

# FOCUS

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

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QUALITY VISION. QUALITY COMMUNITY.



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



# COVID-19 and Its Impact on Business

**THE IMPACT OF COVID-19 IS BEING FELT** in ways that many could not have imagined, even a couple of months ago. As we all continue to adjust to the “new normal” in our world, I want to let you know how the Lansing Regional Chamber of Commerce (LRCC) is working around the clock to communicate the latest information and advocate for changes needed at the state and federal level to support the local business community during these trying times.

Much like all of you, our immediate concern was to ensure the safety and well-being of our team, which led to the immediate decision to have LRCC staff work remotely until further notice. In some respects, this was a more effortless adjustment for us, as our team worked remotely for several months during the recent renovation of the LRCC offices. We also made the difficult, but necessary decision to postpone all our upcoming events, including the April Member Mixer, two Economic Club programs and the ATHENA Awards luncheon.

Our marketing and communications team is making a full-time effort to regularly communicate the latest updates affecting the business community from the federal, state and local levels. LRCC has a very robust social media platform, so I encourage you to make regular use of these timely communications through our Facebook, LinkedIn and Twitter platforms. Additionally, we have created a COVID-19 resource page on our website, [lansingchamber.org](http://lansingchamber.org). I also encourage you to complete the member survey that was distributed via email to assist us in assessing the short- and long-term impact to businesses in the Lansing region.

Never has our role as the trusted voice of business been as critical as it is during the COVID-19 crisis. Our public affairs team is actively involved with state, federal and local officials on your behalf. The LRCC is part of the recently formed U.S. Chamber Coronavirus Task Force, and one of the key action areas is calling on the Trump Administration and Congress to take critical steps to support America’s employers during this period.

“Now, more than ever, it’s essential to find ways to stay connected and support each other. We’re here for our members and the Lansing region, and we’ll remain steadfast in being a source of information and resources for local businesses as well as their most prominent advocate during this time.”

I think it is also essential to recognize the outstanding work that many of our local businesses are doing to support the community during this crisis. This month’s cover story about the new Quality Dairy (QD) is a perfect example. QD has reinstated home delivery, which is proving to be a crucial service to its customers, now more than ever. QD has the health of its employees and customers in mind and ensures all common touch areas are sanitized, six foot spacing have been marked for checkout, and hand sanitizing stations are available at checkout and key locations within the store for customers and staff. Also, all stores have plexiglass shields installed at the registers to provide direct sneeze or cough shielding. Many thanks to Ken Martin and the QD team for their leadership in building a strong community.

While the present time is challenging for all businesses, they are particularly stressful for small businesses who represent a majority of jobs in the Lansing region. Let us recognize the importance of continuing to support them in this region, even as we work remotely. Let’s also remember the importance of supporting small businesses after life starts to return to normal. Shop local. We all have a stake in the health and well-being of our community.

Now, more than ever, it’s essential to find ways to stay connected and support each other. We’re here for our members and the Lansing region, and we’ll remain steadfast in being a source of information and resources for local businesses as well as their most prominent advocate during this time. ■

**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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## MARK YOUR CALENDAR



### Save the Date! LANSING OPEN

Tuesday, Aug. 18

Eagle Eye Golf Club

Bath, Township

For sponsorship information, contact Ashlee Willis at (517) 242-7434 or michiganpremierevents@lansingchamber.org.

## UPCOMING LANSING REGIONAL CHAMBER OF COMMERCE EVENTS

**TUESDAY, MAY 12 | MEMBER MIXER** from 5 to 7 p.m. The event will be hosted by Playmakers, located at 2299 W. Grand River Ave. in Okemos.

**THURSDAY, MAY 14 | CHAMBER UNIVERSITY** from 8 to 9:30 a.m. in the Lansing Regional Chamber of Commerce (LRCC) Insurance Capital Board Room, located at 500 E. Michigan Ave., Suite 200 in Lansing. The event, "Outstanding Customer Service: Seize the Moment with the Question Behind the Question," will discuss how success is dependent on the willingness and ability to ask the right questions. The event was rescheduled from April 14.

**WEDNESDAY, JUNE 3 | THE LRCC ECONOMIC CLUB** luncheon will be held from 11:30 a.m. to 1:30 p.m. at the Kellogg Hotel and Conference Center, East Lansing. The event will feature a women's business leadership panel that consists of Marianne Samper, retired attorney, Willingham and Cote, PC; Rachelle Neal, founder, owner & chief researcher for Capitol Research Services; and Paula Cunningham, state director for AARP Michigan. The moderator will be Cameo King, CEO, Good Girl Radio and founder and president, Grit Glam and Guts. The event was rescheduled from March 19.

**THURSDAY, JUNE 11 | CHAMBER UNIVERSITY** from 8 to 9:30 a.m. in the Lansing Regional Chamber of Commerce (LRCC) Insurance Capital Board Room, located at 500 E. Michigan Ave., Suite 200 in Lansing. Prabode Weebadde, CEO of Ventruit and Daniel Herzog, director of business development, Venturit will present on artificial intelligence and chatbots. In addition, they provide a demonstration on how artificial intelligence can be incorporated into your business and how these technologies are changing the way small and mid-sized organizations do business.

**TUESDAY, JUNE 16 | THE ATHENA AWARD** luncheon will be held from 11:30 a.m. to 1:30 p.m. at the Kellogg Hotel and Conference Center in East Lansing, and honor Karen L. Grannemann as the 2019 ATHENA Leadership Award recipient. The event was rescheduled from March 24.

LRCC  
EVENTS

For more information about Chamber events, tickets or sponsorships, contact Ashlee Willis at (517) 242-7434 or michiganpremierevents@lansingchamber.org.

## STAY CONNECTED. STAY SOCIAL.

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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 who reached milestone anniversaries as Lansing Regional Chamber of Commerce (LRCC) members this month. Thank you for your continued support through the years!

**Michigan Chamber of Commerce**  
 30 Years

**Jackson National Life Insurance Co.**  
 25 Years

**Stony Point Communications, Inc.**  
 25 Years

**VisionCare Associates, P.C.**  
 20 Years

**Village Green of Lansing Apartments**  
 10 Years

**Chemical Bank**  
 5 Years

**enPower Technology Solutions**  
 5 Years

**Moonsail North**  
 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](http://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.

# State Legislature Restores Going Pro, Funds MI-Reconnect, Other Vital Projects

**THE STATE LEGISLATURE APPROVED A SUPPLEMENTAL BUDGET** (Senate Bill 151) through the appropriations process in March. Governor Whitmer line-item vetoed several items in the FY20 budget in 2019, including the Going PRO Talent Funds. The Lansing Regional Chamber of Commerce (LRCC)'s public affairs team, along with several of our partners across the state, advocated for the restoration of the Going PRO Talent Funds as well as for the legislature to support the Michigan Reconnect Grant Program.

Below are key highlights from the supplemental budget that will benefit the Lansing region and LRCC membership. We want to especially thank our Capitol Caucus members in the state Senate and House of Representatives for their efforts! ■

## *What is the Michigan Reconnect Grant Program?*

The Michigan Reconnect Grant Program Reconnect provides financial assistance to Michigan residents ages 25 and up towards completion of an associate's degree or industry-recognized skills certificate.

### NEW SPENDING

- **Michigan Reconnect Grant Program** - \$35 million to create the Michigan Reconnect Grant Program to cover the final tuition costs of those 25 and older looking to get a two-year community college degree or trade certificate
- **McLaren Greenlawn** - \$4 million for a one-time behavioral health pilot project through McLaren Greenlawn in Lansing
- **Holy Cross Services** - \$1 million for not-for-profit provider of children and family welfare services
- **City of Lansing Fire Department** - \$750,000 for a ladder truck
- **Delta Township Fire Department** - \$500,000 for a new fire engine
- **State's Defense Industry** - \$500,000 to support the economic development
- **Ingham County Sheriff's Department** - \$175,000 for body scanners
- **Ingham County-based Child and Family Charities** - \$125,000
- **East Lansing's Bailey Park** - \$120,000 for upgrades

### VETOES RESTORED

- **Michigan State University animal industry research grant program** - \$3 million
- **State Capitol** - \$500,000 for security camera upgrades
- **State Reimbursements to City of Lansing** - \$500,000 to reimburse Lansing for the costs connected with large special events that occur at the Capitol

### VETOES PARTIALLY RESTORED

- **Pure Michigan marketing program** - \$16 million
- **Going Pro job training program** - \$15 million
- **Michigan Education Corps for pre-K reading** - \$2 million
- **Michigan International Speedway** - \$500,000 for traffic control



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# LRCC Celebrates 108th Annual Dinner

**A CELEBRATORY ATMOSPHERE WAS THE THEME** of the night on Thursday, Feb. 27 as the Lansing Regional Chamber of Commerce (LRCC) held its 108th Annual Dinner. The event was a sellout as nearly 700 LRCC members packed the ballrooms at the Kellogg Hotel & Conference Center. It was an evening of networking, fun and food. LRCC Board Chair Wendy Hamilton welcomed the crowd and shared thoughts on the growth of the LRCC and the Lansing region. WLNS-TV news anchor, Sheri Jones again emceed the post-dinner

awards program. Award winners recognized at the Annual Dinner included:

- Ambassador of the Year: Barb Schram, Shaklee Distributor
- Community Service Award: Kellie Ellsworth Etchison, LAFCU
- Outstanding Small Business: Hayhoe Asphalt
- Chamber Legacy Award: The Christman Company

- Community Impact Award: Capital Region Community Foundation

The 108th Annual Dinner was an inspiring look back on 2019 and the numerous accomplishments of the Greater Lansing business community. Thank you to all our great members and numerous sponsors who made the event an overwhelming success! ■



Chamber Dinner Award winners l-r: Kelli Ellsworth Etchison, LAFCU (Community Service Award); Amy Baumer, The Christman Company (Legacy Award); Dennis Fliemann, Community Foundation (Community Impact Award), Amanda Hayhoe Kruger, Hayhoe Asphalt (Outstanding Small Business) and Laurie Baumer, Community Foundation (Community Impact Award)



LRCC Board Chair, Wendy Hamilton of TechSmith welcomed the crowd



Barb Schram, Shaklee Distributor received the Ambassador of the Year Award



Sheri Jones, WLNS-TV News Anchor emceed the evening festivities



A sold out crowd of nearly 700 filled the large ballroom at the Kellogg Hotel

# Our Annual Report: Together We Thrive

**THE LANSING REGIONAL CHAMBER OF COMMERCE (LRCC)** is proud to announce the recent release of our 2019 Annual Report – *Together, We Thrive*. LRCC encourages you to take a few minutes and look through the report, as it tells the story of the Chamber and a year of hard work, achievements and bright outcomes. The primary focus in 2019 was to strengthen the organization, our membership and our role in the Lansing regional business community.

Perhaps the best measure of our success in strengthening our organization came last fall when the U.S. Chamber of Commerce awarded the LRCC with a 5-star accreditation, a rare honor shared by just three other chambers in the state of Michigan. LRCC achieved a perfect score in four categories – governance, human resources, communications and facilities.

We are incredibly grateful for all 1,100 of our members who support the work we do to serve the business community and the region as a whole. We are particularly proud of the fact that our membership retention in 2019 was 92.99%, which is among the best in the nation!

LRCC exists to serve our members. One of the primary ways we do that is to help our members connect. In 2019, 57% of our members engaged in Chamber activities, whether it was one of our 76 member-focused events or 58 ribbon cuttings at which we celebrate continued growth in our region.

Our work in helping our members connect, grow and thrive serves as the foundation for our efforts to create a stronger region. 2019 was fast-paced and full



of significant innovation, job creation and growth throughout the region. Among the significant investments were Glanbia Nutritionals \$600 million dairy processing facility in St. Johns, McLaren Greater Lansing’s \$500 health care campus, Lansing Board of Water and Light’s \$500 million power plant and \$300 million in downtown development, including the Gillespie Group’s Capital City Market/Hotel project on the 600 block of East Michigan Avenue.

The LRCC public affairs team continued to notch legislative success in the past year. Winning funding approval for the Heritage Hall project will boost tourism connected to the State Capitol. Construction of the Coleman Road project, now nearing completion, will ease traffic and increase development in the Lake Lansing, U.S 127 area.

Our marketing and communications team continues to boost visibility for the LRCC and our members. In 2019, we launched a new, member-friendly website and continued to grow our social media platforms. We also launched an interactive digital flipbook for our online

version of FOCUS Magazine and other publications, like the LRCC Annual Report. The exciting, new flipbook technology will improve our ability to tell your story in 2020.

We are looking forward to an equally exciting and rewarding 2020. On behalf of all our LRCC staff, thank you for your partnership, commitment and dedication to the Chamber and the Lansing region. ■



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# Greater Lansing Convention & Visitors Bureau Selects Julie Pingston as President/CEO

**THE GREATER LANSING CONVENTION AND VISITORS BUREAU (GLCVB)** Board of Directors is pleased to announce it has selected Julie Pingston, CDME, CMP, CTA as its next president/CEO.

Pingston most recently served as executive vice president and chief operating officer and has been with the GLCVB for 27 years. Her responsibilities included overall organization operations, as well as direct oversight for convention services, membership, event coordination, the Greater Lansing Sports Authority, the East Lansing Visitor Center and the Certified Tourism Ambassador Program.



Pingston

The GLCVB Board of Directors established a search committee and hired Searchwide Global to conduct a national search to replace recently retired CEO Jack Schripsema.

“The search committee was impressed with Julie’s vast hospitality experience at the state and national level along with her strong community partnerships,” said Eric Sudol, GLCVB board chair and general manager of the Marriott East Lansing. “After an extensive review process, we feel confident we found the best candidate to lead the organization. Her deep industry knowledge and institutional tenure make

her uniquely qualified to lead the GLCVB successfully into the future. We look forward to great things from Julie and her team going forward.”

“I am beyond excited to be named the next President/CEO for the CVB. I’ve dedicated my career to the tourism and hospitality industry and am honored to be able to do what I love in mid-Michigan. I’m looking forward to working alongside the Board, staff and other community leaders to help drive visitors to the Greater Lansing region,” said Pingston.

After graduating from Alma College, Pingston began her career at the U.S. Department of Commerce in the U.S. Travel and Tourism Administration in Washington, DC. She found her way back to Michigan in 1993, joining the GLCVB as the convention services manager.

Pingston sits on several boards and serves as past president of the Tourism Industry Coalition of Michigan, the board president of the Potter Park Zoological Society and president-elect of the Rotary Club of Lansing. She has received numerous industry accolades, including Michigan Meetings and Events Magazine’s Hall of Fame Inductee/Supplier of the Year, South Lansing Business Alliance Alfreda Schmidt Lifetime Achievement Award and a Governor’s Award for Innovative Tourism Collaboration for her work in developing the region’s Sensory Friendly initiative. ■

## Greater Lansing’s Advocate For The United Nations

BY: JOSEPH HESS, GREATER LANSING CHAPTER, UNITED NATIONS ASSOCIATION

**THE CURRENTLY EVOLVING GLOBAL SPREAD OF THE CORONAVIRUS,** COVID-19, is a vivid reminder of how interconnected our modern world has become. It underscores the essential role of established agencies of the United Nations, like the World Health Organization (WHO), to help coordinate international campaigns to cope with threats to the health and economic productivity of the population of our world. For the COVID-19 epidemic, WHO convened a panel of international experts to draft a master protocol to guide all research related to this threat, thus increasing the probability that comparable results would be produced, and scientific validity improved.

It required the death of nearly 100 million people and destruction of many of the world’s economies during WWII to persuade leaders of the surviving allies to mute mutual distrust and suspicion, approve the United Nations Charter and give life and meaning to the United Nations (UN) in October 1945, just two months after Japan surrendered.

Over the intervening years, the methods and agencies of the UN have evolved to fulfill the purposes of maintaining international peace and security, achieving international cooperation in solving international problems and promoting and encouraging respect for human rights. These agencies provide formats for enlisting appropriate governmental and scientist experts to advise in addressing transnational issues. WHO is just one example.

But who would/could hold the leaders of UN member governments accountable

for fulfilling their obligations as UN members? In the spirit of democracy, elected leaders are responsible to the citizens who elect them. Thus, United Nations Associations comprised of citizen voters have been formed in over 100 UN member nations to help educate their citizens about the UN, its goals and the financial and political support required to fulfill its global mission.

The Greater Lansing Chapter, United Nations Association (UNA) of the USA, is one of some 250 chapters throughout our country. The Lansing chapter was formed in 1959 by WWII veterans, Michigan State University faculty and staff and others who recognized the important role the UN was designed to play in promoting peaceful resolution to international conflicts and mutually beneficial commerce among nations.



**UNITED NATIONS ASSOCIATION  
OF THE UNITED STATES OF AMERICA**  
Greater Lansing Chapter

The Greater Lansing UNA has developed a network of partners and affiliates who share the desire to encourage progress toward a peaceful community, state, nation and world which benefits everyone. These affiliates include units of MSU, faith communities and nonprofits, including the Lansing Regional Chamber.

Utilizing a global collaborative process, the UN developed 17 sustainable development goals (SDG’s) to guide coordinated activities around the world to address the greatest challenges of the 21st century. Billions of dollars of new economic activity will be required to preserve our planet and much of its population, human and otherwise. Alert Michigan entrepreneurs will need to better understand and take advantage of these new business opportunities. ■



# Foster Swift Elects Anne Seurnyck as President of the Firm

SEURYNCK BECOMES ONE OF THE FIRST WOMEN ELECTED TO LEAD A LARGE MICHIGAN LAW FIRM.

**FOSTER SWIFT COLLINS & SMITH, PC** announces the election of Anne M. Seurnyck as president. In this role,

Seurnyck will chair the firm’s executive committee, which leads the 100 attorney firm.

Seurnyck becomes the first woman elected as president in Foster Swift’s 118-year history. She is also among the first female executives ever elected to lead one of Michigan’s largest law firms. Seurnyck has been tapped for many leadership roles throughout her tenure at the firm. She has served as vice president of Foster Swift’s West Michigan office, Practice Group Leader for the Municipal Law Group, chair of the firm’s recruiting committee, and a member of the firm’s diversity committee. She has also been actively involved in developing and implementing firmwide policies.

Seurnyck has spent her entire career at Foster Swift. She found a unique niche early on, becoming, at the time, one of a few lawyers in Michigan to practice library law. Seurnyck also represents municipalities and public entities, with expertise on the Freedom of Information Act.

“We want to make sure that practicing law fits with life,” said Seurnyck. “I am appreciative of the firm for seeing that we don’t have to fit the traditional mold, that there should still be an opportunity for advancement in leadership roles while on an alternative schedule.”

As president, Seurnyck will not only continue to serve her clients, she will continue to serve Foster Swift by offering the same support the firm as given her over the course of her career. She is mainly focused on continuing to grow the firm’s associate attorneys into future leaders. ■



Seurnyck



LRCC President & CEO Tim Daman speaking at a news conference for the Michigan Compact on Immigration.

## LRCC Joins Michigan Compact on Immigration

**THE LANSING REGIONAL CHAMBER OF COMMERCE (LRCC)** and a coalition of business organizations throughout Michigan have launched a new initiative aimed at promoting common-sense immigration reforms that will strengthen the economy, as well as attract talent and business to our state. The Michigan Compact on Immigration was announced at a recent news conference that was held at the LRCC office.

“There are 33,000 entrepreneurs who have come to our state through immigration and employed over 167,000 individuals, so that economic impact is significant,” said Tim Daman, president and CEO, LRCC. “I think that’s a story that we need to continue to frame and tell.”

The coalition supports bipartisan immigration policy reforms that ensure the federal system meets the needs of our employers and labor market, while providing a permanent solution for undocumented residents who make significant contributions to our state and nation’s economy and enforcing our nation’s laws. Fundamental to such reforms are policies that both adequately protect the security of our borders while facilitating the robust trade of goods, services, and labor that our nation enjoys with Canada, Mexico and other countries across the globe. Michigan’s immigration policies must reflect and affirm our goal to be the most welcoming, hospitable, and business-friendly state in the nation. Immigration has played a critical role in our history and is fundamental to future growth and prosperity.

For more information visit [www.micompact.org](http://www.micompact.org). ■

# *The New Quality Dairy*

## *BUILDING A QUALITY COMMUNITY*

**Quality Dairy**, an iconic brand in the Greater Lansing region for 84 years, is reinventing itself. QD, as it has been known to loyal patrons for more than eight decades, is in the midst of an overhaul that is giving its stores an updated look and feel, and introducing new products and services aimed at the shifting needs of today's consumers. In recent years, leadership at QD has recognized the need to redefine the company vision and direction. Large big box stores have changed the competitive landscape. Aging stores and a tight labor market added to the challenges.

"Consumer trends, national competition, new products and rising costs stress traditional ways of doing business," said Ken Martin, CEO, Quality Dairy. "What has worked for us in the past will not work in the future. Change is our challenge and we are embracing it."

When Martin's father, Gregory Martin and his partner founded Quality Dairy in 1936, Lansing area families relied on home delivery for milk and cream. QD made its mark "Today's Milk Today." The original company mission included providing bottled milk on a cash and carry basis from small neighborhood milk stores. The price of milk at the time was seven cents a quart.

Now serving local communities with 29 retail stores, traditional convenience goods have been the QD mainstay, including donuts, milk, ice cream and French onion dip are marquee brand foods. Many stores include gasoline and laundromats.

QD has been known for many things to its customers, including being one of the largest producers of Paczki in the state, something not so well known, is that Quality Dairy is one of the region's largest employers and a mainstay of the local economy.

"We remain a tri-county focused business," said Martin. "Our stores are a combination of rural, suburban and city center stores. We are among the top 10% regionally in terms of the size of employers, and one of the few that remains family-owned."

In 2019, after an extensive, data-driven review, QD announced a series of changes designed to maintain the quality of QD's iconic products and enhance the customer experience. The company created a new QD Central in REO Town, which houses an expanded bakery operation, product manufacturing and distribution operations.



"It is a 38,000-square-foot, state-of-the-art facility we put up in 2001," said Martin. "We are also working towards consolidating distribution so we can achieve the next level of efficiencies."

Some of the new initiatives included significant operational changes. QD decided to shift its massive dairy operation from manufacturing to distribution, something that was challenging for Martin, who grew up in the dairy side of the business. Martin carefully selected two other Michigan based family-owned businesses to take over the manufacturing utilizing QD recipes, a move designed to ensure continued quality for products with the QD label.

"Dairy operations have been part of our heritage since our founding," said Martin. "We have always taken great pride in our ability to produce excellent dairy products right here in Lansing, and dairy has been my professional focus for 50 years. The world has changed greatly and it was time for us to honor our commitment to customer satisfaction by not holding on to the past, but looking to the future."

On the retail side, company officials conducted an extensive review of all its stores, including building conditions, infrastructure, lot size, potential for greater return on investment, traffic counts and site demographics. Every store was reviewed as a candidate to refresh, remodel or replace. As a strategy was finalized, a fire closed the QD store in Holt. Even though the store did not have the ideal footprint for the QD of the future, the disaster presented the company with an opportunity to develop the new model store.

"That was a prime example of when you say 'I guess plans have changed,'" said Martin. "We were going to go after the site at East Saginaw and Larch, but Holt needed to be rebuilt, so we decided to try it out there."



The results of the Holt rebuild have been remarkable. The new store features a walk-in freezer with ice cream, including many new flavors, a beer cave, a kitchen for prepared foods to generate fresh meals, expanded deli cases, larger improved soft-serve ice cream, milk shakes, upscale cappuccino machines, outside bottle returns which improve store cleanliness, 16 large screen TVs with digital displays, heated sidewalks, an outdoor patio and a new drive-thru service.

“The drive-thru allows us to service our customers at a greater level,” said Martin. “You don’t need to unbuckle the kids when you come through.”

In addition to several new ice cream flavors (i.e. birthday cake, salted pretzel caramel and chocolate peanut butter), QD has expanded its deli to include a

comprehensive sub-package that can be pre-ordered and delivered. The company is also reaching beyond its standard retail focus and is moving into servicing corporate meetings.

The new Quality Dairy has added two other services that reflect the shift in consumer preferences. A new app, specially built for convenience stores, has discount specials from QD and national coupons, as well. And in what marks a return to the historical roots of a company that started 84 years ago delivering milk to people’s homes, QD has added home delivery.

“Here we are, 84 years later and we are evolving back into home delivery,” said Martin. “It is an amazing turn of events.”

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Quality Dairy has always been a strong supporter of the community, donating to many worthy causes. The company has made an effort to maximize its impact by becoming more strategic about its contributions through a new program, Quality Community.

“It is kind of hard to drive around the tri-county area and not bump into us,” said Martin. “All our stores represent communities, whether they are rural, suburban or city center. Quality Community allows us to tailor our goods, services and support to the community in which they are located.”

Looking to the future, the work will continue in upgrading QD stores across the region. Next on the list is the downtown Lansing store at East Saginaw and Larch, one of the highest traffic areas in the region. QD has been awarded a grant from LEAP for a new façade at that location.

“We’re going to start hammering away at these stores and work our way through it,” said Martin.

Reinventing an organization is a daunting challenge that doesn’t happen overnight. Martin is encouraged by the direction in which QD is headed and feels that the Quality Community of employees and customers will feel the same way.

“Give us a shot. Give us a look if you haven’t been in a QD lately,” said Martin. “Our customer service representatives are the best. Customers are being spread out. We have to draw them back. We have a steady, dependable, faithful base, but we would like to grow it.”

For more information about the new Quality Dairy, its vision, store locations, product and services, visit the QD website at [www.qualitydairy.com](http://www.qualitydairy.com). ■



*“Reinventing an organization is a daunting challenge that doesn’t happen overnight. Martin is encouraged by the direction QD is headed and feels that the Quality Community of employees and customers will feel the same way.”*



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Pictured left: Patty Barnas, FNBM  
Pictured right: Larry Bass, President, Friedland Industries

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## NEW HIRES



Newland

**Brittany Newland** is a digital marketing specialist for **3Sixty Interactive**. Brittany is a graduate of the University of Michigan-Flint with a degree in communication. With her previous experience in sales and marketing, she is naturally drawn to public speaking, written communication, and networking. Her ambition revolves around connecting with the world to promote brands through social media and other forms of digital messaging.



Woronoff

**NAI Mid-Michigan** pleased to announce **Frank Woronoff** has joined NAI Mid-Michigan as a commercial advisor. Woronoff specializes in investment real estate and represents clients in the sale and purchase of investment opportunities in Mid-Michigan and throughout the region. With more than 20 years of real estate and investment experience primarily in office and multifamily properties, Woronoff will focus on the acquisition and disposition of investment-grade properties for individuals, developers, partnerships, corporations, financial institutions and domestic investors.

**Dewpoint**, a leading provider of technology consulting and implementation solutions, is pleased to welcome several new professionals to Lansing: **Colby Chambers** – business analyst; **Adam Clark** – database architect; **Paul Doyle** – sales executive; **Benjamin Hobbs** – application developer; **James Miele** – account executive; **Keirstin O'Donnell** – business analyst; and **Cassandra Secrest** – program manager.



Keough

**Origami Brain Injury Rehabilitation Center** is pleased to welcome **Anna Keough**, to their team. Anna will serve as an occupational therapist. She has diverse professional experience and a variety of certifications that will aid her in serving Origami's clients. Anna is passionate about Origami's mission and looks forward to being a part of their interdisciplinary team.

**Martin Commercial Properties** is pleased to welcome **Chris Buck** to its leadership team. Buck will serve as a senior managing director and chief operating officer and be responsible for overseeing all aspects of institutional operations and new business development. Before joining Martin Commercial Properties, Buck was the economic development director at Meridian Township from 2017 to 2020 and was responsible for connecting developers, property owners, commercial realtors and businesses to push forward the redevelopment of Meridian Township's commercial district.



Ostrander

**Providence Consulting** could not be prouder to add **Zach Ostrander** to its team of knowledgeable technicians. Zach joins the team as a help desk technician. 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 in order to make tech easy for their clients.

## AWARDS



From right, **Publiccom's** vice president and creative director, **Laura Dixon** and president, **Lisa O'Connor** present the SIAAward to vice president of business strategy, **Tobin Dunigan**, **R.W. Mercer Co.** The winning entry is the **Making Tracks** logo that appears on the truck.

**Publiccom Inc.**, a full-service marketing communications firm, has won six national awards in the 17th annual Service Industry Advertising Awards competition. The recognized clients and projects are: **LAFCU** – Public Relations Campaign - Here to Help GM Workers PR; **Smile America Partners** – Electronic Advertising – Internal communications e-blast; **Coldwell Banker Hubbell BriarWood** – Brochure – Recruitment brochure; **R.W. Mercer Co.** – Logo Design – Making Tracks employee engagement; **Smile America Partners** – Direct Mail – Dentist recruitment letter and **Smile New York Dental** – Outdoor Advertising – external office signage.

**MSU Federal Credit Union's (MSUFCU's)** efforts to simplify the online application process has earned it national recognition. MSUFCU received the Credit Union Journal's Best Practices Award for Digital Banking for its Online Membership and Loan Application system that combines membership, accounts, and loan applications into one online portal.

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From left to right: Tori Richards, Kara Christy, Drew Doubleday, Lauren Wesolowski, Amanda DeForke

Origami Brain Injury Rehabilitation Center would like to congratulate this year's recipients of their annual Peer Nominated Awards. The creativity, innovation and care these individuals bring to their roles are unmatched. The awards include the Business Operations Award – **Tori Richards**; Clinical Excellence Award – **Kara Christy**; Employee of the Year – **Drew Doubleday**; Client Care Award – **Lauren Wesolowski**; and Client Support Award – **Amanda DeForke**.

Two students from **Mason Middle School** in Mason have been named winners in the 51st annual America & Me Essay Contest, sponsored by **Farm Bureau Insurance**. The two students,

who earned first and second place awards for their school, are **Melody Meyer**, first, and **Kendalyn Wilson**, second. Both received award certificates for their achievement. As the school's first-place winner, Melody will also have her name engraved on a plaque for permanent display in the school.



Margrif

**Greater Lansing Convention & Visitors Bureau** is pleased to announce the Certified Tourism Ambassador (CTA) Star of the Year is **Lance Margrif, CTA**. Margrif is the assistant general manager with the Quality Suites Hotel and was recognized for his dedication to the CTA program and promoting the Greater Lansing region.

**Moonsail North** was thrilled to take home six awards from the Mid-Michigan Creative Alliance ADDY Award ceremony. They are honored that their collaborations with Elizabeth Abdnour Law, Blooming Botanicals, The Scott Foundation and Physicians Health Plan were recognized.



Graduates of the Sparrow/LCC medical assistant apprenticeship program are honored during a ceremony at LCC last fall.

**Sparrow Health System** has been selected as a 2020 Michigan Works! Impact Award winner, honoring the finest achievements in workforce development statewide. Sparrow was nominated by Capital Area Michigan Works! for being a leader in the mid-Michigan region in the development of apprenticeship programs.

**CASE Credit Union** has received recognition for its commitment to creating and fostering a diverse and inclusive workplace. The Lansing-based credit union was the recipient of the fifth annual **Lansing Economic Area Partnership Diversity Star Award**. The award announcement happened during LEAP's board of directors meeting held Feb. 11 at Dean Transportation headquarters. The Diversity Star Award is given annually to the local business that demonstrates best practices in inclusivity to attract top-tier talent that has a positive impact on the local economy.

**DISTINCTIONS**

**Providence Consulting Co.**, who specializes in "Making Tech Easy" announced that CRN®, a brand of The Channel Company has named Providence Consulting to its 2020 Managed Service Provider 500 list in the "Pioneer 250" category. This popular list identifies North American solution providers that deliver operational efficiencies, IT system improvements, and a higher rate of return on investments for their customers.



Houk

**Fraser Trebilcock** is honored to announce that **The Honorable Peter D. Houk (Ret.)** has been inducted into the Michigan Chapter of the National Academy of Distinguished Neutrals for 2020. Houk has practiced law for 50 years. He was the city attorney for Lansing, the prosecuting attorney for Ingham County, and assistant attorney general for the State of Michigan before being appointed to the bench in 1986. Since retiring from the bench, Houk has mediated hundreds of cases.



Wilczek

Mid-Michigan area seniors now have a new resource to assist them in the aging process. **Matt Wilczek**, with **Oasis Senior Advisors of Mid-Michigan**, recently completed a comprehensive course through the Society of Certified Senior Advisors® (SCSA) and has earned the certification of Certified Senior Advisor (CSA)®. The CSA designation means that seniors and their families now have a resource they can rely on to help them navigate the various senior living options.

For the third consecutive year, **Financial Technology, Inc.**, a leading financial services firm in East Lansing, Michigan, is pleased to announce it has been named as one of the nation's Top DC Advisor Firms by the National Association of Plan Advisors for 2019\*. This is Financial Technology's 40th year as an independent firm. This achievement underscores Financial Technology's commitment to providing exemplary service to both plan sponsors and participants.

The **Lansing Economic Area Partnership (LEAP)** is garnering national attention again for excellence and leadership in economic development. The latest accolades were awarded to LEAP president and CEO Bob Trezise, who was selected as one of North America's Top 50 Economic Developers for 2020 by Consultant Connect. Consultant Connect is a

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## PROMOTIONS

**Matt June** has been named chief information officer and vice president of business services for **Peckham**. June will be responsible for leading the IT department toward continued successful implementation of the technological strategy in accordance with Peckham's overall mission and values. June began his career at Peckham in 2002 as the contact center administrator. He has served in various roles within the IT and business services department.

## BOARD OF DIRECTORS & EXECUTIVE COMMITTEE UPDATES



Wieland



Lorenz



Devota



Shaw

**WIELAND** president **Craig Wieland** has named **Ed Lorenz**, a partner and project executive at **WIELAND** since 2014, to the new role of managing director, effective immediately. **WIELAND's** new management structure will also include a three-person Management Team and a four-person Board of Directors group. **WIELAND's** new management team will include Lorenz; chief financial officer, **Maureen Devota**; and **Ryan Roberts**, vice-president and regional director of **WIELAND's** Louisiana and Texas offices. The new board will include Craig Wieland, president and an employee since 1980; Maureen Devota; **Andy Yarber**, vice-president and regional director of **WIELAND's** Florida office and an employee since 1998; and, **Kevin Shaw**, vice-president of marketing and an employee since 2000.



Tenniswood

**Associated Builders and Contractors Greater Michigan Chapter (ABC/GMC)**, announces new Board of Directors member **Mike Tenniswood** from American Plumbing. Mike started his plumbing career at the age of 18 by assisting in the prefab warehouse and sweeping floors. Over the next 20 years, Mike obtained his Master's and Contractors

Plumbing License along with many additional mechanical licenses. Mike & Amy started American Plumbing Contractors, Inc in 2015 and set the standard high for the plumbing industry.



Front row (L-R) Dave Wiley, Lynn Bartley, Mary Ann Ferguson, Joe Hess. Center row (L-R) Banjor Musa, Kathy Gut, Emily Wisniewski, Lisa Berg, Bob Barnhart, Thasin Sardar. Back row (L-R) Hakan Yildiz, Yasmina Bouraoui, Tom Bartley, Terry Link, John Metzler

**The Greater Lansing United Nations Association** is pleased to announce the election of the 2020 Board of Directors. They will network with many other organizations and individuals in mid-Michigan to support the work of the United Nations at the local level through education, advocacy for full payment of US dues to the UN, and encouraging local businesses to take advantage of the new opportunities available for supporting the UN's Sustainable Development Goals (SDG's).

In 2005, when Maxwell Matthews died at the age of six, family and friends established a foundation to create a legacy of hope for children and families. For many years, the Maxwell Matthews Foundation has supported **The Davies Project** that provides free rides to medical care for local families facing severe and long-term health challenges with a child. Max's Race for the Davies Project-More Than Just a Run will take place on June 20. The race website is <https://runsignup.com/race/mi/eastlansing/MaxsRaceforTheDaviesProject>

## PEOPLE NEWS



Hannah

**Origami Brain Injury Rehabilitation Center** would like to congratulate its president and CEO, **Tammy Hannah**, on the successful completion of her executive MBA from Michigan State University. Tammy is committed to life-long learning and participated in a 20-month intensive learning experience to achieve this huge milestone.

## COMPANY NEWS

**Martin Commercial Properties**, a leading privately owned commercial real estate company, recently brokered the lease of 211 MAC Ave.,

a 1,677-square-foot storefront formerly home to Mackerel Sky. Landlord, Metzger Realty Company, was represented by Senior Associate/Retail Advisor Amy Richter-Perkins in the transaction. Established in 2014, For Crêpe Sake is a counter-service restaurant featuring a full menu of sweet and savory crêpes, fresh salads, smoothies and Zingerman's coffee.

**Peak Performance Physical Therapy**, specialists in orthopedic manual physical therapy, is expanding its services with a new clinic location opening in summer 2020 at 132 South Cedar St. Mason, MI 48854. Peak Performance Physical Therapy will kick off the new location opening with a ribbon-cutting ceremony where community leaders are expected to attend. To better get to know their new community, the new Mason location will also host an open house where they invite the community to attend and join in the fun.

**The Greater Lansing Convention and Visitors Bureau** held its annual meeting on Feb. 25 and announced good news for the regional hospitality industry and local economy. The region reported a strong 61.6% occupancy rate for 2019, and overall hotel room demand increased to over 1,060,000 hotel room nights, according to Smith

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Travel Research data. Additionally, the Greater Lansing CVB added ninety-one new members in 2019 and held a membership retention rate of 94.6%.



**Origami Brain Injury Rehabilitation Center** has received a FootPrint Fund Grant from **Allegra-Okemos**. Origami provides comprehensive rehabilitation for adolescents and adults with neurological dysfunction through their residential, outpatient, and community-based programs. With their compassionate and innovative services, Origami creates opportunities and transforms lives.

For NAI Mid-Michigan and TMN Commercial, their individual stories began decades ago

serving the commercial real estate needs of the Greater Lansing Area. The companies merged in 2013 and rebranded as NAI Mid-Michigan/TMN Commercial. Today all operations are streamlined under **NAI Mid-Michigan**, including the same comprehensive services and organizational structure that began years ago when **Jim Vlahakis** and **Nick Vlahakis** joined with **Jeff Shapiro**, **GRI** and **Rudy Hirt** to form one company.

**Michigan Creative**, a full-service creative marketing agency, is excited to announce a new division opening in Richmond, Virginia, known as **Crimson Creative**. **Crimson Creative** is a new division and will act as an extension of the Michigan Creative brand. Business development manager, **Michael Kirk** leads the new Virginia-based branch. Kirk is also a former professional soccer player, who most recently played for Lansing Ignite during their recent season.

**Martin Commercial Properties**, a leading privately-owned real estate services and development company, recently brokered the sale of 4230 Charlar Drive, a 3,960-square-foot office building in Holt, MI. The building was purchased by AEG Property Holdings, LLC, and will be operating as The Hidden Gem Event Venue. The

company has purchased the property, personal property, and liquor license of the banquet hall formerly known as Charlar Place. The Hidden Gem is owned by Ernest and Carmen Tisdale. This will be their first banquet facility.



**NAI Mid-Michigan** is pleased to announce that **Peak Performance Physical Therapy** has entered into a long-term lease for 4,884-square-foot space at Mason Town Center, located at 132 S. Cedar St. in Mason. This expansion is Peak Performance Physical Therapy's fourth clinical location in the Greater Lansing Area with the other three sites located in DeWitt on Schavey Road, in Okemos on Grand River Ave. and on Lansing's west side on Westshire Drive. ■



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# Customer Service and Artificial Intelligence Among Topics at Upcoming Chamber University Series

**THE LANSING REGIONAL CHAMBER OF COMMERCE (LRCC)'S** popular Chamber University education series returns in 2020 with customer service and artificial intelligence among the leading topics to be explored. Chamber University is designed to present educational opportunities to small business owners. It aims to teach LRCC members tangible pieces of information that can be immediately implemented in their business or daily life. In 2019, 180 people attended one of six events in the Chamber University series.

Chamber University is held from 8 until 9:30 a.m. in the LRCC Capital Area Insurance Board Room. For information and registration contact Ashlee Willis at [MichiganPremierEvents@lansingchamber.org](mailto:MichiganPremierEvents@lansingchamber.org). ■



Weebadde



## MAY 14

**Presenters:** Prabode Weebadde, CEO and Daniel Herzog, director of business development

**Description:** Venturit will be presenting on artificial intelligence and chatbots. Come learn how artificial intelligence can be incorporated into your business with a demonstration from the Ventruit team. Also, hear how these technologies are changing the way small and mid-sized organizations do business.



## JUNE 11

**Topic:** Outstanding Customer Service—Seize the moment with QBQ!

**Presenters:** Kevin Jurek, facilitator for IPEX at Davenport University

**Description:** Your success depends on your willingness and ability to ask the right kind of questions. QBQ! Stands for the “Questions Behind the Question.” QBQ! enables organizations, teams and employees to improve communications and be outstanding through personal accountability.

# Leadership Lansing Receives and Inside Look at the World of Advanced Manufacturing, Logistics and High-Tech Distribution

**PARTICIPANTS IN THIS YEAR'S LEADERSHIP LANSING** cohort were recently able to receive a glimpse of two of the region's powerhouses in advanced manufacturing and high-tech distribution. The March workshop was highlighted by a trip to General Motors' Lansing Delta Township Assembly Plant (LDT), manufacturing home of the Chevrolet Traverse and Buick Enclave. The state-of-the-art LDT plant is an engineering marvel. In addition to the high-tech assembly systems deployed in vehicle manufacturing, Leadership Lansing participants were impressed by how teams of auto workers are utilized. Team members regularly rotate jobs to enhance engagement. Each team member works 57 out of every 60 seconds.

Later in the day, Leadership Lansing participants visited the nearby Meijer Distribution Center, home of a world-class automation system that has dramatically improved efficiencies for the West Michigan-based chain. Meijer officials told the group that the company is most proud of the fact that they successfully implemented the new automation system in 2017, without laying off any team members.

The Leadership Lansing cohort also enjoyed Lunch with a Leader, which featured a presentation by Steve Trecha, chief results officer at Okemos-based Integrated Strategies. Trecha talked about how his firm helps transform organizations by emphasizing how to get things done, more productive meetings, strategic communication and ‘getting comfortable being uncomfortable.’ ■





The community gathered on Friday, March 6 to celebrate the grand opening of **Eagle Fit 24/7** with Meridian township officials, MABA, residents, and the Lansing Regional Chamber of Commerce. Eagle Fit 24/7 was founded by a U.S. Army veteran couple and was created to inspire the local community to reach their fitness goals and live a healthy lifestyle. They are a local, small community gym and members have access 24 hours, 7 days a week to accommodate any schedule. Eagle Fit 24/7 offers top of the line exercise equipment to be able to do any workout, including functional fitness training. Eagle Fit is the perfect place to be the second home for its members. For staffed hours and more information, visit [www.eaglefit247.com](http://www.eaglefit247.com) and find them on Facebook at Eagle Fit Okemos.



On March 4, **Douglas J** announced the opening of its School of Barbering, the first barbering program to come to greater Lansing that will be accredited. Located in the downtown East Lansing Marriott, the school will provide a yearlong, 1,800-hour curriculum in skills including precision cutting and shaving, color and chemical treatments, skincare and business management. The program will feature hands-on curriculum, similar to Douglas J's Aveda Institute where students provide services to clients while they learn. After earning a barber's license, students have multiple career tracks to choose from including becoming a barber, men's stylist or platform artist.

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 ribbon-cutting services, please contact the Chamber at [info@lansingchamber.org](mailto:info@lansingchamber.org) or (517) 487-6340.



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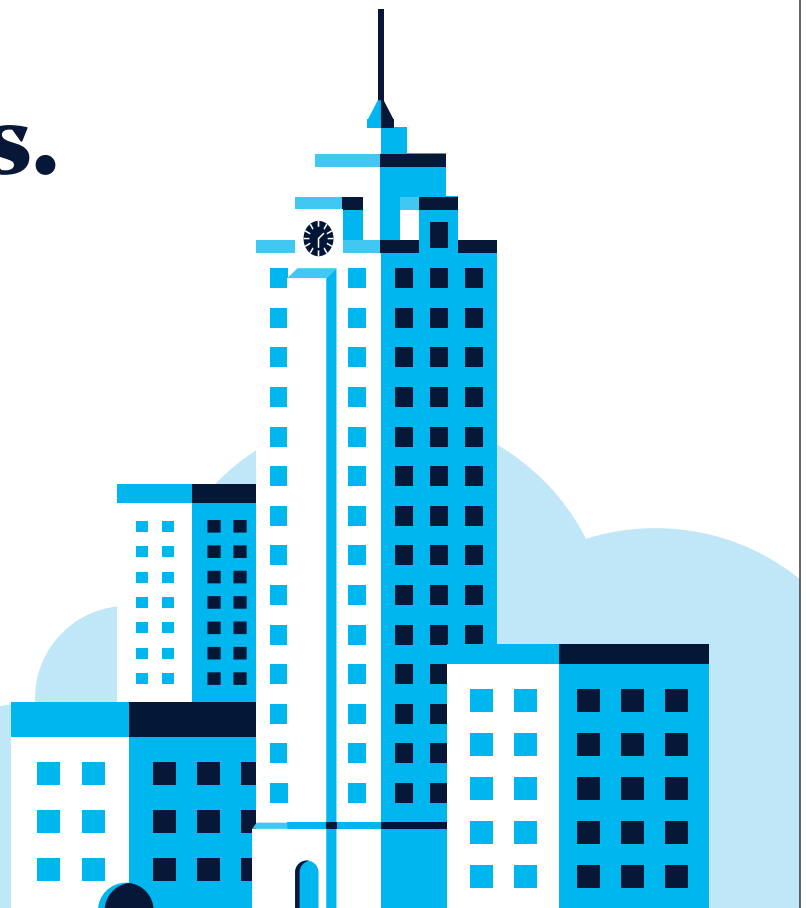
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