

FOCUS

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

GREATER LANSING COMES TOGETHER DURING COVID-19 CRISIS

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



Connecting the Business Community During COVID-19

THE COVID-19 CRISIS has created a new norm for all of us and how we do business. For the Lansing Regional Chamber of Commerce (LRCC), we had to shift our way of thinking to continue to fulfill our mission of serving our members and connecting the business community in ways that support success.

I am very proud of how the LRCC membership, events and public affairs teams have successfully adapted and adjusted to support our members and the Lansing region during these challenging times. We recognized early on that our new norm meant that we were going to deliver our products and services in different ways.

We have long understood that our members value the opportunities the LRCC provides for them to connect to others in the business community. Of course, our challenge initially was that COVID-19 forced us to cancel numerous events that our members have come to depend upon for those connections. Our events team developed an online platform to deliver a series of webinars aimed at providing timely information to assist business owners in navigating these challenging times. Similarly, our public affairs team shifted our popular business roundtables to an online format. I am pleased to report that attendance at these virtual meetings has been excellent!

“Though the way we execute our mission has shifted, our mission has not changed. We are the voice of business in the Lansing region. As we continue during the difficult days and weeks ahead, know that we are here to serve you. You are the reason that we exist, and our region depends on your continued success. The Lansing Regional Chamber of Commerce is committed to that.”

Our membership team moved very quickly to establish weekly touchpoint calls and Chamber iChats with our members to discuss the immediate and long-term needs of businesses and business owners. These calls are helping to identify common issues and discuss best practices for handling them.

Our communications team developed a COVID-19 resource page on our website, lansingchamber.org, that features local and national resources, state and federal updates and essential business and financial information. We also developed several short online surveys to assist us in gaining a greater understanding of how the COVID-19 pandemic is impacting the business community. On behalf of the Lansing business community, we shared the survey data with Governor Whitmer and state Legislative Leaders to guide their decisions as they discussed the Stay Home Stay Safe Executive Order and Reopening Michigan’s Economy. We also launched our #ShareTheGood campaign, which uses our robust social media platforms to showcase how businesses in the community are reaching out to those in need during this time.

LRCC also recognized the COVID-19 crisis presented us with an opportunity to leverage the collective clout of 27 prominent organizations in the community to best support our businesses during and after the crisis. Through a series of weekly conference calls, Lansing Regional Partners have identified resources that are available to support businesses and have discussed ways to raise awareness as to how the community can offer their support.

Though the way we execute our mission has shifted, our mission has not changed. We are the voice of business in the Lansing region. As we continue during the difficult days and weeks ahead, know that we are here to serve you. You are the reason that we exist, and our region depends on your continued success. The Lansing Regional Chamber of Commerce is committed to that. ■



JOIN THE LEADERSHIP CIRCLE

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



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Lansing Regional Chamber of Commerce

MARK YOUR CALENDAR



The Lansing Regional Chamber of Commerce (LRCC) is a trusted convener of professionals, influencers and leaders in the Lansing region. The COVID-19 pandemic has led the LRCC to think of new, innovative ways to stay connected to its members during a time of mandated social distancing.

The LRCC has hosted numerous webinars that have provided valuable content and information related to the COVID-19 crisis, as well as virtual weekly roundtables for business, community and government leaders to connect and share what is going on in their community.

The LRCC is currently exploring additional virtual opportunities for larger events, such as Member Mixers, Chamber University and Economic Club luncheons. **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.**

WEBINARS

Selling Remotely in the 'New Normal'

Date: Thursday, May 7 from 2 to 3 p.m.

Presenter: Greg Coyne, Gerry Weinberg & Associates: Sandler Training

Details: Greg will discuss ways to grow your business during this uncertain time, add value to your existing client base, and thrive on the other side of our 'new normal.'

Stress and Immunity

Date: Friday, May 8 from 2 to 3 p.m.

Presenter: Chris Johnson, founder and CEO, On Target Living

Details: The webinar will cover how to take control and handle the chaos around us.

CHAMBER UNIVERSITY

Artificial Intelligence and Chatbots

Date: Thursday, May 14 from 10 to 11 a.m.

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

Details: The presenters will discuss how artificial intelligence and chatbots can be incorporated into business and how these technologies are changing the way small and mid-sized organizations do business.

VIRTUAL BUSINESS ROUNDTABLES

All virtual roundtables are held from 9 to 10 a.m. Business roundtables allow community and government leaders an opportunity to share what is going on in the community and determine ways to advance the tri-county region. Registration is available on the LRCC website.

May 6: Delta Township-Eaton County

May 13: Lansing

May 20: East Lansing-Meridian Township

May 27: Clinton County

LRCC EVENTS

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

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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 throughout the years!

Michigan State University
 60 Years

WSYM - Fox 47
 35 Years

Arts Council of Greater Lansing
 5 Years

Martin Commercial Properties
 45 Years

Farm Bureau Insurance Company
 25 Years

CBRE, Inc.
 5 Years

Tri-County Regional Planning Commission
 40 Years

Great Lakes Christian College
 25 Years

Hyatt Place Lansing/ Eastwood Towne Center
 5 Years

Adelante Moving Forward
 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.



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Lansing Wins 2020 Insurify Fittest Cities Award

THE CITY OF LANSING HAS BEEN RECOGNIZED as one of Insurify’s Fittest Cities. Award winners were selected for their excellent track record of supporting health and fitness.

Insurify analyzed communities in each state for the availability and accessibility of outdoor recreation areas, and for the proportion of community members working in jobs that promote health and fitness or that demand significant physical activity. The top cities were identified through a proprietary scoring algorithm incorporating data from Insurify, an insurance comparison platform, The Trust for Public Land, and Niche. Lansing was identified as the fittest city in the state of Michigan.

“It is very rewarding for Lansing to be recognized as being committed to being a healthy community,” said Lansing Mayor Andy Schor. “Many of our residents either work in fields that require physical activity or are actively promoting health and fitness. We are also proud of the many attributes we have in the city that are conducive to a healthy lifestyle, including 111 parks, 16 miles of river trail and many different programs thanks to our Parks and Recreation Department. Our residents have continued to show their support for our recreation areas by voting ‘yes’ for the Lansing Parks Millage. We will continue to focus on health and wellness and the need for positive physical stimulation into the future.”

“We could not be prouder of our community, particularly the business professionals, who have made their health and wellness the utmost priority,”



said Tim Daman, president and CEO, Lansing Regional Chamber of Commerce. “Adopting healthy habits can lead to a happy, productive and prosperous life – which, in turn, can produce a stronger workforce and overall region.”

“Not only is physical fitness beneficial for a myriad of health reasons, but studies have also shown that regular exercise and physical fitness increase productivity in the workplace,” said Snejna Zacharia, CEO of Insurify. “This award honors one city in every state whose residents and institutions are dedicated to their own and others’ wellbeing through health and fitness.” ■

Marketing Firm Celebrates 41st Anniversary by Helping Others

'PUBLICOM 40+1 GRANT' OFFERS 40 HOURS OF SERVICES + 1 YEAR OF MENTORING

A MARKETING COMMUNICATIONS FIRM IN GREATER LANSING is giving back in a big way as it enters its 41st year. Publicom, Inc. is offering a grant of 40 free hours of marketing communication services plus one year of mentoring to help a business or organization – for profit or not-for-profit – thrive beyond the pandemic.



O'Connor

The Publicom 40+1 Grant is offered in partnership with the Lansing Regional Chamber of Commerce and Lansing Economic Area Partnership (LEAP).

“Publicom is fortunate to have enjoyed many decades of prosperity,” said Lisa O'Connor, president and owner, Publicom. “Over the past 41 years, many people have contributed to that success, including clients, employees, interns and vendor-partners. We wanted to create a meaningful way to help the community that has been so good to us.”

Founded by Richard Cole and David Hayhow, Publicom got its start in 1979 as the first public relations firm in Lansing. The name was derived from “public” and “communications.” While the name still fits, the offering greatly expanded after Jim Wardlaw purchased the company in 1995, and when O'Connor joined mid-1996. Publicom has been a fully integrated marketing communications company for 25 years.

“When LEAP was established 12 years ago, Publicom designed our logo, which remains a piece of LEAP's brand as we know it today,” said Bob Trezise, president and CEO, LEAP. “We are excited to share this grant opportunity with businesses and organizations that need the assistance of professional marketing communications counsel.”

The grant includes 40 free hours of Publicom's in-house services, which include:

- Marketing research
- Strategy and planning
- Creative services
- Public relations
- Internal engagement
- Communications
- Social media/digital marketing
- Media planning and buying



In addition to the 40 free hours, the Publicom 40+1 Grant provides ongoing support of two hours a month for one year to mentor or consult with the chosen company. The grant is valued at \$9,000.

O'Connor attributes Publicom's longevity to offering a wide array of in-house services and building long-term relationships with clients.

“It's practically unheard of in our industry, but we've worked with several clients for more than 20 years,” she said. “We place a high priority on integrity and our ability to listen. Through listening, we are better able to identify the problem to be solved.”

The firm has produced award-winning results for local, regional, national and international clients with budgets of all sizes. It was named a Cool Place to Work by Crain's Detroit Business.

“This is a great opportunity for any business looking to develop their marketing skills,” said Tim Daman, LRCC president and CEO. “Publicom has been an active member of the Chamber, and we're happy to partner on this initiative to help businesses learn how to effectively grow and promote their brands.”

For more information and to apply for the grant, visit www.Publicom.com/41. The application includes just four questions. The deadline to submit is June 15. ■



Publicom co-founder Rick Cole.



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Pictured left to right:
Patty Barnas, Jennifer Marsh, Melanie Squires

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Eaton County Sheriff's Office Spearheads Initiative to Combat Opioid Epidemic

BY: CASSADEE JACKSON, KOLT COMMUNICATIONS, INC.

THE OPIOID EPIDEMIC HAS BEEN AN ONGOING CRISIS

in the United States since the 1990s. Eaton County Sheriff's office has spearheaded a lifesaving intervention and crime reduction strategy to assist with helping inmates that have battled a substance abuse problem successfully return to society. The national Building Bridges initiative, championed by Eaton County, is the first Medical Assisted Treatment (MAT) program that utilizes all three Federal Drug Agency approved substance use disorder medications along with substantial behavioral programming and counseling. Eaton County was selected as one of the 16 counties across the nation by the Bureau of Justice Assistance and the Institute for Intergovernmental Research to participate in the Building Bridges initiative. Eaton County Sheriff Reich says the program will treat and educate inmates so that they may return to society as productive citizens.



Reich

"Eaton county jail is fairly small, so for us to be selected to participate in the Building Bridges initiative is a huge accomplishment," said Sheriff Reich. "We are proud to have Eaton County jail serve as a reintegration model for other institutions throughout the nation. We have also been contacted by numerous counties in other states who have a desire to learn more about the program, which is in its third year."

The Eaton County Jail houses up to 374 inmates and has an average daily population of 250 individuals. Of those, an average of three to five are

detoxing from substances in jail per day. The goal of the Building Bridges initiative is to improve Eaton County's MAT program within the jail and build strong relationships with community providers to continue inmate participant treatment in the community upon release. The grant through BJA with funds provided by the Center for Disease Control will enhance the continuous treatment of persons upon release into the communities.

"Addiction is a disease and by implementing the two-prong approach of behavioral counseling and medication treatment, we are more capable of reintegrating productive members into society," said Jeffrey Cook, undersheriff of Eaton County. "We see this program as an opportunity to help individuals heal and train them for employment upon release. Building bridges is highly effective in crime reduction as those who participate are less likely to become re-offenders."

Upon release, candidates for the Building Bridges initiative will meet with a discharge planner to assist with scheduling their first appointment with a MAT provider, their initial behavioral counseling, and to set up Medicaid if needed. Candidates may be treated with anti-craving medication such as naltrexone (Vivitrol), buprenorphine (Suboxone) or methadone, along with comprehensive therapy and support, to help address issues related to opioid dependence, including withdrawal, cravings, and relapse prevention.

For more information about Building Bridges between jails and community-based treatment in Eaton County, visit bridges.cossapresources.org/Sites/Eaton or contact the Office of Eaton County Sheriff at (517)543-3512. ■

Emergent BioSolutions Signs Agreement to be U.S. Manufacturing Partner for Johnson & Johnson's Lead Vaccine Candidate for COVID-19

EMERGENT BIOSOLUTIONS INC. has announced an agreement whereby Emergent will deploy its contract development and manufacturing (CDMO) services to support the manufacturing of Johnson & Johnson's lead vaccine candidate for COVID-19 that leverages the AdVac® and PER.C6® technologies from the Janssen Pharmaceutical Companies of Johnson & Johnson.

Robert G. Kramer Sr., president and chief executive officer of Emergent BioSolutions, stated, "When mission-driven organizations combine talents and capabilities, potential solutions to serious issues like COVID-19 become more within reach to benefit patients. We are proud of our collaboration with Johnson & Johnson and are equally committed to our longstanding relationship with the U.S. government. At a time like this, we all need to be working together to achieve maximum results for public health. Emergent is committed to our mission – to protect and enhance life – by advancing our own therapies and helping partner companies advance their programs as well."

Under the agreement, valued at approximately \$135 million, Emergent, which has a major manufacturing presence in Lansing, will provide drug substance manufacturing services with its molecule-to-market CDMO offering, supported by investments from Johnson & Johnson beginning in 2020, and will reserve certain large-scale manufacturing capacity to pave the way for commercial manufacturing of Janssen's adenovirus-based COVID-19 vaccine beginning in 2021.

To support Johnson & Johnson's goal of supplying one billion doses of a COVID-19 vaccine, a long-term commercial manufacturing agreement is under negotiation for large-scale drug substance manufacturing anticipated to begin in 2021.

Large-scale manufacturing of drug substance for Johnson & Johnson's vaccine candidate will be done at Emergent's Baltimore Bayview facility, a Center for Innovation in Advanced Development and Manufacturing (CIADM) designed for rapid manufacturing of vaccines and treatments in large quantities during public health emergencies. Emergent's CIADM is a result of a public-private partnership with the U.S. Department of Health and Human Services (HHS).

Syed T. Husain, senior vice president and CDMO business unit head at Emergent, stated, "We share with our partners the same urgency to combat COVID-19 and will leverage our talents, capabilities, and capacities up to 300 million doses to advance this much-needed vaccine candidate and ensure ongoing commercial supply through our CDMO services."



Emergent BioSolutions is using its decades of experience in vaccine and hyperimmune development and manufacturing, as well as its molecule-to-market contract development and manufacturing (CDMO) offerings to provide comprehensive medical countermeasure solutions in response to the COVID-19 pandemic. Emergent is developing two potential treatments, COVID-Hyper Immune Globulin (COVID-HIG), a human plasma-derived therapy candidate for treatment of COVID-19 in severe hospitalized and high-risk patients, and COVID-Equine Immune Globulin (COVID-EIG), an equine plasma-derived therapy candidate for treatment of severe disease. Both candidates are anticipated to be in Phase 2 clinical studies over the summer.

Emergent has announced collaborations with three fellow innovators to develop and manufacture their COVID-19 vaccine candidates. Most recently, Emergent was selected as U.S. manufacturing partner for a vaccine candidate expected to be in a Phase 1 human study by September in support of a goal to produce 1 billion doses of vaccine worldwide. Earlier partnerships include a vaccine candidate expected to be in a Phase 1 study in May and an oral vaccine candidate expected to be in a Phase 1 study in the second half of 2020. For the COVID-19 vaccine collaborations, Emergent's integrated CDMO network provides development services from its Gaithersburg facility, drug substance manufacturing at its Baltimore Bayview facility, and drug product manufacturing at its Baltimore Camden facility, all in Maryland.

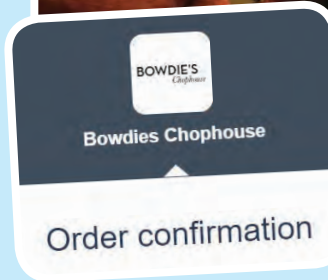
For 22 years Emergent has focused on advancing public health and its multi-pronged approach to tackling COVID-19 demonstrates its commitment to its mission – to protect and enhance life. ■

In early April, the Lansing Regional Chamber of Commerce (LRCC) took local communication firm, Truscott Rossman's challenge to **#SupportMIEats** by spending money at local establishments. Truscott Rossman, and the LRCC alike, realized there was no industry harder hit by the COVID-19 pandemic than the restaurant industry.

The LRCC provided each of its team members \$100 to spend at local restaurants. LRCC staff was encouraged to purchase a gift card and redeem it after businesses re-open. After purchasing, staff was urged to share on social media, tag the businesses, use the hashtag **#SupportMIEats** and encourage others to participate in the initiative.

Below are some of the restaurants that the LRCC staff chose to support through this initiative:

- Reputation Beverage
- Blue Owl Coffee
- Bowdies Chop House
- Happy's Pizza
- Johnny V'S BBQ
- Applebee's
- Harry's
- For Crepe Sake
- Zoup!
- Outback
- Mitchell's
- Pizza House
- Deluca's
- Saddleback
- Crunchy's
- Dusty's
- Foster Coffee
- Ellison Brewery
- Meat
- Grand Traverse Pie Company



The LRCC sincerely hopes that you will join us and participate in this fantastic **#SupportMIEats** initiative by purchasing gift cards or ordering takeout while businesses are closed for in-person dining.
Shop local. Support local. We can get through this together.

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GREATER LANSING COMES TOGETHER DURING COVID-19 CRISIS



THE COVID-19 PANDEMIC has rocked our world with the speed and intensity with which it has spread, the rapidly changing events that have transpired, including business and school closings, job furloughs, sheltering in place and widespread uncertainty over when life might return to normal.

The COVID-19 crisis has placed enormous stress on our healthcare system and challenging circumstances for citizens most in need, including those with underlying health issues, the elderly and low-income citizens.

Always a region rich in compassion and filled with a spirit of helping those who need it the most, Greater Lansing has responded to COVID-19 with an outpouring of support in every conceivable manner, including donations of food, money, medical supplies and volunteer hours.

“Our business community has always demonstrated a tremendous generosity for residents in need and our network of nonprofits,” said Tim Daman, president and CEO, Lansing Regional Chamber of Commerce (LRCC). “That is continuing to be on display during the COVID-19 crisis, from the largest businesses to the smallest. We’re seeing everybody stepping up and making a difference.”

Standing at the frontlines of the COVID-19 battle, as it has been in trying times throughout this region’s history, has been the business community, quick to meet needs in most amazing ways.

GENERAL MOTORS AND UNITED AUTO WORKERS SUPPORTING THE COMMUNITY

General Motors (GM), in conjunction with the United Auto Workers, suspended its North American manufacturing operations on March 18

to deep clean its facilities. As it has done for more than a century, GM announced plans to provide communities including the Lansing region with support during the COVID-19 crisis. GM is directing \$1 million in grant funding to nonprofit organizations to address increasing critical needs, including food security, housing assistance, elderly assistance, small business support and at-home and e-learning resources. GM has also set up a donation portal for employees that wish to pledge a donation or a gift through the United Way 211 call center to help connect individuals and families to critical needs.

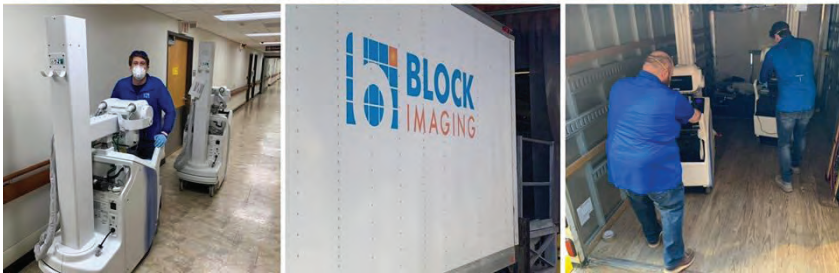
“We are proud to stand with other American companies and our skilled employees to meet the needs of this global pandemic,” said Mary Barra, chairman and CEO, GM.

PROVIDING HELP TO MEDICAL WORKERS

GM is also among those organizations reaching out to provide help for medical workers on the challenging frontlines battling the coronavirus. GM converted its Kokomo, Ind. plant to produce the VOCSN ventilator, as well as Level 1 surgical masks at its Warren, Mich. facility. This employee-led initiative has allowed GM to produce between 50 to 100 thousand masks per day.

Lansing Community College (LCC) donated more than 60,000 gloves, almost 8,000 face masks, hundreds of bottles of sanitizer, disposable gowns and other supplies to local medical workers. The supplies were donated to Sparrow Hospital, McLaren Greater Lansing and the Lansing Fire Department.

“As a community college, we exist to serve members of this community,” said Elizabeth Burger, associate dean for Health and Human Services, LCC. “When we heard about the shortage for our area healthcare providers,



The Block Imaging team provided digital X-ray systems to evaluate lung condition and severity of the inflammations to assist healthcare providers with patients.

we recognized a community need that we were adequately positioned to address.”

The team at Playmakers is also supporting the heroes on the frontline by donating shoes to healthcare workers. Playmakers donated 200 pairs of shoes, 125 pairs of insoles, and a variety of nutritional goods to the workers of McLaren and Sparrow hospitals.

“The health care providers are truly heroes during this time of uncertainty,” said Tom Keenoy, partial owner of Playmakers. “We hope that providing our local healthcare workers with shoes and insoles will alleviate some of their stress and make them more comfortable during their long shifts.”

Flour Child Bakery is one of the “essential services” that could stay open during the stay home order, but owner Beth Augustine decided to close temporarily to keep customers and staff safe. Beth took it upon herself to bake 500 bagels over three days to donate to healthcare and grocery store workers. Although Beth is not accepting donations to make the bagels, she encourages the community to write Google reviews for their favorite restaurants and continue to buy local during this time of uncertainty.

“Baking is what I do, so I’m grateful to have an opportunity to still bake and serve people, just on a lot smaller scale,” said Beth Augustine, owner of Flour Child Bakery. “It’s a difficult and emotional time for everyone. I’m happy to be able to continue providing baked goods to those doing so much for the community.”

The McLaren Greater Lansing Foundation has received an incredible outpouring of support from our community, including Mel Tucker, head football coach for Michigan State University and Troppo, who donated meals to their frontline staff.

SUPPORT FOR THE REGION’S HUMAN SERVICES NETWORK

The Capital Region Community Foundation has announced it will dedicate \$1 million to human services agencies stressed due to COVID-19, helping to



Kona Ice put their truck to good use collecting food donations from the community. 1,000 bags per week have been delivered to families in need.



MSU football coach Mel Tucker and Troppo’s donated dinner the to the night shift at McLaren Greater Lansing.

meet infrastructure needs such as staffing and technology. The Community Foundation will use its \$1 million to match new donations for these efforts, leveraging even more resources to help human services agencies throughout Ingham, Eaton and Clinton counties.

“While the Capital Area United Way focuses on meeting the urgent needs of individuals directly due to COVID-19, the Community Foundation will focus on meeting the needs of our nonprofit partners as we work together in this crisis,” said Dennis Flieman, president and CEO, Community Foundation.

The Delta Dental Foundation (DDF) created a \$500,000 COVID-19 Emergency Assistance Fund, an application-only fund to address needs

GREATER LANSING COMES TOGETHER DURING COVID-19 CRISIS



The team at Tropical Smoothie has been delivering smoothies to area medical workers and first responders. The team at Lansing Urgent Care is enjoying their treat!



The team at High Caliber Karting prepared and delivered food to the Fledge on Lansing's east side.

faced by both safety-net dental clinics and nonprofits in Michigan, Ohio and Indiana, who work with vulnerable populations and provide health services or food assistance.

“There is an unprecedented level of need in our nonprofit community. We are aware that our health care providers are facing critical needs and the nonprofits who provide food assistance are struggling,” said Holli Seabury, executive director, DDF. “This fund is designed to help meet the greatest needs of our communities.”

Safety-net dental clinics play a critical role in treating the underserved, uninsured and the Medicaid population, typically the demographic most likely to use the hospital emergency room if they have a dental emergency.

SUPPORT FOR THOSE MOST AT RISK

Eaton County Sheriff's deputies have been delivering prescriptions, medications, and groceries to high-risk individuals who request assistance. The deliveries have been made to the elderly and people with underlying medical issues.

“The COVID-19 pandemic has created an even more serious threat to persons over the age of 60, and for those who have an existing medical condition that puts them at a higher risk for serious harm from exposure,” said Eaton County Sheriff Tom Reich. “We want to alleviate fear and concern by offering the delivery of needed groceries and prescription medications by uniformed Deputies from our trained volunteer units.”

FEEDING THE HUNGRY

To bridge the food gap during this time, the Michigan Farm Bureau Family of Companies—Farm Bureau Insurance of Michigan, Michigan Farm Bureau and the Agent Charitable Fund—announced the launch of a statewide fundraiser, The Million Meal Challenge. The Agent Charitable Fund and Farm Bureau Insurance of Michigan donated \$50,000 during the Million Meal Challenge and is matching up to \$50,000 in additional donations from members, clients and supporters. With every dollar raised equating to six meals, the goal is to collectively donate one million meals to the seven regional food banks in Michigan, benefitting all 83 counties.

“Right now, it is ever more important for our state to come together,” said Don Simon, CEO, Farm Bureau Insurance of Michigan. “As we all face this pandemic, helping to provide Michigan children and families with healthy meals during this trying time is a great way for us to do just that. The entire Farm Bureau family is proud to sponsor this challenge so that together, with our partners and community members, we can provide one million meals.”

When word of the impending state of emergency broke, the team of High Caliber Karting quickly decided to put their food inventory to good use. The entire High Caliber kitchen staff spent a day prepping all the food on-hand and delivered it to the Fledge on Lansing's east side.

“We had all this food that was going to go to waste and we knew there were people in need,” said Jordan Munsters, co-founder/president, High Caliber Karting. “We said let's get everything we have and get it to people who can really use it.”

The team at Kona Ice decided to put their truck to good use during their down time. They have been parking the truck outside Holt Presbyterian Church, collecting food donations from the community, Food Bank and local business owners. They load up the truck daily and transport donations to Holt High School, where food service employees and volunteers assemble hundreds of pantry bags and weekend survival kits. Approximately 1,000 bags of food per week have been delivered to families in need.

MAKING A DIFFERENCE

Dozens of organizations and their employees have rallied in recent weeks to support those in need during the COVID-19 crisis. LRCC started a #ShareTheGood campaign and has been using its social media platforms to highlight many of those outstanding efforts.

The heart-warming stories include: Deluca's restaurant delivering pizzas to all six Lansing Fire stations; The Islamic Center East Lansing and Care Free Medical and Dental Clinic provided food to those in need, which was catered by Sultan's of East Lansing and Jackson; The Block Imaging team provided digital X-ray systems to evaluate lung condition and severity of the inflammations to assist healthcare providers with patients! Tropical Smoothies team members have been delivering smoothies to medical workers and first responders during the crisis. Ingham Co. Sheriff Scott Wriggelsworth presented a \$5,000 check on behalf of The Hundred Club of Greater Lansing for COVID-19 testing for first responders. Peak Performance Physical Therapy organized a donation drive to help protect our frontline healthcare workers. The American Nurses Association-Michigan received over 2,000 KN95 masks from Amanda Hayhoe, president of Hayhoe Asphalt Paving, and Brian Winter and Susan Kruger-Winter, president and CEO, **StudySkills.com**.

“We should all be very proud of our leaders and the business community,” said Daman. “I hope we will all continue to support the business community not only during the COVID-19 crisis, but afterwards. This has been a reminder of the great talent and generous spirit that has always made the Lansing region great.” ■



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Preparing for a New Normal After COVID-19

THE COVID-19 CRISIS HAS INTRODUCED US to the practices of social distancing, sheltering in place and wearing masks. As businesses begin the process of preparing for life after COVID-19, a panel of experts speaking at a Lansing Regional Chamber of Commerce (LRCC) webinar on COVID-19 made it clear that many of these practices are going to be with us for a while as we reopen for business.

“Hoping that this all goes away in the short term is not a realistic approach,” said Peter Graham, M.D., FAAFP, chief medical officer, Physicians Health Plan. “We are going to be living with COVID-19 for a while. Normal is not going to look like it did before.”

Graham was joined on the webinar by Greg Brogan, managing partner, Brogan, Reed, VanGorder and Associates, and Dr. Karen Kent, chief medical and quality officer, Sparrow Health Systems.

Graham said employers would need to continue to take precautions, including screening employees, customers, and clients, wearing masks, touchless transactions and maximizing e-commerce opportunities. He also emphasized the importance of utilizing Employee Assistance Programs



A panel of experts shared the latest on COVID-19 during a Chamber webinar. Picture clockwise from upper left: Tim Daman, LRCC President & CEO; Greg Brogan, Managing Partner, Brogan, Reed, VanGorder and Associates; Dr. Karen Kent, Chief Medical Officer, Sparrow; and Peter Graham, M.D., FAAFP, Chief Medical Officer, Physicians Health Plan.

to support employees who will experience post-event trauma episodes as a result of the COVID-19 crisis.

Panelists said employers didn’t need to invest in expensive equipment when they return to business operations. Dr. Kent said the overriding message in COVID-19 has been the importance of the simplicity of the most critical approaches.

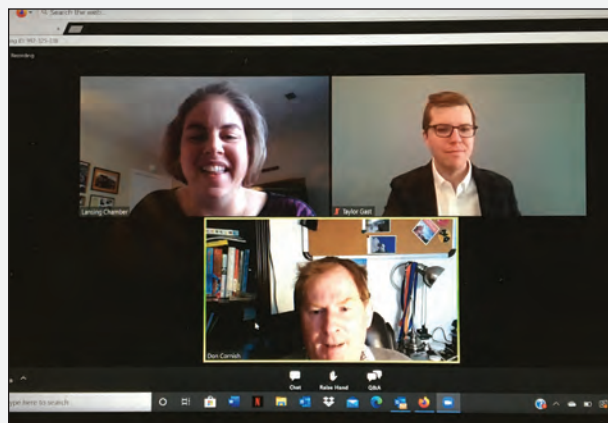
“Wash your hands. Keep six feet away and cover your sneezes with a mask are the most important things,” said Dr. Kent.

Brogan said the insurance industry has stepped up to help employers by waiving all cost-sharing associated with testing and treatment of COVID-19. He noted that insurance companies are extending the grace period for premium payments through June 30. Brogan also encouraged the use of telehealth services, which can be accessed through your insurance carrier.

“It doesn’t have to be just for COVID-19,” said Brogan. “It can be for any medical service needed.” ■

Cyber Security After COVID-19

THE SHIFT TO REMOTE TEAMS DURING THE COVID-19 PANDEMIC has caused businesses of all sizes to consider new cybersecurity issues, including concerns about separating work and personal data, firewalls on personal computers, data sharing and the boom in using conference services such as Zoom. The new work dynamic will also mandate businesses to take a fresh look at their cyber policies when everyone comes back to the office. Those were topics discussed during a recent webinar on cybersecurity hosted by the LRCC. The guest panelists who discussed the latest trends and issues included Don Cornish, chief information officer, Dewpoint and Taylor Gast, attorney, Foster Swift Collins and Smith, P.C.



LRCC hosted a webinar on Cyber Security during COVID-19, pictured clockwise from upper left: Michelle Rahl, LRCC vice president member engagement; Taylor Gast, attorney, Foster Swift Collins & Smith P.C. and Don Cornish, chief information and security officer, Dewpoint.

Cornish noted that as workers start to return to the office that business owners need to be considering if remote work will be an increased part of the organization’s operation going forward. That should require a review of policies, formalizing processes, and IT capabilities to support remote work and policies regarding the use of personal computers as it relates to malware protection, encryption, device compartmentalization and remote wiping. He also emphasized the importance of learning from the COVID-19 event.

“Hopefully, we won’t have another pandemic, but what we learn from this will leave us better prepared,” said Cornish. “Document what was implemented. Identify what did not work so well. Decide if improvements or a different approach is needed.”

Gast observed that COVID-19 could be a watershed moment for working from home. He encouraged participants to review their insurance coverage because having more people working remotely could mandate changes in coverage to cover additional risk factors tied into that.

Gast also encouraged business owners to review their contracts as remote working raises a host of potential issues, including those involving downloading client data and third-party software on personal computers and issues involving how much information is shared with third-party vendors.

“These are all issues that we really need to have an answer for,” said Gast. “Regardless of how it happens, a data breach is still a data breach. You need to be prepared.” ■

Lansing Regional Chamber Ambassador of the Year: Barb Schram

BY: MATTIE MILNE, KOLT COMMUNICATIONS

BARB SCHRAM — INDEPENDENT BUSINESS OWNER, chamber member, active volunteer and most recently, awardee of the 2019 Lansing Regional Chamber of Commerce (LRCC) Ambassador of the Year — has been a leader in the community for many years.

Schram opened her own preventive wellness business specializing in Shaklee products nine years ago and soon after joined the chamber. What initially drew Schram to join the ambassador program were the many opportunities to be involved in member mixers, training events, ribbon cuttings, golf outings and more.

Schram's sense of adventure and search for knowledge is evident as she serves on the National Education Board of Directors and has traveled to six of the seven continents, the most recent being Antarctica.

She carries this same mindset when working with the LRCC and has come to love collaborating with local business owners, ambassador members and chamber staff to elevate the Lansing community.

"It was an extreme honor to receive the Ambassador of the Year Award," said Schram. "All of the ambassadors do such an amazing job representing the chamber, so it's a real privilege to be chosen, knowing everyone considered is more than deserving."

The LRCC Ambassador Committee is comprised of 20 individuals, both independent business owners and those who work for a local business. They help advocate on behalf of the chamber, working relentlessly within the community to ensure members connect, grow, and thrive.

"Barb is a true inspiration and a dedicated ambassador. When asked to participate,



Barb Schram accepting the LRCC Ambassador of the Year award at the LRCC Annual Dinner in February.

Barb's hand is one of the first to rise," said Christine Zarkovich, manager of business development and ambassador liaison, LRCC. "Always with a giant smile, she is one of the first faces greeting you at an event or the end of a silky red ribbon. On behalf of the Lansing Chamber, we are very grateful for her service."

Schram said one of the most rewarding tasks as an ambassador is informing local businesses about the many opportunities they have as a chamber member.

"It's fun for me and valuable service for them," said Schram. "It is a real win-win situation to do what I love, surrounded by such hard-working individuals, all the while improving this great city."

Beyond the recognition of winning ambassador of the year, Schram is most honored she can be such an intricate and valuable asset to the growth of the community.

"The chamber offers such amazing programs and it is a pleasure to share them alongside other business owners," said Schram. "I feel a real sense of purpose, playing a part in this wonderful organization and thriving community." ■

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We're Here for You

THE LANSING REGIONAL CHAMBER OF COMMERCE (LRCC) understands the insurmountable stress that our business community is currently under as a result of the COVID-19 crisis. Navigating through an unknown landscape, researching and applying for loans, and unexpected disruption to our daily lives has undoubtedly created a unique set of circumstances that challenges us all.

The LRCC is here for you today and as we move forward. Below are initiatives and activities the LRCC team has worked on to continue to relentlessly help our members connect, grow and thrive during this unprecedented time.

COVID-19 RESOURCES

The LRCC staff has put together a COVID-19 resource page on our website that is updated around the clock and provides valuable resources and information for businesses and organizations, including:

- Important State & Federal Updates
- Open for Business Section
- Business Partner Resources
- Business Continuity Resources
- Unemployment
- Best Practices
- Health Resources

SURVEYS

To gain accurate and ongoing assessment and impact on the Greater Lansing region of COVID-19, the LRCC staff has been utilizing surveys. This feedback from members and the local business community has been extremely helpful in how we are communicating with them as well as advocating on their behalf with state and federal officials. It has also assisted staff in providing valuable content for our newly created LRCC webinar series.

LRCC WEBINAR SERIES

Since several of our events have been postponed and rescheduled, the LRCC events team transitioned and established the LRCC webinar series. These

webinars are focused on providing important content and information for our members to utilize for their businesses or organizations. To-date, the LRCC has offered the following webinars:

- Coronavirus and Employers/Employees: New Environment Under Families First Coronavirus Response Act
- U.S. Chamber Coronavirus Aid, Relief, and Economic Security, or the “CARES Act”
- Continuity of Business – Key Steps to Sustaining Your Business Through a Pandemic/Crisis
- COVID-19 and Health Care Coverage
- Cyber Security and Data Protection Plan
- Stay Local. Stay Connected.
- Maximize the PPP Loan
- Returning Back to the Workplace During COVID-19

ADVOCACY

The LRCC serves as the voice of business on important issues and policies that impact the business community. The LRCC advocacy team has taken the following action to date:

- Advocating for federal relief programs such as the Paycheck Protection Program and Economic Injury Disaster Loans
- Virtual roundtables/tele-town halls with Congressman John Moolenaar (MI-04), Congresswoman Elissa Slotkin (MI-08) and Congressman Tim Walberg (MI-07) addressing the concerns from businesses and organizations.
- Continuing to hold our monthly virtual business roundtables. These roundtables consist of Chamber business members as well as public officials from every level of government (city, county, state and federal), including school districts).
 - Delta Township-Eaton County
 - Lansing
 - East Lansing-Meridian Township
- Established the Lansing Regional Partners, which includes 27 area regional business organizations and key stakeholders that meet weekly to coordinate strategies surrounding COVID-19. ■



THE LANSING REGIONAL CHAMBER-POLITICAL ACTION COMMITTEE (LRC-PAC) WILL BEGIN CANDIDATE INTERVIEWS FOR THE FOLLOWING RACES FOR THIS 2020 ELECTION:

- State House of Representatives
- Clinton, Eaton and Ingham County Board of Commissioners
- Delta, Delhi and Meridian Township Board of Trustees
- Lansing Community College Board of Trustees

The LRC-PAC will be including the following questions to candidates regarding COVID-19:

1. What actions and activities related to the Coronavirus pandemic have you been most please with? Most disappointed with?
2. What are the budget implications as a result of COVID-19 restrictions is yet to be seen? How would you approach the situation?
3. What have you learned from the Coronavirus experience?

A Community Formed Over COVID-19

BY: MICHELLE RAHL, VICE PRESIDENT OF MEMBER ENGAGEMENT, LANSING REGIONAL CHAMBER OF COMMERCE

THE COVID-19 PANDEMIC has fundamentally changed the world as we know it and it can be somewhat tiring to be living history daily. However, I am continually comforted and encouraged by what I see from Lansing businesses and residents, and the way we have rallied to support one another in this time of need to get through this, together.

People have transitioned their lives to the digital space as much as possible and business is no different. Like many others, the Lansing Regional Chamber of Commerce desired to grow its online offerings, and COVID-19 pandemic has helped accelerated that timeline. We know that relationships and staying connected are one of the most critical services we can provide right now.

To address the need for information and updates, we moved quickly to launch a webinar series at no cost to any business. The programs have focused on the Families First and CARES Act, the Paycheck Protection Program, cybersecurity and more. Now, we look at guiding recovery and reopening.

Our regional business roundtables, always popular in-person, have grown in attendance as we moved them online. We want to thank our local and state elected officials for attending these events and providing critical updates on funding resources, legislative decisions and more.

We decided to launch Chamber iChats, which are industry-specific calls with

our members. Different sectors are impacted in vastly different ways and have different paths forward. Businesses are consuming a lot of content, but these iChats have provided a venue for discussion and idea-sharing for these professionals.

Our members have enjoyed two new communication tools – Plan Your Week newsletter and #ShareTheGood social media campaign. The Plan Your Week newsletter is emailed each Sunday night and provides an outline for the upcoming week’s webinars and virtual events. The #ShareTheGood initiative is meant to highlight the positive news we hear in the community and how the business community is rallying to the needs of the region.

Our messaging and programming are based on the evolving needs of the business community. We continue to issue short surveys into the market that track the impact and needs of COVID-19. We kindly ask that members complete surveys as the feedback is extremely valuable to the Chamber.

At the end of this situation, things will be different. But, what will always remain steadfast is the fact that the Lansing Regional Chamber of Commerce is here to work relentlessly to help businesses connect, grow and thrive.

We sincerely appreciate your faith and trust in us during this difficult time. We value our partnership and cannot wait to serve you further in the future. ■



Working Together to Move Business Forward

Visit M3 Group’s COVID-19 small business and community resources page today m3group.biz/covid-19-community-resources

NEW HIRES



Fakhoury

Soly Fakhoury, EIT, has joined national architecture, engineering and planning firm **Bergmann** as a design engineer with the Midwest Infrastructure group in Lansing. Fakhoury graduated with a Bachelor of Science in Civil Engineering from Michigan State University. Before joining

Bergmann, Fakhoury worked as a civil engineer at a Lansing-area engineering firm and gained experience as part of the Michigan Department of Transportation's (MDOT) Summer Co-op Design/Survey Support Team.



Davis

Junior Achievement of Mid-Michigan (JA) is pleased to welcome **Tara Davis** to the team as the new education program manager. Tara will be working directly with their educators, volunteers and business partners who support JA programming. JA is excited to see Tara's level of

excellence and innovation put to work for the benefit of students in the mid-Michigan area and the future growth of our community.

AWARDS

Following a transparent, rigorous, and equitable application and review process involving representatives from **LEAP, Capital Region Small Business Development Center, Capital Area Michigan Works!** and other key community partners, LEAP has awarded 60 local small businesses with Michigan Small Business Relief Program grants. Each business will receive a \$10,000 grant to help them address a financial hardship for their businesses

caused by the COVID-19 pandemic. These grant funds were generously allocated to the Lansing region by Michigan Governor Gretchen Whitmer through the Michigan Economic Development Corporation. LEAP was selected by the MEDC to administer and award \$600,000 in grant funds to the Lansing region over two weeks. LEAP received 1,875 applications for the 60 grants available from small businesses across Clinton, Eaton, and Ingham counties.



Gupit

Nicolei Gupit, MFA candidate in Art, Art History, and Design is this year's Elizabeth Charles Emerging Artist Scholarship recipient, presented by the **Lansing Art Gallery & Education Center** as part of its Michigan Collegiate Art Exhibition. Founded in 2019, this scholarship, which annually awards up to \$1,000, supports emerging artists studying the visual arts or artists seeking to establish a professional presence or enhance an emerging presence.

PROMOTIONS



Oumedian

Cinnaire announced that **Brett Oumedian** has been appointed chief financial officer (CFO). Brett will succeed Christopher Cox, who served Cinnaire since 1995 and announced his retirement in January. Brett brings more than 15 years of financial expertise to the role, serving most recently as Cinnaire's controller for the past seven years, where he played a key role in establishing best practices for the organization's accounting operations, financial reporting, and forecasting.

BOARD OF DIRECTORS & EXECUTIVE COMMITTEE UPDATES



McNamara

Junior Achievement of Mid-Michigan (JAMM) welcomes Amy McNamara of Mercantile Bank to its Board of Directors. Amy states, "I have a passion for our youth and their education. By joining the JAMM Board, I hope to inspire and prepare young people to succeed in our economy and through JAMM's outreach, I hope to make an impact on our youth's financial literacy as I have over 20 years of banking experience." JAAM is excited for Amy to join the team and look forward to great things to come for youth in the mid-Michigan area.

PEOPLE NEWS



Tiffany Henfling, one of **Mason Middle School's** science teachers, presented to fellow science teachers from around the state on March 6, at the Michigan Science Teachers Conference held in Lansing. Her presentation was entitled, "Consensus Meetings in Science: Making Student Thinking Visible and Incorporating Student Voice." The session focused on the what, why and how of implementing interactive student conversations into the science classroom.



Thank You!

We'd like to join our voices with others in thanking the many of you that are essential to the workforce on a daily basis. Whether it's those in the health fields, the sanitation workers, delivery truck drivers or food industry workers, from the bottom of our hearts we are grateful.

Stay up-to-date with NAI on our news page
naimidmichigan.com/news

NAI Mid-Michigan



Origami team members (L to R): Drew Doubleday, Heather Chambers, Lauren Wesolowski and Saba Wagaw



Origami team members (L to R): Divya Venkatesan and Erneststeen Vaughn

As a facility that provides essential 24-hour care, **Origami Brain Injury Rehabilitation Center** must ensure their clients have what they always need, even during times of crisis. Origami would like to thank their team members for showing up

each day with a positive attitude to provide care for their residents.

EVENTS

Michigan State University's Institute for Public Policy and Social Research showcased the first steps under a new model to help improve the state's lowest-performing schools in its Wednesday, April 15 Public Policy Forum. Educators and education researchers reviewed "Michigan's Partnership Model" in the Institute's first-ever Public Policy Forum videoconference presented over Zoom. In March 2017, Michigan began discussions toward developing "partnership" agreements with 10 of the state's school districts. The goal was to increase achievement levels at the lowest-performing schools.

COMPANY NEWS

Sparrow was the first hospital in Mid-Michigan to perform same-day COVID-19 testing at its Center for Laboratory Medicine in Lansing. Sparrow was the first health system in Michigan with the capability to deliver a laboratory-confirmed Coronavirus diagnosis to inpatients who have been admitted to the hospital with suspected COVID-19 symptoms or distress.



Mason Public Schools students who participate in FFA or are enrolled in the botany curriculum have been using the District's passive solar greenhouse since it was constructed in 2011. Utilizing sinking fund dollars, the District invested in a new heating system in the greenhouse to allow for year-round use. Prior to this investment, the greenhouse had been used for limited experimentation and to grow cool season crops such as lettuce, spinach, kale, radishes, and other leafy salad greens. The crops have been sold to the public and served during school lunch. The challenge has been with cold and cloudy Michigan winters, there is limited time for the greenhouse to enhance learning during the school year. This year, the greenhouse investment will add a heating element to allow students to use the greenhouse year-round.

In partnership with AAF Greater Flint, local digital marketing agency, **3Sixty Interactive**, is offering one deserving student a \$500 scholarship at the 2020 Flint Addy Awards ceremony, held at the Capitol Theatre Building in Flint. To receive an award, applicants are to be enrolled in an accredited U.S. institution of higher learning full or part-time. Students must submit an advertising project created for the competition or from a previous unpaid project or competition, while the applicant or student was not employed.

As part of its statewide, 'We're in This Together' initiative, **Farm Bureau Insurance** announced that it will give back over \$5 million to its members across the state as they support local businesses in their communities. This \$5.4 million initiative is just one part of Farm Bureau's overall We're in this Together effort and follows quickly on the heels of the Farm Bureau Family of Companies Million Meal Challenge, which funded 1.1 million meals through the seven food banks across Michigan for Michigan children and families honoring the stay home, stay safe effort. ■

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