, made possible by the Michigan Department of Labor and Economic Opportunity's Office of Employment and Training. On Aug. 18, over 100 job seekers joined 29 employers who are hiring right now in Lansing.

“Capital Area Michigan Works! (CAMW) is committed to being a valued resource for our regional employers, as well as job seekers,” said Carrie Rosingana, CEO, CAMW!. “This virtual job fair offered a way for us to help our employer partners connect with job seekers in a format that met the needs of the moment for them both. We could not be more pleased with the outcomes of our first virtual event and look forward to hosting similar events in the future.”

Job seekers chatted via text and video with employers and made connections based on their skills and the positions employers have available. Participants were also able to visit a job seeker resources virtual booth staffed by CAMW! team members, career coaches, and partners, including Michigan Rehabilitation Services, INVESTVets, and the Refugee Development Center.

“This virtual job fair was a fantastic opportunity, and it couldn't come at a better time for job seekers and employers,” said Joe Winkiel, CAMW!'s business

service officer. “CAMW! is grateful for our partners' passion and innovative ideas as we've worked to set this up. I believe this event will bring hope and opportunity to job seekers in greater Lansing.”

Employers present at the Capital Area Virtual Job Fair included:

- *Allstate Insurance*
- *Arcadia Home Care/Staffing*
- *Biggby Coffee*
- *Cintas*
- *Consumers Energy*
- *Dakkota*
- *Dean Transportation*
- *DK Security*
- *Eaton County Health & Rehab Services*
- *Glanbia*
- *Griffin Pest Control*
- *Ingham County*
- *Ingham County Medical Care Facility*
- *KTM Industries*
- *Lansing Board of Water & Light*
- *Liquid Web*
- *MSUFCU*
- *MSU IT*
- *Nextcare*
- *Niowave*
- *NWH Roof and Floor Truss Systems*
- *Peckham*

- *Prestige - Medilodge*
- *Ryder*
- *Sentinel Technologies*
- *Sparrow Health System*
- *State of Michigan*
- *Techsmith*
- *WestRock*

“I am excited that we were able to be a part of this event because it provided an opportunity for me to connect with job seekers without having to meet face-to-face,” said Ashleigh Olsen, staffing supervisor for Dean Transportation. “I'm confident that I will be able to achieve the same outcome by screening candidates virtually as I would at a traditional job fair.”

In the days before the event, CAMW! staff were available to assist job seekers with updating their materials and preparing for engagement with employers, and they remain available now.

While CAMW!'s Lansing, St. Johns, and Charlotte American Job Centers are not physically available to the public, those needing job search support can be connected to remote services. More details and contacts are available at www.camw.org/about-us/contact. Job seekers can also use *Pure Michigan Talent Connect* to explore careers, search for jobs in their region, and read features and blog posts that will help with their search. ■



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Sparrow Clinton Hospital Nurse is Recognized as Sparrow's Outstanding Latino Caregiver of the Year

A SPARROW CLINTON HOSPITAL EMERGENCY DEPARTMENT NURSE described as the embodiment of Florence Nightingale's principles of nursing was honored recently as Sparrow's Outstanding Latino Caregiver of the Year.

Amarily (Lily) Mendez Laporte said she's "happy to be a role model. I love what I do."

"I am truly honored. Winning this award makes me feel I'm doing what I need to do as a nurse."

Mendez Laporte, who lives near Montrose in the Chesaning area, has been a Sparrow caregiver since 2017. She received numerous nominations for the award from colleagues, physicians, and hospital leaders who lauded her professionalism, ability to swiftly identify a patient's condition, spirit of teamwork, and calming approach. She is an example of always putting the needs of the patient first.



Sparrow Health System Outstanding Latino Caregiver of the Year Amarily Mendez poses with her award.

System President and CEO James F. Dover and Sparrow Clinton President Beth Daugherty. She also received a congressional resolution through Congresswoman Elissa Slotkin.

Daugherty called Mendez Laporte "inspiring, amazing, setting the bar higher and higher."

The Outstanding Latino Caregiver Award was established in 2016 by the Lansing Latino Health Alliance to recognize talented caregivers and encourage Latino community members to consider careers in healthcare. The Lansing Latino Health Alliance is a nonprofit organization with the mission of improving Latinos' health status in the Greater Lansing area.

Nominations were collected from the public and Sparrow caregivers and reviewed by a Sparrow committee. Nominees were assessed based on

Mendez Laporte was recognized in a ceremony that included representatives of the Lansing Latino Health Alliance and Sparrow leaders, such as Sparrow Health

making a significant difference in patients' lives, exceeding expectations, and demonstrating professionalism. ■

Lansing Regional Chamber and Greater Lansing Hispanic Chamber Partner to Celebrate National Hispanic Heritage Month

BY: CASSADEE JACKSON, KOLT COMMUNICATIONS, INC.

THE LANSING REGIONAL CHAMBER OF COMMERCE (LRCC) is joining with the Greater Lansing Hispanic Chamber of Commerce (GLHCC) to recognize and celebrate National Hispanic Heritage Month, which is recognized from Sept. 15 through Oct. 15 in the United States. During this time, the Hispanic Latino community is recognized for its contributions and influence to our community and country's history, culture, and achievements.

"We should recognize the enormous contributions the Hispanic population has made in our region," said Tim Daman, president and CEO, LRCC. "It is particularly noteworthy to see the increasing number of Hispanic owned businesses that are creating jobs and providing opportunities in the Greater Lansing region."

This year, to highlight National Hispanic Heritage Month, the LRCC and GLHCC will be partnering for the first annual *Sabor Latino* celebration. This new tradition will showcase Latino owned businesses; specifically, that of an estimated 40 Mexican and Cuban restaurants and food trucks.

"We are seeing more and more cases of hard-working men and women who are realizing their dream of operating a successful business," said Sein Paul Benavides, Hispanic community leader.

GLHCC was founded to increase the visibility, support, and networking opportunities of Michigan Hispanic Latino leaders and entrepreneurs. The GLHCC works to provide community reinvestment initiatives, diversity awareness, and seminars to promote opportunities or information-access workshops pertinent to all vested businesses' success and viability in the

Michigan area. Hispanic entrepreneurs are the fastest-growing segment of business owners in the U.S. as they have ownership of one out of every seven small businesses in the country. There are over 200 Hispanic Latino owned businesses in the mid-Michigan area.

"We want to honor our rich history of Hispanic leadership that built a great foundation in the Lansing area. Our growing Hispanic business community has unique needs that are rapidly evolving. As we relaunch the Hispanic Chamber in 2021, our focus is to provide support through Business Education and Workforce Development," said a joint statement by GLHC co-chairs, Elizabeth Hernandez and Chaz Carrillo.

For information on local celebrations of National Hispanic Heritage Month, visit the GLHCC Facebook page www.facebook.com/glbclansing. For a list of participants in the *Sabor Latino* celebration, visit: www.cafecitocaliente.com.





A combination of forces, including the COVID-19 pandemic and the resulting economic fallout has raised the stakes in terms of the November 2020 election's importance. The Lansing Regional Chamber of Commerce (LRCC) is taking a key leadership role in rallying support for candidates at the local, state, and federal levels. They can be difference-makers in leading the region through these challenging times.

The Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) has announced a bipartisan slate of election endorsements for the Nov. 3 general election ballot. The LRC-PAC is the non-partisan political action committee of the Lansing Regional Chamber of Commerce, representing over 1,100 businesses in the tri-county

NOVEMBER 2020

A Pivotal Election for Greater Lansing

"The Chamber was without a doubt the key player in my race," said Fletcher. "I could not have done it without their support, both in terms of financial contributions and mailings in the district. The Chamber is one organization that endorses candidates with the sole interest of what is best for a thriving region."

region. The objective of LRC-PAC is to endorse candidates committed to the principles of free enterprise, economic growth, and a pro-business philosophy.

"The November election is one of the most critical elections in recent years," said Tonia Olson, chair, LRC-PAC Board of Directors. "Many segments of our economy are struggling. Governmental leaders are faced with new challenges on top of systems that were already in a financially vulnerable position. Our elected representatives need to make tough, fiscally sound decisions to bring financial health to the Greater Lansing region through efficient and effective delivery of core government services. Based on our evaluation, you can expect our endorsed candidates to represent your interests."

The LRC-PAC's endorsement process includes a review of a candidate's past

performance, a written questionnaire, and, in some cases, an in-person interview. Only after this process is completed and a vote of the LRC-PAC Board is taken can a candidate be endorsed and be considered for financial support.

The value of the LRC-PAC endorsed has been underscored in recent years by the fact that more than 90 percent of LRC-PAC endorsed candidates have won their elections. A prime example occurred in the most recent August primary election where Delta Township Supervisor, Ken Fletcher survived a challenge in the August primary election and advanced to the November general election.

"The Chamber was without a doubt the key player in my race," said Fletcher. "I could not have done it without their support, both in terms of financial contributions and mailings in the district. The Chamber is one organization that endorses candidates with the sole interest of what is best for a thriving region."

Clinton County Commissioner, Robert Showers has long enjoyed LRC-PAC support and notes the Chamber has been instrumental in promoting a bipartisan approach to dealing with key regional issues. In recent years, LRCC was instrumental in forming the Capital Area Council of Governments (CAPCOG), which brings leaders from Ingham, Eaton, and Clinton counties and Michigan State University to address issues of mutual importance in the region. CAPCOG has scored numerous victories, including securing funds for the Coleman Road extension and the Heritage Center project near the Michigan State Capitol.

"We are one of the few organizations of our type that has overcome political differences and lobbied for the common good of the region," said Showers. "I don't care who benefits as long as it is in the region."

"We are particularly pleased with the bipartisan nature of the candidates we have endorsed in November," said Steve Japinga, vice president of public affairs, LRCC. "The tough decisions that will have to be made requires elected officials who are willing to forget partisan labels and reach across the aisle with a spirit of collaboration to seek bold, innovative solutions to the fiscal challenges faced by the government at all levels." ■

LRC-PAC

2020 Endorsed Candidates

UNITED STATES CONGRESS



John Moolenaar (MI-04)



Elissa Slotkin (MI-08)



Tim Walberg (MI-07)

STATE HOUSE OF REPRESENTATIVES



65th District: Sarah Lightner (R)



67th District: Kara Hope (D)



68th District: Sarah Anthony (D)



69th District: Julie Brixie (D)



71st District: Angela Witwer (D)



85th District: Ben Frederick (R)



93rd District: Graham Filler (R)

CLINTON COUNTY BOARD OF COMMISSIONERS



1st District: Kam Washburn (R)



2nd District: David Pohl (R)



3rd District: Bruce DeLong (R)



4th District: Ken Mitchell (R)



5th District: Bob Showers (R)



6th District: Dwight Washington (D)



7th District: Adam Stacey (R)

INGHAM COUNTY BOARD OF COMMISSIONERS



1st District: Vic Celentino (D)



3rd District: Derrell Slaughter (D)



4th District: Bryan Crenshaw (D)



9th District: Erin Graham (D)



12th District: Mark Polsdofer (D)



13th District: Randy Schafer (R)

EATON COUNTY BOARD OF COMMISSIONERS



1st District: Rob Piercefield (D)



3rd District: Terrance Augustine (D)



13th District: Jim Mott (R)

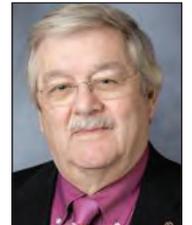
DELHI TOWNSHIP



Supervisor: John Hayhoe (R)



Trustee: Patrick Brown (D)



Trustee: Stuart Goodrich (R)

DELTA TOWNSHIP



Supervisor: Ken Fletcher (D)



Clerk: Mary Clark (D)



Treasurer: Dennis Fedewa (D)



Trustee: Fonda Brewer (D)



Trustee: Andrea Cascarilla (D)



Trustee: Karen Mojica (D)

MERIDIAN TOWNSHIP



Supervisor: Ron Styka (D)



Clerk: Deborah Guthrie (D)



Treasurer: Phil Deschaine (D)



Trustee: Patricia Herring Jackson (D)



Trustee: Dan Opsommer (D)



Trustee: Courtney Wisinski (D)



Minnick



Currie



Sheridan



Scorson



Lawler

Local Governments Coping with COVID-19 Fallout

A PANEL OF STATEWIDE MUNICIPAL OFFICIALS told the recent Lansing Economic Club forum that fallout from the Covid-19 crisis is having a dramatic financial impact on government operations at all levels. Experts participating in the September 10 virtual forum, *The Changing Landscape of Government*, agreed that government’s impact was immediate and severe.

“It’s been a continuing crisis,” said Summer Minnick, executive director & CMO, Michigan Municipal League. “The immediate concern was how to keep employees safe and keep essential services going. Now the focus is on the devastating financial impact and what that will mean for service provision, and then also how to safely reopen their communities.”

Minnick was joined on the panel by Stephan Currie, executive director, Michigan Association of Counties, Neil Sheridan, executive director, Michigan Townships Association, and Dr. Eric Scorson, associate professor and director, Center for Local Government Finance and Policy, Michigan State University. Emily Lawler, MLIVE Media Group, moderated the program.

As we begin to emerge from the initial crisis stage, governments are focused on what happens for building and continuing to grow business in the local communities.

“How can we continue to support small businesses while continuing to provide services that people rely on,” said Currie. “Whether it is the public health departments, public safety, you name it, counties are on the front line right now.”

Scorson said this is as turbulent a time as can recall experiencing in local government and noted that as severe as the short-term impact is, the longer-term impact is even more concerning.

“Right now, we are still trying to deal with the initial impact of the pandemic,” said Scorson. “I think things will get more challenging, especially on the financial side. I think that is where local governments are going to have to start thinking about how we will handle changes in property taxes, income taxes, state revenue sharing. Local government tends to lag the economy so I do expect more challenges.”

The state has had a tendency to reduce revenue sharing to local government to fund other services over the years. Minnick says those revenue sharing payments have been reduced to the tune of \$8.6 billion over the past 18 years. Additionally, anticipated reductions in property values resulting from the economic downturn will lower property tax revenue to local government.

If there is a silver lining, panelists agreed that tough times force innovation

and cost-cutting collaborations that will help the government cope with the impending crisis.

“We have a history of our communities coming together in a crisis,” said Sheridan. “Rethinking how do police and fire provide mutual aid across communities. What are some things we can do together in parks and recreation?”

“Going through something as significant and lifechanging as this opens more doors as to what people can do across jurisdictions,” said Minnick. ■

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NEW HIRES



Boomershine

Zeedia Media is pleased to announce an invaluable addition to their team. **Melissa Hill** is the new graphics arts director and content creator. Melissa has extensive experience working in a various media, including blogging, websites, magazine layout, e-books, podcasts, social media, logo design and fine art. Melissa loves helping others express their vision for their business using a combination of good communication, fancy tech, and artistic savvy.



Boomershine

Rob Boomershine has joined **LAFCU** as vice president of lending. Boomershine has 14 years of experience in the financial services industry working for credit unions in positions including loan officer, lending manager, and branch manager. He succeeds **LouAnn**

Keitchen, who retired after focusing on lending services throughout her 33-year career at LAFCU.



Hampton

Jacob Hampton joined **Providence Consulting** as its newest IT support tech. Providence could not be prouder to add him to their team of knowledgeable technicians. When you call the helpdesk at Providence, you will be greeted by his calm, problem-solving demeanor. Zach knows how to keep his cool in

the eye of the storm to make tech easy for their clients.

AWARDS



Sparrow Carson Hospital is proud to recognize **Shanna Holland**, a laboratory phlebotomist, as its Caregiver of the Month. Holland was nominated by a fellow caregiver who noted she always smiles and greets every

caregiver and visitor she walks past in the halls and is very compassionate when caring for patients.

Clinton County students pursuing healthcare careers recently received \$2,000 each in scholarship assistance from the **Sparrow Clinton Hospital Foundation** in St. Johns. 2020 Whyman Scholarship winners are **Kate Bellgowan** of DeWitt, attending Michigan State University for pre-medical science; **Grace Boak** of Fowler, Saginaw Valley State University, occupational therapy; **Rebecca Bovee** of DeWitt, Ferris State University, pharmacy; **Olivia Hall** of DeWitt, Grand Valley State University, nursing; **Megan Ladiski** of St. Johns, Grand Valley State University, clinical psychology; **Erin Middleton** of St. Johns, Central Michigan University, recreational therapy and psychology; **Meagan Moeggenborg** of St. Johns, Northern Michigan University, clinical laboratory science; **Jordyn Rademacher** of Fowler, Central Michigan

University, dietetics and child development; **Claudia Thelen** of Westphalia, Grand Valley State University, exercise science; and **Morgan Thelen** of Westphalia, Grand Valley State University, allied health science - respiratory care.

For the seventh consecutive year, **Dewpoint** was named one of the *Cool Places to Work in Michigan*, as recognized by Crain's Detroit Business and Best Companies Group. This statewide survey and awards program were designed to identify, recognize, and honor the places of employment in Michigan, benefiting the state's economy, workforce and businesses.

DISTINCTIONS



Lindemier

Origami Brain Injury Rehabilitation Center is pleased to congratulate rehabilitation nurse, **Nichole Lindemier**, on graduating with her BSN. She is now Nichole Lindemier, BSN, RN.

MSU Federal Credit Union was recently honored with a 2020 Segmented Marketing Diamond Award from the Credit Union National Association's Marketing and Business Development Council. The award recognizes outstanding marketing and business development achievements in the credit union industry.

Twenty-three attorneys from **Foster Swift's** Lansing office were selected by their peers for inclusion in *The Best Lawyer's in America*© 2021, including; **Charles E. Barbieri**, **Scott A. Chernich**, **Anna K. Gibson**, **Brian G.**



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Tim Miller, CEO
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Goodenough, Matt G. Hrebec, Charles A. Janssen, James B. Jensen, Jr., Stephen I. Jurmu, Richard C. Kraus, David M. Lick, Stephen J. Lowney, Scott L. Mandel, Gary J. McRay, Thomas R. Meager, Douglas A. Mielock, John P. Nicolucci, David R. Russell, Michael D. Sanders, Jean G. Schtokal, Webb A. Smith, Scott A. Storey, Deanna Swisher, and Brent A. Titus. *Best Lawyers® 2021 Lawyer of the Year* attorneys; **Matt G. Hrebec, Charles A. Janssen, Richard C. Kraus, David M. Lick, and Scott Mandel.**

Seven attorneys from **Foster Swift Collins & Smith** have been named to the inaugural *Best Lawyers®* “Ones to Watch” list; **Leslie A. Dickenson, Julie L. Hamlet, Michael C. Zahrt, Allison M. Collins, Mark J. Deluca, Stefania Gismondi, and Rachel G. Olney.**

For the third year in a row, **Sparrow Hospital** and its Comprehensive Stroke Center have received the highest level of recognition for stroke care nationally. For the first time, Sparrow has been honored for our care of Type 2 Diabetes patients who have had strokes. The Stroke Center has been honored by the American Heart Association/American Stroke Association with the Get with the Guidelines®-Stroke GOLD

PLUS achievement award and Target: Stroke Honor Roll Elite. Sparrow’s diabetes program has been recognized with the AHA/ASA’s Get with the Guidelines® Target: Type 2 Diabetes Honor Roll.



After graduating from Michigan State University’s Broad College of Business with her Executive MBA earlier this year, **Origami Brain Injury Rehabilitation Center’s** president & CEO, **Tammy Hannah**, has been named one of the 2020 Best & Brightest Executive MBAs by Poets & Quants.

Twenty attorneys from **Fraser Trebilcock** have been selected for inclusion in *The Best Lawyers in America® 2021* in Lansing. Those selected include **Michael S. Ashton; Douglas J. Austin; Stephen L. Burlingame; Mark A. Bush; Michael E. 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.**



Tammy Hannah, Origami Brain Injury Rehabilitation Center’s president & CEO, has been named the 2020 Marsha Moers Community Advocate of the Year by Disability Network Capital Area. Tammy is a lifelong disability advocate and is passionate about creating opportunities for individuals with barriers to

self-sufficiency.

Peckham, Inc. has been certified as a Great Place to Work® company for the sixth consecutive year. This title is based on Great Place to Work’s extensive, data-driven questionnaire, which was given directly to Peckham employees. To become a certified company, 7 out of 10 employees must agree that their day-to-day work experience is consistently positive. The results from Peckham’s survey concluded there is an 80 percent overall agreement that the company is an outstanding place to work.

BOARD OF DIRECTORS



Brouwer

Origami Brain Injury Rehabilitation Center is pleased to congratulate recreational therapist, **Karley Brouwer**, on being elected as a chair member and practitioner representative for the Committee on Accreditation of Recreational Therapy Education (CARTE).

PROMOTIONS



Sampson

LAFCU has named **Jeremy Sampson** to the position of vice president of facilities. Sampson’s new responsibilities include developing and supporting strategic initiatives involving the credit union’s 10 branches, such as building allocation, expansion and modification, research, and profitability analysis. He reports to CEO Patrick Spyke. Sampson succeeds **Todd Thelen**, who is retiring after 27 years with LAFCU.



Risk

Cinnaire has announced the promotion of **Zina Risk** as president, Cinnaire Lending. Zina brings more than 25 years of finance and lending experience to the role, serving most recently as vice president, Cinnaire Lending. She has played a key role in developing strategies for Cinnaire Lending products and establishing best practices for its underwriting process.



Wolfe

Dykema Gossett PLLC named longtime government policy attorney **Len Wolfe** as its new chairman and CEO. Wolfe, 53, replaces **Peter Kellett** in the position effective Jan. 1, 2021. Kellett has served as the firm’s top executive since 2012.

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COMPANY NEWS



The **Capital Region Technical Early College (CRTEC)** is a high school-to-college program where students start in grade 11 and leave after grade 13 with a college degree or certification. Tuition is free, and the program gives students a relevant career-related experience. The program is a partnership between **Clinton County Regional Education Service Agency (RESA) - Career Connections**, the **Eaton Regional Education Service Agency (RESA) Career Preparation Center**, and the **Ingham Intermediate School District (ISD) Wilson Talent Center**. This year, forty-two students completed their CRTEC programs and received

their degrees or certifications. In lieu of a ceremony, the CRTEC team created lawn signs for each student featuring their name, the degree they received and the college they attended and visited their homes to display them.

NAI Mid-Michigan recently represented the Greater Lansing Food Bank in the sale-leaseback of its 30,000 square-foot Mint Road facility and the purchase of a 7.2-acre land parcel on Webster Road in Bath. The Food Bank will double its warehouse size with its new \$7.5 million facility as part of its Building Hope campaign to address hunger in mid-Michigan. Integral to proceeding with the new facility was the need to close on the sale of the existing facility, including finding a buyer that would close and lease back the Mint Road property to the Food Bank, eliminating the need for a double move. **Jim Vlahakis** represented Greater Lansing Food Bank in the transactions.

Martin Commercial Properties, a leading privately-owned real estate services and development company, recently obtained the prestigious 2900 West Road building's property management contract, an 80,000-square-foot office structure in East Lansing, Mich. 2900 West Road is situated in the popular and

desirable northwest tier area of East Lansing near the Eastwood Towne Center and many other amenities. The building is owned by 501, LLC, and is home to several high-quality tenants, including Independent Bank, McLaren Greater Lansing, Thurn Law Firm, and Morgan Stanley, among others. **Daniel Sermak**, senior real estate manager at Martin, will be the property manager for this location.

A New Markets Tax Credit investment from **Cinnaire** supports the development of a new, 100,000-square-foot building dedicated to financial technologies, commonly called fintech, at the University of Delaware's Science, Technology and Advanced Research Campus in Newark. Cinnaire provided a \$9 million New Markets Tax Credit (NMTC) allocation to the Delaware Technology Park to support the FinTech building, the latest project on the University of Delaware's growing STAR Campus. Construction is expected to be completed in November 2021.

Two new tenants recently leased space at Waverly Plaza, a tattoo studio, Dark Designs, leasing 1,500 square feet, and We Church leasing 2,000 square feet. Nu the Tailor also recently

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renewed its long-term lease at the shopping center located at 635 Waverly Rd in Lansing. **Tanner Lundberg** represented the landlord in the transactions. **NAI Mid-Michigan** provides property management services.

Sparrow has opened one of the nation's only hospital-based resource centers for seniors, designed to make it easier for our older population and their loved ones to navigate their healthcare needs. The Sparrow Senior Navigation Hub connects patients with helpful community resources, such as housing assistance, transportation aid and meal programs; can help coordinate appointments; provide wellness checks; and assist with healthcare-related bills and paperwork. The initiative is located at the Sparrow Medical Group Senior Health Clinic at Sparrow Health Center Lansing, 2909 E. Grand River Ave.

Employees at **MSU Federal Credit Union** have raised \$79,127 for four local charitable organizations, halfway through their yearlong campaign supporting the Credit Union's core value of giving back to the communities they serve. Each year, Credit Union employees select four local charities to support through a yearlong fundraising initiative. This year's charities are Capital Area United Way and Helping Women Period, each in Lansing; HQ Runway and Homeless Youth Drop-In Center in Kent County; and Oakland County Animal Shelter. Each organization received \$19,781.

The Secretary of State recently renewed its Alpena branch office lease at 2666 S. US-23 in Alpena; the Alpena County Library temporarily relocates to 6,000 square feet while they renovate their existing library building. New tenant,

Collective Gaming Effort, leased 1,400 square feet at the shopping center. **Jeffrey Branch** and **Eric Chagnon** represented the landlord in the transactions. **NAI Mid-Michigan** provides property management services.

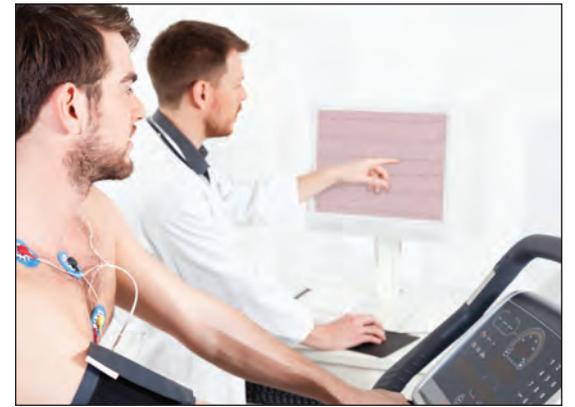
While COVID-19 is disrupting for everyone, it is most concerning for those with underlying health conditions, including expecting moms. Moms-to-be will experience an entirely new process in which prenatal appointments are attended alone or done virtually, hospital tours have been halted, and delivery now includes testing for the coronavirus. The virtual tour is the first piece in what **McLaren Greater Lansing** hopes to be an extensive series of educational videos for expecting moms. Its goal is to educate and support families online safely.

Mason Public Schools officially opened both Alaiedon Elementary and North Aurelius Elementary after 15 months of construction. Both projects, funded through the District's \$69.7 million bond, broke ground in April 2019. Each building received a new multi-purpose room, additional classrooms, and a new secure entry. Mechanical and electrical upgrades, layout changes, and remodeling were also included in the project. Also, site improvements and expanded parking will make student pick-up and drop-off safer when in-person instruction resumes.

Five more aspiring entrepreneurs pitched at the **Lansing Economic Area Partnership's (LEAP)** Aug. 13 virtual Hatching event, bringing the series' theme of resilience to life with their business ideas. Ideas included a health and wellness coaching startup, a virtual platform to engage people with the resources and benefits

of libraries, a support network for positive community support, and an app-based resale network for graduation regalia. Top prize went to Steve Manning's **Koala's Pantry**, an all-natural, affordable baby food startup poised to become the first black-owned baby food brand. Judges praised Manning's data-driven presentation, which focused on contaminants and safety concerns among America's top-selling baby food brands.

NAI Mid-Michigan announces the recent sale of 4200 W. Saginaw Hwy in Lansing, a 4,658 square-foot free-standing service garage building at the corner of W. Saginaw Hwy and Thomas L. Parkway. **Dave Robinson** represented the seller in the transaction.



Is your upcoming stress test stressing you out? Don't worry, **McLaren Greater Lansing's** experts have the answers to your questions. A doctor will order a stress test if someone is experiencing chest pain, shortness of breath, or arrhythmia or having surgery, and the test is needed for cardiac clearance. The test is an assessment tool to see how the heart functions and how blood flow is getting to the heart. The test can be performed



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on a treadmill or with medicine and imaging, called a nuclear stress test. Depending on the type of test being done, the patient may be asked to hold off on taking certain medications or caffeine products and wear comfortable clothing.

Peak Performance Physical Therapy, specialists in orthopedic manual physical therapy, is set to open their new Mason clinic location on Oct. 15 at 132 South Cedar St. Mason, MI, 48854. The new location will also host a virtual open house so the community and those interested can do a virtual walkthrough, celebrate the opening with them, and get to know their staff. This will be one virtual open house you will not want to miss. Follow along on Facebook to never miss a moment.

Dr. Joseph Gonzalez, DPM of Capital Foot & Ankle Centers is relocating his Okemos practice and has entered into a long-term lease for 1,740 square feet at 2133 University Park Drive in Okemos. **Jeff Shapiro** represented the landlord in the transaction. **NAI Mid-Michigan** provides property management services.

As the **Capital Region Community Foundation** celebrated Rotary Park's one-year anniversary on Aug. 28, Foundation leaders are thrilled about the park's popularity, especially during the COVID-19 pandemic. In partnership with the City of Lansing and several corporate sponsors, the Foundation led the fundraising, design, and construction of the \$1.8 million Rotary Park, located in downtown Lansing on the Grand River, between the Lansing Center, and the Shiawassee Street Bridge. Unlike any other park in the region, Rotary Park features a plaza with a large fireplace, a sand beach, a magical lighted forest, a lighted venue under the bridge for small concerts and events, and an ADA-accessible kayak launch. The park is also home to River Town Adventures, a small business that rents kayaks and bicycles.

To support mid-Michigan residents impacted by COVID-19, **Horizon Bank** has donated to the Greater Lansing Food Bank (GLFB) to help provide 15,000 meals to those facing hunger. With donations by community partners, like Horizon Bank, GLFB can continue responding to the pandemic through increased drive-through mobile food distributions and several pop-up produce and dairy distributions. Thousands of people have recently found themselves out of work or facing additional challenges to accessing food because of COVID-19. Through donations like Horizon Bank's, these additional food distributions can reach more families and individuals facing hunger with the nutritious food they deserve.

Martin Commercial Properties, a leading privately owned real estate services, and

development company, recently obtained the property management contract of 4050 Hunsaker, a 12,360-square-foot building in East Lansing, Mich. 4050 Hunsaker is located north of the Abbot and Lake Lansing Rd intersection in the Chandler Crossings area. It is minutes from the US-127/Lake Lansing Road interchange. The building is owned by 4050, LLC. Dan Sermak, senior real estate manager for Martin, will be the property manager for this location.

The **Lansing Lugnuts** have entered into a seven-year stadium naming rights agreement with Jackson **National Life Insurance Company® (Jackson®)** to play at Jackson® Field through 2027. Jackson began its support of the Lugnuts as a field-level sponsor in 2010. This announcement extends their sponsorship to cover the entire stadium, including the playing field. The Lugnuts' home ballpark opened in 1996 on Michigan Avenue between Cedar and Larch Streets, had been Cooley Law School Stadium since 2010.

First National Bank of Michigan announces plans to open a branch and relocate its Lansing loan production office to 101 S. Washington Square. The Lansing location will become the sixth branch for First National Bank of Michigan, which has three branches in Kalamazoo County, one in downtown Grand Rapids and one in Holland. First National Bank of Michigan, a 14-year-old locally owned and operated bank, will occupy the space in October 2020 after completion.



Officials from McLaren Health Care announced an additional \$150 million investment in McLaren's new comprehensive health care campus, increasing the overall project budget to \$600 million, while detailing the future of cancer care with Karmanos Cancer Institute and Michigan State University (MSU). The Karmanos Cancer Institute at **McLaren Greater Lansing** will be home to a breast care center offering services such as screenings, biopsies, and surgical and reconstructive services. It will also offer a dedicated urgent care facility for cancer patients to allow them to receive care by oncology-trained nurses and physicians in a

setting specially created to accommodate those with compromised immune systems. The facility will include larger exam rooms to support a multidisciplinary approach to care where a patient can meet with multiple physicians at one time, and flexible infusion areas to offer patients the choice of community or privacy when receiving treatments.

Lansing Community College (LCC) will serve as a Frontliners Champion to support the Futures for Frontliners program unveiled by Governor Gretchen Whitmer. As a Frontliners Champion, LCC is committed to ensuring current and potential students know about this opportunity. Futures for Frontliners offers Michiganders who do not have a college degree and worked in essential industries during the April 1-June 30 period, a free tuition to their local community college to pursue an associate degree or a skills certificate on a full-time or part-time basis, while they continue to work. Those without a high school diploma or equivalency will be eligible for services to help them prepare for and complete this credential and go on to a community college or job training program. The application period runs through Dec. 31 of this year, with enrollment available beginning in January 2021. To apply and learn more about Futures for Frontliners at LCC, visit lcc.edu/frontliners.

Dave Robinson of **NAI Mid-Michigan** represented Shared Pregnancy Women's Center in their recent purchase of 831 N. Washington Ave in Lansing, a 4,267 square-foot building. Robinson is also offering its existing location for sale.



Employees at **PFCU** came together to provide a \$4,234 donation to the Homeless Angels. PFCU employees put together a formal program to collect weekly donation monies in exchange for a casual dress Friday, or jeans day Friday. With over 90 percent participation from over 180 employees, the staff has been able to pool together quarterly donations consistently over \$1,000. Each quarter, the staff internally votes on various local community groups or organizations. ■



High Caliber Karting (HCK) is expanding! Christine Zarkovich, business development manager, LRCC, was part of an elite selection group asked to participate in a focused study for a Combat Karting LLC, a division of HCK. Christine tested the new combat karting system and provided feedback regarding technology, innovation, timing, consistency, and development. The focus group gathered on Monday evenings at the track and discussed and tested the new product, coming soon to Meridian Mall.



A group of positive and motivated individuals has taken the initiative to form a **Greater Lansing Optimist Club**. Optimist clubs start from the Optimist International, and the mission is to provide hope and positive vision. Optimists bring out the best in youth, our communities, and ourselves and want people to see their full potential. The Greater Lansing Optimist Club's first service project was on September 10 and was to stain the playground structure at Lake Lansing South Park. Casey Jacobsen, LaFontaine Ford, is the President, Marcy Rzepka, Lansing Regional Chamber of Commerce is Secretary, and Dylan Swan, Lake Trust Credit Union, is the Treasurer. Meetings are held bi-weekly on Wednesday mornings from 8:30 – 9:30 a.m. via Zoom.

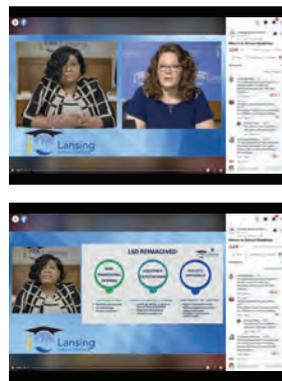


It was a perfect evening for the in-person Member Mixer on Sept. 22 at **Cleats Bar & Grille** at Hope Sports Complex, located at 5801 North Aurelius Rd., Lansing. Owner Julie Mullin and her team provided a wonderful patio experience for members to connect, grow, and thrive during the COVID-19 pandemic. Cleats has the largest outdoor patio in the area with a 500+ person capacity, and they have safely distanced their tables so that guests can enjoy a wonderful evening with fresh food and fresh air.



Lansing School District was the first major school district to announce their plans for reopening in the fall. The plan puts the safety of the students and staff of Lansing Schools first and foremost.

With the high interest in this announcement from parents, teachers, media, and other districts around the state, this had to be high quality, with no errors. Lansing School District asked MessageMakers to run the Facebook livestream, and less than 24 hours later, a successful stream was broadcast to over 500 live viewers, with over 9,700 views in the following 4 days.



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