



LANSING REGIONAL CHAMBER

# 2020 ANNUAL REPORT



Dear Members,

The Lansing Regional Chamber of Commerce (LRCC) invites you to read our 2020 Annual Report detailing our accomplished results, thanks to the business community's generous investment in our organization.

Throughout the COVID-19 pandemic, the LRCC was steadfast in providing our region's employers with meaningful, timely content and proactively turning challenges into innovation and resiliency while delivering leadership and value to the Lansing region.

From the formation of the RELAUNCH Greater Lansing: Economic Rehabilitation Task Force to transitioning our programs to virtual platforms to creating resources to guide the Lansing business community through tremendous uncertainty, the LRCC achieved so much in 2020.

We celebrate this success as a region and with every one of you!



**Tim Daman**  
President and CEO, LRCC

## Lansing Regional Chamber of Commerce Board of Directors

### Officers

#### Board Chair

Wendy Hamilton / TechSmith

#### Past Chair

Patrick Dean / Dean Transportation

#### Chair Elect

Mike Zamiara / Niowave

#### Legal Counsel

Patricia Scott / Foster Swift  
Collins & Smith, P.C.

#### Treasurer

Andy Rose / Rehmann

#### President

Tim Daman / Lansing Regional  
Chamber of Commerce

### Division Directors

#### Marketing and Communications

Lisa O'Connor / Publicom

#### Government Relations

Matt Resch / Resch Strategies

#### Member Services

Michelle Massey / Dewpoint

#### Regional Initiatives

Kirk Ray / McLaren Greater Lansing

### Board Partnerships

#### LEAP, Inc.

Bob Trezise / LEAP, Inc.

#### Lansing 5:01

Steve Hershfield / CBRE

#### ATHENA WIN

Debbie Horak / GÜD Marketing

#### Black Business Alliance of Greater Lansing

Dr. Alane Laws-Barker / Sparrow

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Tina Brumley / Auto-Owners Insurance

April Clobes / MSU Federal Credit Union

Jim Farrell / Dart Container

Roger Graff / Farm Bureau Insurance Co.

Glenn Granger / Granger Construction

Keith Granger / Granger Waste Services

David Lewis / AT&T Michigan

Darci Marcum / General Motors

Van Martin / Martin Commercial Properties

Jeff Metts / Dowding Industries

Ken Misiewicz / Pleune Service Company

Steve Quinlan / Neogen

Joe Ruth / Sparrow

Lisa Ellen Smith / InVerve Marketing

Todd Surline / Hiring Solutions

Dr. Kathleen Wilbur / Michigan State University

Kevin Zielke / AF Group

David Zyble / Jackson National Life Insurance

# Member Engagement

## ENGAGEMENT

In 2020, the LRCC understood that local businesses were faced with so much uncertainty and forced to navigate an unknown landscape that presented many economic challenges.

For that reason, the LRCC was committed to finding ways to stay connected and support each other, while being physically apart. The LRCC also worked with our state and federal leaders to identify solutions to assist businesses during a challenging economic time.

## MEMBER JOURNEY

In 2020, the LRCC launched our Member Journey campaign, designed to assist new members with finding value in their membership investment and plugging into the tools, resources, and relationships that help businesses connect, grow, and thrive.

As part of this effort, the LRCC started to distribute postcards to renewing and new members to recognize the impact of investment in our regional success and how much we appreciate their continued support and engagement with our organization.

## iCHATS

iChats were discussions hosted for specific industries, such as hospitality and construction, to share their challenges and opportunities in navigating the COVID-19 pandemic. By keeping the conversations industry-specific, businesses could share best practices, innovation, and resiliency.



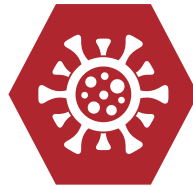
# Regional Leadership + Advocacy

*“As the voice of business in Greater Lansing, the Lansing Regional Chamber of Commerce recognized that our role in providing regional leadership was never more important than during the challenging times we have dealt with the past several months,” said Tim Daman, president and CEO, LRCC.*

## 2020 POLICY PRIORITY SUCCESSES

### Regional Leadership

- Established the RELAUNCH Greater Lansing Task Force to assist with COVID-19 guidelines and resources for businesses



### Regional Infrastructure

- Advocated and secured \$290 million for infrastructure improvements
- Advocated for \$65 million for I-496 reconstruction



#### Secured:

- \$14.3 million in broadband funding to expand internet access
- \$1.7 million for Forest Road roundabout

### Talent & Workforce Development

#### Secured:

- \$28 million: Going PRO Talent Fund
- \$30 million: MI Reconnect Program

#### Supported and Signed into Law:

- Criminal justice reforms and expungement legislation
- Return to Learn legislative package



### Local Government Financial Health

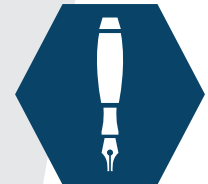
- City of Lansing Health care Retiree Reform implementation \$3 million annual savings



### Regulations

#### Supported and Signed into Law:

- Unemployment system protections for business and employees
- COVID-19 employer liability protections

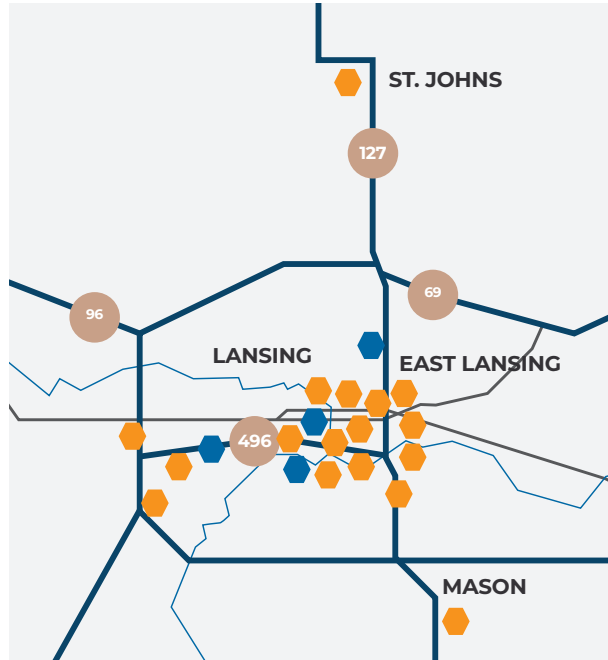


# Regional Leadership + Advocacy

## REGIONAL INFRASTRUCTURE

The LRCC advocates at every level of government to prioritize budgets and focus on investing in the region’s infrastructure. Ensuring our local, state, and federal levels of government properly invests in infrastructure is vital to the Lansing region because it spurs economic development and attracts businesses and people.

**Example of Regional Infrastructure Project That Will Spur Economic Development and Job Growth — Coleman Road Extension:** The LRCC and its partners across several different governmental jurisdictions secured \$7 million in the state budget process to extend and connect Coleman Road to Wood Road under U.S. 127.



### DEVELOPMENT PROJECTS

- St. Johns** / Glanbia Nutritionals dairy processing facility
- Lansing** / Red Cedar Project
- Lansing** / Capital City Market
- Lansing** / State Capitol/ Heritage Hall
- Lansing** / McLaren Greater Lansing health care campus
- Lansing** / Temple Building
- Lansing** / U-Haul
- Lansing** / Allen Neighborhood Center Facility
- Lansing** / Lansing Shuffleboard & Social Club – Lansing City Market redevelopment
- Mason** / Dart Container technical and innovation center
- Delta Twp** / Lansing BWL Delta Energy Park Power Plant
- Delta Twp** / Auto-Owners Insurance headquarters expansion
- Delta Township** / Delta Crossings mixed-use development
- Michigan State University** / STEM Facility
- Michigan State University** / Facility for Rare Isotope Beams
- East Lansing** / Downtown development projects
- East Lansing** / MSUFCU downtown East Lansing office

### INFRASTRUCTURE PROJECTS

- East Lansing** / Coleman Road
- Lansing** / M-99 resurfacing project
- Lansing** / I-496 between I-96 and Old Lansing Road
- Lansing** / I-496 and Waverly Road interchange improvements

**\$290 MILLION IN REGIONAL INFRASTRUCTURE**

# Regional Leadership + Advocacy

## \$28 MILLION GOING PRO TALENT FUND

The need for professional trade talent has never been greater. Highly skilled individuals are in high demand for careers in health care, information technology, advanced manufacturing, construction, and the automotive industry. Professional trades leverage talent, work ethic, and know-how to help keep Michigan's economy and workforce healthy, solid, and growing. Also, these careers often require less schooling and less debt than a traditional four-year degree.

Going PRO in Michigan was created to elevate the perception of professional trades and showcase the opportunities in a variety of rewarding careers. For generations, these types of jobs have been treated as inferior. But now, it is time to level the playing field.



## MICHIGAN RECONNECT

Michigan Reconnect is a scholarship program that pays workers to attend in-district community colleges and offers a significant tuition discount if attending an out-of-district community college. The use of the scholarship is to complete an associate degree or a skill certificate program.

## FUTURES FOR FRONTLINERS

Futures for Frontliners is a state scholarship program for Michiganders without college degrees who worked in essential industries during the state COVID-19 shutdown in spring 2020 (April 1 – June 30). This scholarship provides these frontline workers with tuition-free access to local community colleges to pursue an associate degree or a skills certificate, either full-time or part-time, while working.



# Regional Leadership + Advocacy



## LANSING REGIONAL CHAMBER OF COMMERCE POLITICAL ACTION COMMITTEE

Candidates endorsed by the Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) scored big wins during the 2020 elections.

## VIRTUAL BUSINESS ROUNDTABLES

The LRCC moved its monthly East Lansing–Meridian Township, Delta Township–Eaton County, and Lansing–Delhi Township business roundtables to a virtual platform with tremendous success. Business roundtable guests included Congresswoman Elissa Slotkin, Congressman John Moolenaar, State Senators Tom Barrett and Curtis Hertel, and Mayor Andy Schor, among others.

96%

LRC-PAC  
Endorsed Candidate  
Primary Success

95%

LRC-PAC  
Endorsed Candidate  
General Election  
Success

39/41

Endorsed  
Candidates  
Win

50

Virtual Business  
Roundtables

1,800

Roundtable  
Participants

# RELAUNCH Greater Lansing: Economic Rehabilitation Task Force

The RELAUNCH Greater Lansing: Economic Rehabilitation Task Force was formed in early spring 2020 and brought together trusted and prominent leaders in business, government, health care, and education. The task force's overall goal was to develop a comprehensive strategy for industries within the Lansing region to navigate the COVID-19 pandemic, provide necessary and timely information and regulatory updates and help reopen business safely and successfully.

A comprehensive guidebook and website were created to provide up-to-date information for businesses, including screening, social distancing, cleaning and sanitation, commonly asked questions about testing and vaccines, and resources from state and local health departments.

The RELAUNCH Greater Lansing Task Force also provided a webinar series that featured local leaders and discussed everything from the Paycheck Protection Program to health and safety protocols.



*“The Lansing Regional Chamber has been a tremendous partner throughout the entire pandemic and offered to step into this role,” said Linda S. Vail, health officer, Ingham County Health Department.*

## PARTNERSHIP WITH INGHAM COUNTY HEALTH DEPARTMENT

In 2020, the LRCC partnered with the Ingham County Health Department to help local businesses. As part of that effort, the LRCC answered basic questions from local businesses on a COVID-19 helpline. The health department provided tools, guidance, and training to the LRCC in support of the partnership.



### MEALS FOR HEROES PROGRAM

Meals for Heroes was a voluntary program in partnership with the Ingham County Health Department that provided box lunches and snacks to workers and volunteers administering the COVID-19 vaccine at the MSU Pavilion. A special thank you to these Lansing Regional Chamber members who stepped up to feed our heroes!





## EMPLOYER VACCINE GUIDEBOOK, “HOW TO EFFECTIVELY ENGAGE YOUR EMPLOYEES REGARDING THE COVID-19 VACCINE”

The RELAUNCH Greater Lansing Task Force produced an employer vaccine guidebook to serve as a road map for employers to manage the process of communicating with employees regarding the COVID-19 vaccine.



## TRUSTED VOICES CAMPAIGN

The Trusted Voices video campaign featured local and prominent leaders in business, government, education, and health care from the Lansing region. The videos discussed the science behind the vaccines, vaccine safety, and efficacy.

*These initiatives were generously supported by TechSmith.*

## CENTRAL MICHIGAN PUBLIC RELATIONS SOCIETY OF AMERICA 2021 PACE AWARD FOR CRISIS COMMUNICATIONS CAMPAIGN

The LRCC received the Achievement Award for its crisis communications campaign, the RELAUNCH Greater Lansing: Economic Rehabilitation Task Force during the 2021 Central Michigan Public Relations Society of America PACE Awards. The campaign also won the coveted People's Choice Award, which was voted on by the public.

## RELAUNCH GREATER LANSING TASK FORCE MEMBERS

Terrance Augustine,  
Eaton County Board of  
Commissioners

Farhan Bhatti, M.D.,  
Care Free Medical

Bryan Crenshaw,  
Ingham County Board  
of Commissioners

Tim Daman, Lansing  
Regional Chamber of  
Commerce

Jeff Deason, Shiawassee  
Regional Chamber of  
Commerce

Tico Duckett, Duckett  
Brothers Distributing

Brent Forsberg,  
T.A. Forsberg

Peter Graham, M.D.,  
chief medical officer,  
Physicians Health Plan

Kevin Irwin, TechSmith

Janet Lillie, Michigan  
State University

Jason Mellema,  
Ingham Intermediate  
School District

Bob Mooney,  
Meijer

Julie Pingston, Greater  
Lansing Convention &  
Visitors Bureau

Matt Resch,  
Resch Strategies

Carrie Rosingana,  
Capital Area Michigan  
Works!

Andy Schor, Mayor,  
City of Lansing

Patricia Scott,  
Foster Swift Collins &  
Smith, P.C.

Bob Trezise, Lansing  
Economic Area  
Partnership

Linda Vail, Ingham  
County Health  
Department

Kam Washburn,  
Clinton County Board  
of Commissioners

Mike Zamiara,  
Niowave

# Events and Programming

During a time of mandated social distancing, the LRCC transitioned from in-person events to new, innovative ways to virtually offer the same valuable and timely programming to its members. The events provided a robust lineup of subject matter experts, prominent business professionals, and leaders in their respective fields.

## LANSING ECONOMIC CLUB

In spring 2020, the LRCC partnered with Message Makers and Michigan Premier Events to create a virtual Lansing Economic Club that was an innovative, creative, and exciting experience that brought the content to life.



## 2020 SPEAKERS

**January:** Jeff Burnstein, president, Association for Advancing Automation

**February:** JoAnne Bland, co-founder and former director, National Voting Rights Museum

**May:** S. Bobby Mukkamala, M.D., president, Michigan State Medical Society

**June:** Women's Business Leadership Panel

**August:** Bill Beekman, athletic director, Michigan State University

**August:** Changing Landscape of Education in Mid-Michigan Panel

**September:** University Research Coordinator Presidents Panel

**September:** Local Government Panel

**October:** Jeff Poet, president, Jay's Sporting Goods

**October:** Craig Allen, US-China Business Council

**November:** Redesigning Health Care, Technology, Partnerships and Innovation, featuring Kirk Ray, president and CEO, McLaren Greater Lansing

**November:** 2020 Celebration of Regional Growth Awards

**December:** 2021 Economic Forecast, featuring Bryce Skaff, co-head of Global Client Group and vice president, Dimensional Fund Advisors

## LANSING ECONOMIC CLUB SPONSORS DONATE \$10,000 TO LOCAL NON-PROFITS

Several organizations that make the Lansing Economic Club series possible added a new twist to their sponsorships in 2020. The Lansing Economic Club sponsors invested a portion of their annual Economic Club support to several worthwhile non-profit organizations.

**WIELAND:** \$1,000 to Pregnancy Services of Greater Lansing and \$1,000 to the Forgotten Man Ministries;

**Michigan State University:** \$2,000 to the Davies Project;

**Fahey Schultz Burzych Rhodes:** \$2,000 to the Greater Lansing Food Bank;

**McLaren Greater Lansing:** \$2,000 to the Small Talk Children's Advocacy Center; and

**Siena Investments:** \$2,000 to the Grand Ledge Food Bank.

**\$10,000**

*Donated to Local  
Non-Profits*

# Thank You to Our 2020 Event Sponsors



# Events and Programming

## MEMBER MIXERS

800+ engagements

## 2020 CELEBRATION OF REGIONAL GROWTH AWARD RECIPIENTS

- **Coleman Road Extension** (Dewitt Charter Township, City of East Lansing, Ingham County Board of Commissioners and Clinton County Board of Commissioners)
- **Block 600 Development** (Gillespie Group)
- **Michigan State Capitol Restoration & Infrastructure** (Capitol Commission)
- **COVID-19 Innovation and Support** (Sparrow)

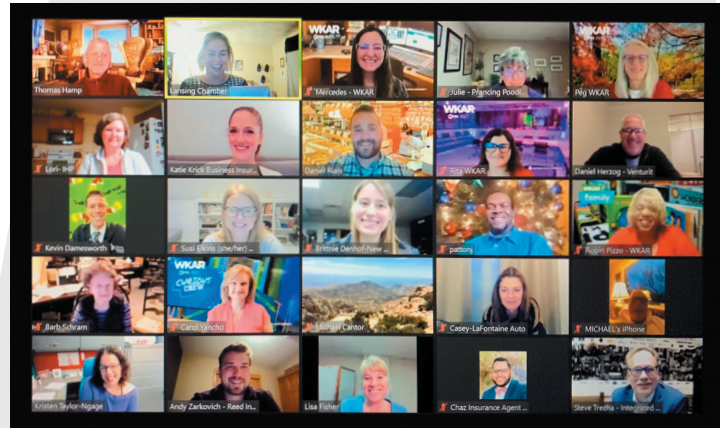
## LEADERSHIP LANSING: 2020-2021 COHORT

25 participants

## ATHENA

2020 ATHENA PowerLink recipient: Lauren Palmer

2020 ATHENA Leadership Award recipient: Elaine Hardy



Lauren Palmer, founder and owner, Curvaceous Lingerie



Elaine Hardy, diversity, equity and inclusion administrator, City of Lansing

## 10 OVER THE NEXT TEN AWARDS

The 10 Over the Next Ten Awards recognizes Greater Lansing's top young professionals who are expected to contribute significantly to our community over the next ten years.

### 2020 10 OVER THE NEXT TEN AWARDS RECIPIENTS

(From left to right) Lisa Nguyen · Zachary Armstrong · Ceci Bodayo · Josh Robertson · Amanda Davis  
Matthew Anderson · Katie Krick · Lillian Werbin · Joe Lewis II · Grace Braatz-Opper



# Communications

## MARKETING CAMPAIGNS

### #SHARETHEGOOD + PLAN YOUR WEEK

The LRCC launched the **#ShareTheGood** campaign, which highlighted local businesses working together to assist other businesses and organizations in our community during the COVID-19 crisis, and a weekly Plan Your Week email that promoted members' webinars, educational programming, and virtual networking opportunities.



LANSING  
REGIONAL  
CHAMBER

"The opportunity to ask specific questions of subject matter experts during the various webinars has been extremely valuable. This is a great time for any business to take advantage of the Chamber's many offerings to help get through this pandemic."

### TESTIMONIAL TUESDAY

The Testimonial Tuesday campaign captured member testimonials on how the LRCC helped them navigate the pandemic.

**LISA O'CONNOR,**  
PRESIDENT, PUBLICOM

## SOCIAL MEDIA

Impressions: 2,251,754  
Followers: 20,093





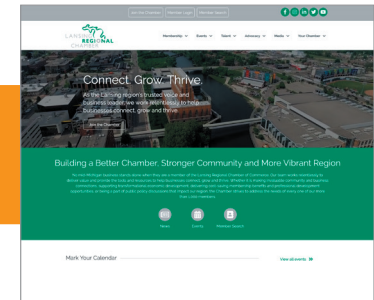



### FOCUS MAGAZINE

In February 2020, the LRCC added a digital component to its FOCUS Magazine by implementing flipbook technology to make FOCUS Magazine a digital publication, further expanding its reach and visibility. Since March 2020, the publication has been delivered electronically to Greater Lansing decision-makers and LRCC members.

## LANSING REGIONAL CHAMBER WEBSITE

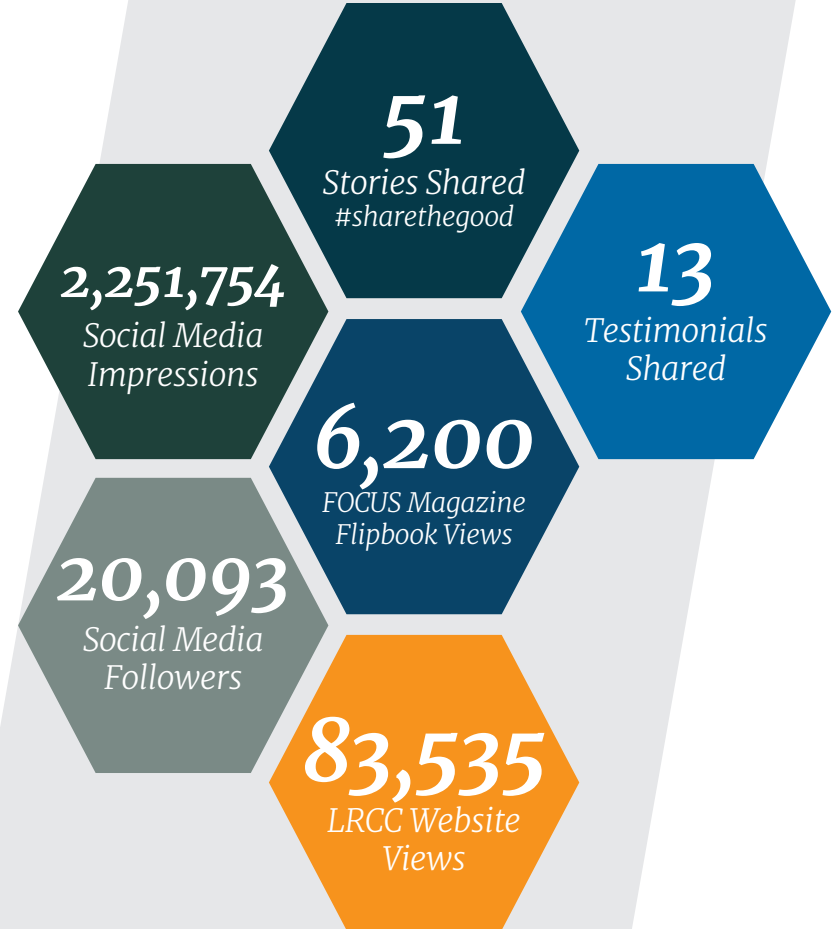
83,535 total views





## COVID-19 RESOURCE PAGE


In May 2020, the LRCC created a comprehensive database of resources to assist Lansing area businesses in adapting to the challenging circumstances brought on by the COVID-19 pandemic. The resource page is located on the LRCC website, [www.lansingchamber.org](http://www.lansingchamber.org). It features a wealth of relevant information, including best practices for reopening your business and small business resources, recordings from the popular LRCC COVID-19 webinar series, health resources, personal protection equipment resources, an essential worker dashboard, best practices for teams working remotely, unemployment information and state and federal updates.




Follow the Lansing Regional Chamber of Commerce on social media for news and updates.

LansingChamber 

LansingChamber 

company/lansing-regional-chamber-of-commerce 

LansingRegionalChamber 

*There has never been a better time to be a  
Lansing Regional Chamber member.*

Contact us to learn how to become involved.

**Mission:** We work relentlessly to help businesses connect, grow and thrive.

**Vision:** We are the Lansing region's trusted and transformational business leader ensuring sustained prosperity for businesses and enriching our diverse communities.

**Values:** Accountability. Excellence. Integrity. Leadership. Passion. Positivity. Purpose. Respect, Success. Trust.



LANSING REGIONAL CHAMBER

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