

FOCUS

THE MONTHLY BUSINESS NEWS MAGAZINE OF THE
LANSING REGIONAL CHAMBER OF COMMERCE

December 2021

A portrait of Michelle Massey, a woman with short reddish-brown hair, wearing glasses, a black leather jacket, and a silver necklace. She is smiling and looking towards the camera. The background is a teal wall with some blurred lights.

**Michelle Massey: 2021
ATHENA Leadership
Award Recipient**

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INTRODUCING THE 2022 ATHENAPOWERLINK RECIPIENT
LRC-PAC ENDORSED CANDIDATES CELEBRATE ELECTION WINS
MID-MICHIGAN SPARTANS MAKING AN IMPACT

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Lansing 5:01

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Leadership Circle investors 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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Growing the ATHENA Brand Where It All Started

With great pride, the Lansing Regional Chamber of Commerce (LRCC) recognizes that the ATHENA Leadership Award has deep roots in our community. Lansing business leader Martha Mertz created the ATHENA award with the support of the LRCC in 1982. Since that time, not only have the best and brightest leaders in our region been honored as ATHENA recipients, but the program has also grown internationally. It is now presented in 48 states and 11 countries.

The LRCC recognizes the importance of promoting and elevating the ATHENA brand in our community. A decade ago, we took the step to create a standalone event for the award presentation, a move that has been widely embraced in the region. Michelle Massey of TechSmith is the 2021 ATHENA Leadership Award honoree, which is a most fitting tribute. Colleagues and friends agree that Michelle is the epitome of the ATHENA award. She has worked hard to overcome obstacles working as a woman in the automotive and technology fields. She has been a leader in her field and a faithful community servant. She has been particularly focused on promoting the growth of young women in STEM-related fields, something her new position at TechSmith will allow her to take to the next level.

LRCC is also enormously proud of the growth of the ATHENAPowerLink (APL) program, which annually provides a woman-owned business with a panel of mentors to help identify and implement strategies for business growth. The 2021 APL recipients, FLEXcity Fitness owners Trista Parisian and Jenny Quinn, used their panel of mentors to adjust legal, networking, financial, strategy and general accountability strategies. We are also incredibly pleased with the selection of Tobi Lyon, founder and CEO of Ngage Management as the 2022 APL recipient. We expect Tobi and her team will take an already successful business operating in five states and do even bigger and better things.

The ATHENA brand goes even deeper in our region as we see the continued growth of ATHENA WIN, which is connecting and helping empower women in our community. ATHENA WIN's Evening of Empowerment program held in September featured 2020 ATHENA recipient Elaine Hardy and Amanda Sauer, the first female Big 10 Football referee. It was an evening that inspired and encouraged all the attendees. "The LRCC has also recognized that as we elevate the ATHENA brand to its deserved status, our organization must also reflect that same commitment to promoting women's role in business. When Martha Mertz joined the LRCC Board of Directors four decades ago, she was the only woman in the room. We are proud of the number of women on our board every year and the number of women who have led the LRCC board. Many thanks to Wendy Hamilton of TechSmith, who has completed two years as our board chair and who very capably helped guide LRCC during the challenging Covid pandemic.

On behalf of the LRCC team, I want to take this opportunity to wish you a safe, happy, and healthy holiday season. We look forward to 2022 and working with all of you to make it our best year ever! ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



The LRCC recognizes the importance to promote and elevate the ATHENA brand in our community. A decade ago, we took the step to create a standalone event for the award presentation, a move that has been widely embraced in the region.

December 2021

12/2

ATHENA AWARDS

Thursday, Dec. 2 from 11:30 a.m. to 1:30 p.m.

Kellogg Hotel and Conference Center;
219 S. Harrison Road in East Lansing

Michelle Massey, vice president of community outreach and customer operations at TechSmith, will be recognized Dec. 2 as the recipient of the 2021 ATHENA Leadership Award. The ATHENA Leadership Award recognizes individuals for professional excellence, providing valuable service to the community and actively assisting women in attaining professional excellence and leadership skills.

Cost: LRCC member: \$55; Non-LRCC member: \$75; Table of eight: \$425

12/7

LANSING ECONOMIC CLUB

Tuesday, Dec. 7 from 11:30 a.m. to 1:30 p.m.

Kellogg Hotel and Conference Center;
219 S. Harrison Road in East Lansing

In partnership with the Michigan Business Network (MBN), Quentin L. Messer, Jr., president & CEO, Michigan Economic Development Corporation, will present on the Future Business Index Survey that is compiled annually by MBN. Patrick Anderson, principal & CEO, Anderson Economic Group, will focus on the 2021-2022 economic forecast highlighting our state and region's economic competitiveness.

Cost: Complimentary for Lansing Economic Club members; LRCC member: \$55; Non-LRCC member: \$75; Table of eight: \$425

12/9

CHAMBER 360

Thursday, Dec. 9 from 8:30 to 10 a.m.

Lansing Regional Chamber of Commerce;
Insurance Capital Board Room;
500 E. Michigan Ave., Suite 200, Lansing

The Chamber 360 program provides members with the opportunity to connect with other LRCC members, provide brief remarks, meet the LRCC team, and take a deeper dive into member benefits.

Cost: Complimentary for LRCC members

12/14

BUSINESS EDUCATION SERIES

Tuesday, Dec. 14 from 10 to 11:30 a.m.

Lansing Regional Chamber of Commerce;
Insurance Capital Board Room;
500 E. Michigan Ave., Suite 200, Lansing

Katlyn Cardoso, director of entrepreneurial ecosystem development at the Lansing Economic Area Partnership (LEAP) will discuss several inclusive entrepreneurship topics, including LEAP's One and All-Inclusive Entrepreneurship

Program and its impact on the Greater Lansing community, and the value of entrepreneurial support and equity/inclusion in creating robust, thriving local economies.

Cost: Complimentary for LRCC members

12/14

DECEMBER MEMBER MIXER

Tuesday, Dec. 14 from 4:30 to 6:30 p.m.

University Ballroom, Marriott East Lansing
University Place; 300 M. A. C. Ave.,
East Lansing

Hosted by Financial Technology and sponsored by the Marriott East Lansing, the December Member Mixer will allow attendees to gather for a night of complimentary snacks, drinks and networking. The Jacob Nance Trio will also perform during the event.

Cost: Complimentary for LRCC members

12/14

POLICY FORUM

Tuesday, Dec. 14 from 5 to 8 p.m.

Country Club of Lansing;
2200 Moores River Drive, Lansing

Sponsored by Jackson National Life Insurance Co., the Lansing Regional Chamber of Commerce Policy Forum (formerly Legislative Dinner) will feature the new leaders of the Michigan House of Representatives and Michigan Senate, including Senator Aric Nesbitt (R-Lawton), Senator Winnie Brinks (D-Grand Rapids), Representative Matt Hall (R-Marshall) & Representative Joe Tate (D-Detroit). Zach Gorchow of Gongwer will moderate the panel discussion.

Cost: LRCC member: \$55, Non-LRCC member: \$75; Table of 8: \$425

Virtual Business Roundtables

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

Delta Township - Eaton County

Wednesday, Dec. 1 from 9 to 10 a.m.

Lansing - Delhi Township

Wednesday, Dec. 8 from 9 to 10 a.m.

East Lansing - Meridian Township

Wednesday, Dec. 15 from 9 to 10 a.m.

The Lansing Regional Chamber of Commerce (LRCC) hosts numerous events monthly, from Member Mixers to Lansing Economic Club programs. The events and programming provide valuable content and information and give members unique opportunities to connect and network.

The LRCC encourages members to check their email, follow LRCC social media channels, and visit the [LRCC website](#) for the most updated information on upcoming educational offerings and networking opportunities.

Registration is available on the LRCC website.



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www.facebook.com/soulnutritionn
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Sylvan Learning Center
(517) 940-6170
[locations.sylvanlearning.com/us/
lansing-48912-mi](http://locations.sylvanlearning.com/us/lansing-48912-mi)
2500 Kerry St., Suite 100
Lansing, MI 48912

tinkrLAB STEAM Learning Centers
(517) 233-1524
www.tinkrLAB.com
1982 W. Grand River Ave.
Okemos, MI 48864

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!

**A.J. Boggs &
Company**
25 Years

**Compass Self
Storage**
5 Years

**Kellie's Estate Sales,
Auctions and Resale**
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.

Longtime Community Leader Kelly Rossman-McKinney Passes Away

One of the Lansing region's most well-known and beloved figures, Kelly Rossman-McKinney passed away on November 9 after a courageous battle with cancer. Kelly was the founder of her own communications company and viewed as a leader in the industry. She eventually merged her company with one of her rivals, John Truscott, who continues as CEO. Truscott issued a statement on behalf of all the employees of the firm.

"The team at Truscott Rossman and I join people across the state of Michigan today in mourning the loss of our friend, Kelly Rossman-McKinney. Kelly left this world the way she lived in it – bravely determined, inspiring all those around her with her courage, wit and humor. We will miss her tremendously.

Throughout her 45-year career, Kelly became one of Michigan's best-known, highly-respected and most-accomplished communications experts. There never has been and never will be another Kelly Rossman-McKinney. She shattered the glass ceiling for women in Lansing by taking risks – risks she understood and committed to because she knew what challenges were, and she faced them head-on. After years of competing for business, and even serving as adversaries on issues, Kelly and I joined forces and founded Truscott Rossman in 2011. It was the best decision of my career.

With her passing, I've lost more than a business partner, I've lost a best friend, my work wife and one of the most heroic people I've ever met.

On behalf of our entire team, I extend deep sympathy to Kelly's beloved husband, Officer Dave Thompson, and her children Alex, Teddy, Connor and Coby, her stepdaughter Brittany Thompson, daughter-in-law Jessica Zimbelman and former husband and great friend, Kevin McKinney."

Kelly left the firm a few years ago to run for the state



legislature. Though she did not win that race, she did go on to serve as communications officer for state attorney General Dana Nessel.

"There will never be another Kelly Rossman-McKinney," said Attorney General Nessel. "I am heartbroken by the loss of one of my most trusted advisors and I am honored to count myself amongst those who had the good fortune to work alongside Kelly and to witness her artistry. Kelly forged deep relationships with so many of her colleagues at the Department of Attorney General, and her loss weighs heavy on all our hearts."

Rossman-McKinney was much more than a highly successful business person. She was a mentor and friend to many, always willing to help others with career advice.

"Kelly Rossman McKinney was known, respected and admired by every community leader in the Greater Lansing region and beyond," said Tim Daman, president & CEO, Lansing Regional Chamber of Commerce. "Her presence was felt every time she entered a room. Her contributions to the community were enormous, as reflected by the fact she was one of only two individuals to receive both the ATHENA Leadership and Community Service Awards from the Lansing Regional Chamber. Our deepest condolences to Kelly's family and current and former colleagues for their loss." ●

Mid-Michigan Spartans Serve Michigan State Students

By: Celine Kerik, Kolt Communications, Inc.

Since 1966 and many active years prior, Mid-Michigan Spartans have had quite a significant economic impact on the Lansing region, and specifically on Michigan State University's (MSU) programs and a new generation of students.

The official mission statement of the club, inspired by Former Michigan State running back, Todd J. Duckett, states, "The Mid-Michigan Spartans purpose is to help Spartans stay connected and maintain a direct relationship with MSU. Our passion is to promote engagement in activities that will serve our community. Whether it's on-campus or in the business sector, our goal is to remind Spartans there is a place to show your passion!"

Jamell Williams, vice president of community partnerships in Mid-Michigan Spartans, is a 2002 graduate from the College of Communication Arts and Sciences with a degree in advertising. Nearly 20 years after completing his undergraduate degree, he continues to be a part of MSU's community by providing his time to the non-profit organization, building awareness, and supporting university programs.



Jamell Williams and Lisa Parker

"I was raised with the importance of volunteering to things that matter most to me," Williams says. "So, with my love of Michigan State University, and our local community, it only makes sense for me to want to help the university in this way."

They host various events for the 43,000 members living in Ingham, Eaton, and Clinton counties throughout



Showing their Spartan spirit are members of the Mid-Michigan Spartan Alumni club, 1-r: Jamell Williams, Scott Pantaleo, Tim Fox, Michelle Maki, Robert Ulrich.

the year. Fundraising, scholarships, and networking events are some of the ways the club helps the future generations of Spartans. Besides financial matters, Mid-Michigan Spartans feel they must serve students by being physically involved in the community. For example, they assist incoming MSU students on the move-in day, every year.

"I lived in Brody when I was a student, so I took pride in helping them. I would always tie in, 'hey, I lived in this hall.' I would help the parents with reassurance with their kids and telling them their young adults would be okay," said Williams. "I've always enjoyed that and a lot of our other team members. They help with student move-in as well. We try to do things with the university to help [students]."

Williams credits Lisa Parker, the senior director of alumni engagement at Michigan State, for being "supportive and helpful," and providing the group with direction, leadership, and hope. He says she is one of many that help makes a wonderful impact on the organization and gives members like him an opportunity to give back to the school he adores.

"Michigan State University means a lot to me. Anyone who knows me personally knows how passionate I am about my university," said Williams. "MSU provided me with a wonderful education and played a role in preparing me for life."

To invest or learn more about the Mid-Michigan Spartans, please visit www.midmichiganspartans.com. ●



Pictured (L to R): Clerk Mary R. Clark, Supervisor Kenneth R. Fletcher, Business of the Year recipients Celia Ferguson and Desmond Ferguson Jr. with Moneyball Sportswear; Community Enhancement Award recipient Sam Frangie with Granger Mall; Young Person of the Year Lindsey Zarka; and Citizen of the Year Father John Klein.

Delta Township Community Awards

Delta Township hosted the 15th annual Delta Township Community Awards Event on Oct. 28 at the Crowne Plaza Lansing West. Nearly 200 people gathered to celebrate the outstanding individuals, businesses, and organizations honored during the event.

The Township presented five awards this year, including Citizen of the Year, Young Person of the Year, Business of the Year, and two Community Enhancement Awards. The Young Person of the Year recipient was also presented with a \$2,000 scholarship sponsored by the Delta Side Business Association.

The **Citizen of the Year Award** was presented to **Father John Klein**. Fr. John Klein served for 24 years as the pastor of St. Gerard Church. During his tenure, Fr. Klein sought to serve the members of his congregation and the Delta Township community at large. Under his leadership, St. Gerard hosted community holiday dinners on major holidays so that no person in the community was alone or hungry; he even offered transportation to the events; and during the pandemic, he instituted meal deliveries to ensure those in need would not go hungry. Fr. Klein also implemented a program to assist families in need over the Christmas holiday by providing toys, books, and clothing to children, to ensure that every child felt the love and miracle of the holiday. The families felt the support of their community.

The **Young Person of the Year Award** was presented to **Lindsey Zarka**. Lindsey Zarka is a senior at Grand Ledge High School and was nominated for her dedication and excellence in academics, the arts, and volunteerism.

Lindsey is a member of the Grand Ledge Archery Team, where she received a perfect score enabling her to compete in the Nationals later this year. Additionally, Lindsey is a member of the National Honor Society and the yearbook staff. Academically, Lindsey is among the top in her class and has a thirst for learning.

The **Business of the Year Award** was presented to **Moneyball Sportswear**. For the last eight years, Moneyball Sportswear has led efforts to bring quality athletic events to Delta Township. Moneyball Sportswear has worked with the Delta Township Parks & Recreation Department and the Greater Lansing Sports Authority and proceeds raised from these events have assisted Moneyball Sportswear in its commitment to building stronger communities by offering free basketball camps.

Two Community Enhancement Awards were given to the following recipients:

Granger Mall is currently owned by Sam Frangie and Sam Makhoul, who bought the plaza in 2018. Originally built in the early 60s, the building desperately needed a new roof and updates. In January 2020, they replaced the roof and created a new facade, with plans to improve the parking lot.

Righter's Auto Repair opened its Delta Township location in 2020. The redevelopment of the former Tuffy garage included nearly \$1.2 million in reinvestment into the building, equipment, parking lot, and more. This business was also a recipient of a Delta Economic Development Façade Improvement grant to assist in the cost of the improvements. ●

MSU Federal Credit Union Unveils New Logo

MSU Federal Credit Union (MSUFCU) announced the launch of its new logo on November 1, 2021. Brands must evolve to stay relevant, and MSUFCU is no different. This change reflects MSUFCU's commitment to being at the forefront of the everchanging financial services industry by providing members and employees with fresh and modern products, services, and experiences.

Credit Union members will now see the new logo on the MSUFCU Mobile app, ComputerLine, website, and social media accounts. Over the next few months, MSUFCU branches and online platforms will transition to the new logo. Members are invited to celebrate the logo reveal with gifts, treats, photo opportunities, and more, as MSUFCU unveils the new logo one branch at a time.

"We are excited to launch our new logo and appreciate the work of our marketing and communications team," said April Clobes, president and CEO, MSUFCU. "The logo is our visible representation of the Credit Union's mission, core values, and our commitment to the communities we serve. This logo refresh is part of our commitment to our members – evolving our brand to demonstrate a fresh perspective while providing the same superior service we are known for."

Designed to work effortlessly across all Credit Union platforms, the new logo reinforces the same friendly, approachable qualities associated with the MSUFCU brand and experience. This includes a lowercase font and icon to align MSUFCU's visual aesthetics with common branding decisions driven by current social and cultural trends.

"We wanted the new logo to represent the Credit Union in a real way, while maintaining our brand equity and reinforcing the pride we have in the Credit Union and our membership," said Deidre Davis, MSUFCU Chief Marketing Officer. "The new logo is more than a new look — it's a distinctive feature, demonstrating our commitment to exploring new ideas and embracing change to better serve our members."

The new logo sports three ascending lines and reflects MSUFCU's commitment to helping members, employees, and our communities achieve their dreams — independently and working together. It also symbolizes the flexibility the Credit Union provides



with support through self-service channels or with help from our employees, setting the stage for upward mobility, both today and in the future.

MSUFCU worked with branding experts at Redhead Design Studio, a local creative consulting agency in Old Town Lansing, to design the new logo suite. The relationship between MSUFCU and Redhead extends back to the inception of MSUFCU's foundation, the Desk Drawer Fund, and The Lab at MSUFCU, providing a valuable external perspective of the Credit Union community impact.

To learn more about MSUFCU's new logo, visit msufcu.org/newlook. ●

Saving the Family Cottage



Our Cottage Law team can help you think through the issues and take the actions necessary to create a cottage plan to keep your beloved home in the family for future generations.

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Mason Elementary Named National Blue-Ribbon School

By: Sara Parkinson, Mason Public Schools

In Mason, the air is still buzzing from a recent United States Department of Education announcement. On Sept. 21, Alaiedon Elementary, one of Mason Public Schools' exemplary elementary schools, was named a 2021 National Blue-Ribbon School (NBRS). The award is based on a school's success in maintaining high academic performance or closing achievement gaps among students. Alaiedon Elementary is one of four elementary buildings in Mason, serving grades 1-5 with a student population of approximately 374 students.

Schools cannot apply for this award and must be invited by their State Departments of Education to apply. In Alaiedon's case, the Michigan Department of Education asked principal, Shana Barnum to apply due to Alaiedon's success in making the transition from a one-time focus school to now maintaining consistently high Michigan Student Test of Educational Progress (M-STEP) scores for all grades and being a top-performing school in Michigan.

The efforts made by building and district leadership are vast. They include things like utilizing late start Wednesdays for staff to participate in Professional Learning Communities (PLC) time each week, providing individualized What I Need (WIN) time for students four times per week, utilizing Multi-Tiered Systems of Support, which allows the team to address every individual student's needs, championing collective team efficacy and embodying a growth mindset. For Alaiedon, a growth mindset is supported by "I can" statements displayed, discussed and referred to frequently during instruction and goal setting by students and staff. Alaiedon's team maintains high expectations, builds strong relationships with every student, and focuses on collective commitments, resulting in developing consistent systems to ensure student success with a focus on results.

The U.S. Department of Education says, "The National Blue Ribbon Schools award affirms the hard work of students, educators, families and communities in creating safe and welcoming schools where students master challenging content. The National Blue Ribbon Schools flag gracing a school's building is a widely recognized symbol of exemplary teaching and learning. National Blue Ribbon Schools are an inspiration and a model for schools still striving for excellence."

Members of the community, current and former students and staff, Senator Curtis Hertel, Representative Kara Hope and Carlee Knott from U.S. Senator Gary Peters' office came



Matthew Stuard, Executive Director of Curriculum, Mason Public Schools; Nicole Carlson, Teacher, Alaiedon Elementary; Aba Kumi, National Blue Ribbon Schools Director, U.S. Department of Education; Shana Barnum, Principal, Alaiedon Elementary and Ronald Drzewicki, Superintendent, Mason Public Schools.

together to celebrate this achievement at an event on Oct. 4. In early November, district representatives were invited to Washington D.C. to receive the award from U.S. Secretary of Education, Dr. Miguel Cordona, at a private ceremony. ●

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The LRCC welcomed **Cricket Wireless** at their new location with a Ribbon Cutting at 4238 West Saginaw Hwy. in Lansing. Cricket Wireless has been opening several locations recently and has plans to expand more in the Lansing region.



The Lansing Regional Chamber of Commerce (LRCC) joined Meridian Township to congratulate **Juice Nation** on their new location at 3520 Okemos Road in Okemos. Juice Nation is a locally owned juice bar that provides 100% organic cold-pressed juices, wellness shots, whole fruit smoothies (no sugars or syrups), smoothie bowls, organic steel cut oatmeal and vegan sandwiches.

It was a beautiful fall afternoon in the woods as we enjoyed our November Member Mixer at the national headquarters of **WIELAND**, located at 4162 English Oak Drive in Lansing. WIELAND is a vibrant, dynamic and growing construction company with five offices across the country and a laser-like focus on customer satisfaction. WIELAND's goal is to transform each client into their champion. Guests of the Member Mixer enjoyed networking and delicious desserts from Sweet Encounter Bakery.



The LRCC welcomed **TinkrLAB** to their new location and the opening of their new STEAM Learning Center Daycare. TinkrLab is entering the daycare industry and bringing its STEM-focused ideals with them. "We see that daycare needs to be about more than just keeping your kids alive for the day. We are intentional about their learning and discovery and incorporating Science, Technology, Engineering, Arts and Math into their daily activities."



The LRCC welcomed **Thatch Computer Consulting** to their new location at 4747 Okemos Road in Okemos. Thatch Computer Consulting is a locally owned and operated IT solutions firm serving the Lansing area and other locations in Michigan for nearly 20 years.

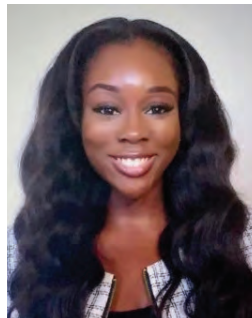
James W. Butler III Administrative Fellowship at Sparrow Health System Brings Diversity, Equity, and Inclusion to the Forefront

By: Elizabeth Yassick, Kolt Communications, Inc.

James W. Butler III was a natural-born leader and advocate for the Lansing community. After he served in Vietnam and retired from IBM, he served on the Sparrow Health System Board of Directors, among many others. While serving on the board, he sought to bring diverse perspectives to the table and was committed to bringing diversity, equity, and inclusion to the workplace.



Butler



Adedokun

“James Butler championed access to high-quality care for the most vulnerable,” said Lori Simon, director of diversity, equity, inclusion and belonging at Sparrow. “His promise as a soldier in Vietnam was ‘If I make it back, I’ll give back.’”

Since Butler’s passing in 2020, Sparrow has committed to staying true to his hospital vision, and the James Butler Fellowship was born.

“He understood that it was not only important to have a workforce that reflects the many communities Sparrow serves, but more importantly that there must be diversity

in healthcare leadership- bringing different perspectives to the table while making decisions that impact the lives of our caregivers and patients,” said Simon.

The first fellow, Tolulope Adedokun, has been working to continue Butlers’ impact for the past 10 months.

“I did not get to meet Mr. Butler, but I feel the impact he’s made in the community and health system,” said Adedokun. “The reoccurring theme is that he made people feel important. Whether it was a stranger on the street or the president of the hospital, you were important, and he valued you. He was heavily involved in giving those who didn’t have a voice, a voice.”

The first year of the James Butler Administrative Fellowship has been a major success, despite the turmoil the pandemic has put on the healthcare industry. Adedokun gets hands-on experience working on projects, sitting in on board meetings, and meeting with different departments. Each week she learns about the processes and opportunities within a specific area. She is then given projects based on her rotations.

“The fellowship is a lot about learning what each person in the healthcare industry does and how these leaders make decisions, said Adedokun. “I’m here because he had an idea of what leadership in the future could be and he invested in that.” ●

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Renovations Set to Begin to Restore Part of History on Michigan Avenue

You may have noticed some movement at 637 E. Michigan Ave., the former Lansing Clara's location. With one tenant lease signed and interest in available space, Gillespie Group is starting the renovations needed to prepare the building for its occupants.

Renovations on the 120-year-old building have started with the work needed to bring the building to an occupiable status and a familiar refreshed look. The upgrades will include a new roof, necessary structural and flooring repairs, new plumbing and electrical throughout, and restoring the exterior of the original Lansing Train Depot. The current tenant plans to open in fall 2022.

While the Lansing State Journal announced the current tenant as one of Starbucks' new community store formats and its first store in downtown Lansing and the Stadium District, Gillespie Group is excited about Starbucks' desire to value and respect the history of not only the building but the community. They have already incorporated this history into their plans for their new space.

"Our goal was to honor the history and memories of the community by bringing in a user who would infuse new energy into the space while giving a nod to its previous uses, which were also incredibly impactful on the community," said Pat Gillespie, president of Gillespie Group. "We are pleased with the proposed plans made by the user to invest in Lansing, the community, and that history into its space."

Further proving their desire to create outstanding experiences, Gillespie Group has plans to include at least one pocket park along Michigan Avenue with greenery, flowers, and benches, as well as keep the infamous train car on site. Gillespie Group has added it into the available space for Suite B totaling 4,045 square feet.



"We are seeking a user to occupy Suite B and the train car, which provides the community an experience. A user who will complement the current tenant and continue to radiate energy from the property throughout the evening hours – a restaurant, entertainment, or other similar user," said Megan Weber, real estate coordinator, Gillespie Group. "Suite B encompasses 4,045 square feet of indoor and train car space, as well as the ability for an outdoor patio overlooking Michigan Avenue – it really is a unique opportunity right off Michigan Avenue." ●



Schor



Spadafore



Brown



Garza



Bacon

LRC-PAC Endorsed Candidates Celebrate Election Night Success

The Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) endorsed candidates were overwhelmingly successful during the Nov. 2 general election. The LRC-PAC had five endorsed candidates winning their election during the 2021 cycle.

“Our endorsements for the November election were for those who were willing to work collaboratively to identify and implement innovative strategies to help the local government deal with the complex issues they are facing,” said Kevin Shaw, chair, LRC-PAC. “It is gratifying to see that voters have expressed confidence in these outstanding leaders and their willingness to embrace the issues voters have identified as most important in their community.”

Among the candidates supported by LRC-PAC was Lansing Mayor Andy Schor, who won re-election to a second term in office. The business community has enjoyed a strong relationship with Mayor Schor, collaborating on several challenging issues, most notably the city’s continuing battle to overcome massive legacy costs associated with retiree healthcare and pension liabilities.

“Mayor Schor has always shown a willingness to not only listen to the business community, but also proactively seek our input into critical issues,” said Steve Japinga, vice president of public relations, Lansing Regional Chamber of Commerce. “We look forward to building on that relationship over the next four years.”

The non-partisan list of LRC-PAC endorsed candidates that were successful on Nov. 2 includes:

Lansing

- Mayor
 - Andy Schor
- Council Member At-Large
 - Peter Spadafore

- Jeffrey Brown
- Council Member Ward 2
- Jeremy Garza

East Lansing

- Two-year term City Council seat
- Ron Bacon

On Nov. 9, the East Lansing City Council elected Ron Bacon to be the first Black Mayor in the city’s history. The LRCC congratulates Mayor Bacon on this historic accomplishment and looks forward to working together to move East Lansing forward.

The LRC-PAC is the non-partisan political action committee of the Lansing Regional Chamber of Commerce, representing over 1,000 businesses in the tri-county region. The objective of the LRC-PAC is to endorse candidates committed to the principles of free enterprise, economic growth, and a pro-business philosophy. ●

Chamber Events

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From professional development to networking, the Lansing Regional Chamber of Commerce hosts events to fit every need.

A full list of events is located on the Chamber Calendar on the LRCC website.





Nesbitt



Brinks



Hall



Tate



Gorchow

State Lawmakers to Discuss Leading Issues at LRCC Public Policy Forum on Dec. 14

Four leading state lawmakers will discuss top issues on the legislative agenda during the upcoming Public Policy presented by the Lansing Regional Chamber of Commerce (LRCC). The event will take place on Tuesday, Dec. 14, from 5 to 8 p.m. at the Country Club of Lansing. The panel discussion will include:

- Senator Aric Nesbitt (R-Lawton)
- Senator Winnie Brinks (D-Grand Rapids)
- Representative Matt Hall (R-Marshall)
- Joe Tate State Representative of House District 2 (D-Detroit)
- Moderator: Zach Gorchow, executive editor and publisher at Gongwer News Service Michigan

“This program is an excellent opportunity for members of the business community to connect with lawmakers and gain greater insights into the dynamics involved with public policy issues in Michigan,” said Steven Japinga, vice president of public affairs, LRCC.

In addition to providing insight into key issues coming before the legislature over the next few months, lawmakers will entertain questions from audience members attending the event.

Tickets to attend the event are \$75 and space is limited. To purchase tickets, visit <https://bit.ly/3CHvjHd>. ●



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ON THE COVER

*Michelle Massey:
2021 ATHENA
Leadership
Recipient*



Crowing up as a military dependent, Michelle Massey never had a place to call home. The life of moving from one place to another every three to four years created a sense of resiliency that has helped make her successful throughout life.

“You have to have a little bit of that thick skin built up,” said Massey. “You have to know yourself because you are constantly meeting new people and trying to adapt to the environment you are in.”

Michelle has adapted well throughout her life, most notably when she decided at age 17 to leave her family in Italy and enroll at Michigan State University. That was the beginning of a love affair with the Lansing region, a place she has called home ever since. Michelle graduated from MSU with a bachelor’s degree in communications and telecommunications and a

Award. It is wonderful to be recognized for doing good in a community that I am passionate about,” said Massey, who serves as vice president of community outreach and customer operations for TechSmith. “Our community is one of creativity, opportunities and vision. I am grateful I have been able to participate in and lead initiatives that have impacted business and the community. Receiving this award is humbling because there are so many others committed to the Lansing region and doing great things.”

Massey’s selection was actively supported and enthusiastically embraced by colleagues and community leaders, many of who are previous ATHENA recipients.

“Michelle embodies the values the ATHENA Award is based upon, excellence in her career, excellence in helping other women develop and service to her

community,” said Karen Grannemann, CCM, CEO and general manager, University Club of MSU and 2019 ATHENA recipient. “She never misses an opportunity go above and beyond what’s expected, whether it is in her career or in helping others.”

“Michelle is one of the most sincere people you’ll ever meet. She has no hidden agenda,” said Stella Cash, community leader and 2012 ATHENA recipient. “She brings out the very best in people. If you’re active in the community you will quickly discover her level of dedication to the community.”

“Michelle Massey is highly regarded as an outstanding leader in business, caring and compassion for her colleagues and deeply committed to serving the community,” said Tim Daman, president & CEO, LRCC. “She is truly a role model who embraces qualities that all great leaders should possess. Michelle represents everything that the ATHENA Leadership Award is all about.”

Throughout Michelle’s twenty-year career in the information technology field, she has demonstrated excellence, creativity and initiative. Her career started as a network assistant for a large automotive company. Michelle maintained professionalism while overcoming obstacles in a predominately male field. She learned

Michelle and the Dewpoint team celebrate the opening of Rotary Park on the downtown riverfront. Dewpoint was a major project sponsor.



master’s in international telecommunications. She has since ascended to leadership positions in the automotive and IT industries, dedicated herself to a life of service of others, and emerged as a true community leader in the Greater Lansing region.

Because of her demonstrated leadership in her profession, commitment to the community, and long-standing commitment to helping women develop their skills, Michelle Massey was selected as the recipient of the 2021 ATHENA Leadership Award by the Lansing Regional Chamber of Commerce (LRCC).

“I am honored to be the recipient of the 2021 ATHENA

MICHELLE MASSEY: 2021 ATHENA LEADERSHIP RECIPIENT.....



The Dewpoint team getting ready to go out and install smoke detectors in Lansing homes for the American Red Cross.

to network with her peers and find strong, career-oriented women in leadership roles to help her develop both technical and soft skills.

“I have three guiding principles. Bloom where you are planted, carry your sunshine inside of you and think twice but speak once,” said Massey.

After leaving the automotive industry, Michelle became part of an IT team supporting state and local government clients. During her tenure in this industry, she was a key team member in expanding the business through developing relationships. In addition, Michelle provided mentoring support for new employees to assist them in developing their careers in IT, including countless women in all levels of the organization.

In 2006, Michelle moved to Dewpoint she was responsible for business development, marketing and charitable contributions. Michelle was instrumental in helping Dewpoint successfully transition from a company that sold products to a service company. She assisted in managing Dewpoint’s overall brand and the organization’s corporate image through marketing, public relations and community involvement.

Dewpoint’s Joe Findlater had the privilege of working with Michelle on multiple sales at both EDS and

Dewpoint on various sales teams for 15 years. He says from his first day, it became clear that Michelle was the business development guru for the organization.

“Her ability for developing personal networks built on solid relationships, paired with her gift of connecting the dots between organizational needs, is unmatched,” said Findlater, Dewpoint’s senior vice president. “One of Michelle’s favorite mantras is you should bloom where you are planted. Meaning, seize the opportunities in your life but always remain grateful for your present situation. Michelle is the epitome of blooming where she is planted. In turn, she makes us all better professionally and personally.”

During her tenure at Dewpoint, Michelle assisted and led the DewGood program, which provides each employee \$150/year and four hours of paid time off to donate to the charity of their choice.

“It allowed people to invest in things that have meaning to them,” said Massey. “On the corporate side, we were able to support so many local organizations and channel our money to where it is doing good and giving back to the Lansing community.”

Working with Joan Bauer, Stella Cash and Diana Tarpoff, Michelle became involved in 2020 Girls, a program

designed to inspire girls in STEM-related activities. The Dewpoint office was transformed into a STEM learning center to provide the girls with a fun and educational environment to learn about STEM and empowerment. It also was used to educate the business community and potential donors on the program and the need for STEM talent.

“It gave girls an opportunity to understand math to learn math in an environment that was supportive,” said Massey. “That was reaching a group of children and helping them understand what they can do with their lives and visualize where they want to go.”

Michelle was also instrumental in the creation of several other programs while at Dewpoint, including:

- **100 Women Who Care** — Serving as a member of a group of women who contribute \$100 each quarter to support a local charity;
- **Summer Block Party in Downtown Lansing** - The first privately held block party in downtown Lansing to celebrate Dewpoint’s clients and employees. Hired local bands and used local resources to throw a spectacular annual event;
- **Women & Wine** — Created a forum for female leaders to get together in a casual atmosphere to relax and communicate in a non-business environment. The group started with twelve members and now boasts up to 60; and
- **Lansing Built to Last**— Created a competition to identify one business to have a storefront in downtown Lansing. Lansing Built to Last was a local startup competition held in response to the COVID-19 pandemic. She realized that for our community to thrive, businesses must have a strategy in place and be prepared to make it through the toughest of times.

“Michelle Massey is highly regarded as an outstanding leader in business, caring and compassion for her colleagues and deeply committed to serving the community.”

Dewpoint has been a strong backer of downtown Lansing, and Michelle has been deeply involved in those efforts, most notably in Dewpoint’s sponsorship of the construction of Rotary Park on the downtown Riverfront. Laurie Strauss Baumer, executive vice president of the Capital Region Community Foundation, says Michelle’s commitment to the community is obvious.



Michelle Massey with Barb Whitney, executive director, Lansing Art Gallery and Education Center.

“Michelle is passionate about improving the quality of life for others,” said Baumer “She makes it a priority to learn about the community’s greatest needs, determines which needs and opportunities are aligned with Dewpoint’s goals and values, and advocates for supporting those with her leadership team.”

Wendy Hamilton, CEO of TechSmith moved to Lansing several years ago and began to inquire about other women working in the technology sector. Michelle Massey was one of the first names she heard. Michelle provided Hamilton with networking support and helped her make connections in the community. The two came to know each other while serving together on the LRCC Board of Directors and Wendy eventually asked Michelle to join the TechSmith team.

“Michelle is a senior leader who also is a doer – she does the work, and does it with passion and perseverance. She sets a goal, rolls up her sleeves, and attacks it fearlessly. She has regularly increased her impact to the community every year because she continually identifies new ways to serve it,” said Hamilton. “I’ve never seen Michelle express negativity toward anyone or anything. She is a consistently positive can-do person who simply works around any barriers and constraints until her goal is met.”

Michelle says her decision to join TechSmith was not a decision to leave Dewpoint, but rather one to be in a place that checked off all the boxes for what she would like to achieve in life. She joined TechSmith as the vice president of community outreach and customer operations. Her current responsibilities include growing the philanthropic impact in K-12 education and engagement into STEM fields for underrepresented and underserved communities. She says her new role allows her to make a lasting impact in the region.

“My position offers me the opportunity to open doors for others to walk through,” said Massey. “My focus is

MICHELLE MASSEY: 2021 ATHENA LEADERSHIP RECIPIENT.....



Dewpoint receives Downtown Lansing Inc. award.

going to be on STEM for grades K-12 and try to put in place sustainable programming and get partnerships in the community that provide a pathway for children to see what they can achieve in STEM-related fields.”

In addition, she is responsible for TechSmith’s customer and technical support teams to maximize the impact of the customer support experience for customers. The move to TechSmith is also exciting because the company recently broke ground on a new corporate headquarters near the MSU campus and will be the first tenant in a new technology park, which is sure to spur additional technology growth in the region.

Massey’s commitment to the region is extensive. She has sat on boards for Ele’s Place, the Sparrow Foundation and Michigan State University Museum. She is currently on boards for the Lansing Art Gallery and Education Center, LRCC and Wharton Center.

Michelle’s advice to up-and-coming women seeking to make their mark in the community is to do something because you believe in it not because you are trying to



Team Dewpoint getting ready to run in Ele’s Race, a fundraiser for Ele’s Place.

get ahead or because serving on a board will look good on the resume.

“Believe in the mission of that organization, then jump in with both feet,” said Massey. “Because one day you are going to look up and feel engaged and passionate. So many other things will come from that just because you did something that you loved.”

Michelle believes people will succeed in doing what they love, even though they won’t love every aspect of the job. She encourages others to latch on to what they do love about their work and own it. ●

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Ngage Management CEO Tobi Lyon Selected as 2022 ATHENA PowerLink Recipient

Tobi Lyon, founder and CEO of Ngage Management has been named the 2022 ATHENA PowerLink (APL) recipient by the Lansing Regional Chamber of Commerce (LRCC). APL is a national mentoring program that connects selected women business owners with a skilled advisory panel. The specified panel of advisors will donate an estimated \$25,000 value of business consultation services to help the business achieve the next level of success.

“I was shocked because I knew it was extremely competitive this year,” said Lyon. “I am so humbled by this recognition and I look forward to receiving coaching from the panel of advisors which will help take Ngage to the next level.”

Ngage Management is Michigan’s largest full-service association and event management company. They specialize in streamlining processes to maximize efficiency, increase revenue and help clients build membership. Ngage has received numerous awards, including the 2020 Best of MichBusiness Award from the Michigan Business and Professional Association, and was named a 2020 awardee for the “Michigan Companies to Watch” Award presented by Michigan Celebrates Small Business. Tobi Lyon was also named Greater Lansing Entrepreneur of the Year at the 2020 Greater Lansing Entrepreneur of the Year Awards.

“Tobi and her team have done an incredible job of growing their business over the past few years,” said Tim Daman, president & CEO, LRCC. “She is a well-deserving APL recipient who will have a chance to work with a group of expert mentors that will help her take her business to exciting new levels.”

Ngage has expanded its business over the past several years and now serves numerous clients statewide and nationally. Ngage has transitioned from a small startup to a highly successful company competing on a national level with other association management companies. The challenge Lyon and her team now face is how to continue to grow the business in a highly competitive and ever-changing marketplace. According to Lyon, that is where being able to utilize the panel of mentors and their expertise will be most helpful.

“I’m looking for guidance on how to manage growth while maintaining customer service, reputation and consistency,” said Lyon. “I am excited to be able to work with the panel to develop strategies so the bottom never falls out.”



Looking to the future, Lyon hopes to transition Ngage to an employee-owned company. The team also plans to grow and support the association and hospitality industries through innovation and creative strategies as they were severely impacted during the pandemic.

“How fundraising was done in the non-profit sector and how associations, as well as their members, engage in the marketplace with each other has significantly shifted as a result of the pandemic,” said Lyon. “We have to make sure that we have new ideas and are staying relevant in the marketplace.” ●

APL RECIPIENTS ARE REQUIRED TO MEET SPECIFIC CRITERIA TO BE ELIGIBLE FOR THIS MENTORSHIP PROGRAM, INCLUDING:

- *51% of business is owned and actively managed by a woman or women*
- *At least two years in operation*
- *At least two full-time employees, including applicant*
- *At least \$250,000 in annual gross revenues for a manufacturing or retail business; or at least \$100,000 in annual gross revenues for a service business*
- *Clearly defined business objectives and specific reasons for seeking an advisory panel*

ATHENA PowerLink Mentors Help FLEXcity Fitness Owners Grow Their Business

Growing a small business is hard work. Growing a small business during a global pandemic is even more challenging. FLEXcity Fitness owners Trista Parisian and Jenny Quinn used their nine-year business experience and resiliency to adjust, adapt, and “flex” their business model to serve their customers. The 2021 ATHENA PowerLink recipients have also taken advantage of their panel of mentors to help them strengthen their business even more. The panel helped them with legal, networking, financial, strategy and general accountability.

“Our panel was wonderful,” said Parisian. “They helped us organize and prioritize the operations of our business, which allowed us to clearly define our goals and create small action steps to achieve them. The unique experience of all panel members helped us look at the business from a different lens.”

FLEXcity is an interval-based fitness studio blending leading techniques into a one-of-a-kind training concept. Clients get everything they need from FLEXcity without multiple memberships at a variety of studios. The program incorporates cardio, strength and flexibility into every class.

Covid adversely impacted the FLEXcity operation, forcing a second business closure from November 2020 to January 2021, which is typically their busiest time. Fortunately, FLEXcity was able to hire additional staff and come back



strong from a difficult 2020. Jenny and Trista are confident their experience will help them into 2022 and beyond. One of their goals in the future is to grow deeper roots in the Lansing community.

“We want to grow our brick-and-mortar studio above the level it was at pre-pandemic, continue to create online tools to serve the new world we live in and grow the corporate health promotion side of our business,” said Quinn.

Jenny and Trista see innovation, patience, and positivity as keys to a successful future for FLEX. ●

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Honorees and CORG sponsors, l-r: Joan Nelson (Allen Neighborhood Center), Tim Salisbury (PNC), Steve London (Bekum America), Owen Johnston (Bekum America), Jordan Munsters (High Caliber Karting and Entertainment), Kirk Ray (McLaren Greater Lansing), Richard Peffley (Lansing Board of Water and Light), Tim Daman (LRCC) and J.V. Anderton V (Loomis Law).

Celebration of Regional Growth Awards Honor Five Organizations

The 16th annual Celebration of Regional Growth (CORG) Awards served as an opportunity to celebrate and recognize five organizations that have contributed to a thriving region through their investments and support of Greater Lansing. The CORG event, sponsored by the Lansing Regional Chamber of Commerce was held as part of the monthly Lansing Economic Club program on Nov. 9 at the Kellogg Hotel and Conference Center in East Lansing.

The five organizations capture our manufacturing sector’s growth to secure our energy future, redefine healthcare to repurpose retail storefronts, support entrepreneurs, and address affordable housing options. They are symbolic of the transformational nature of the Greater Lansing economy: Allen Neighborhood Center, Bekum America Corporation, High Caliber Karting and Entertainment, Lansing Board of Water and Light and McLaren Greater Lansing.

Many thanks to the CORG event sponsors, PNC Bank and Loomis Law. Also thanks to our managing partner, Michigan Premier Events, MessageMakers, official AV and video production partner, and video sponsor, Consumers Energy. ●

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LAFCU + LRCC: 12 Years of Lansing Community Impact in Education

When LAFCU signed up to be the entertainment sponsor for the Lansing Regional Chamber's Annual Dinner in 2010, it was a way for the Michigan credit union to support the chamber. The sponsorship has become so much more over the past 12 years, impacting thousands of high school band students.

Back then, a high school instrumental group performed at the annual event, and LAFCU donated \$1,000 to the school's band program.

Over the years, the event expanded, and live music no longer fit the vision. However, the annual donation to a high school band program continued. The total donated now adds up to \$12,000, with the 2021 donation going to Eaton Rapids High School in October.

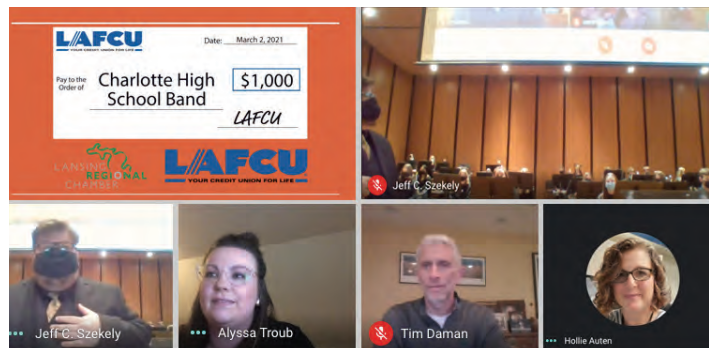
"This is a great example of how a sponsorship can evolve to make an even greater impact in the community," said Tim Daman, chamber president and CEO. "Helping band programs is almost an unintended positive consequence of the original agreement. In the first years of presenting donations to the schools, it was quickly apparent these funds could supplement tight school budgets. It was great having a partner who saw that, too, and continued the support of our region's educational systems."

School use of the funds has varied. The three Lansing high schools, as well as several other schools including Eaton Rapids, deposited the donation into their general band fund.

Donations to Mason and Perry high schools were used to kick off major fundraising campaigns. For Mason, the campaign was to replace marching band drumline equipment. For Perry High School, the fundraising was for new marching band uniforms.

St. Johns High School planned to purchase raincoats for its marching band, Charlotte High School was going to purchase small percussion instruments, and Holt High School wanted to use the money to support the orchestra: new music, new instruments and additional master classes.

"This is one of my favorite sponsorships," said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. "It directly benefits students, and it has a broader, long-lasting community aspect, which makes this support of arts in education an ideal partnership with the chamber."



"High school bands are often the pride of a town, adding roots to the emotional aspect of belonging is important for a thriving, bustling community. As one recipient told us, 'Having the support of a local business demonstrates to students and their families that our band program is important to the school and to our community.' Our response is: Yes, you are important!" ●

NEW HIRES



Montes

First National Bank of Michigan announces the addition of **Dan Montes** as vice president, relationship manager. He will work in the Lansing office, located at 101 S.

Washington Square. Montes attended DeVry University in California, where he studied communications management/project management. He is an active member of the Lansing Regional Chamber of Commerce.



Harrington

Fraser Trebilcock is pleased to announce the hiring of a new attorney **Lauren D. Harrington** who will work in the firm's Lansing and Detroit offices. Lauren worked at Fraser

Trebilcock as a summer associate and law clerk while pursuing her law degree at Wayne State University Law School. Before joining the firm, Lauren clerked for the Office of Legal Counsel for the Governor of Michigan.



Vits

Tabor Vits has joined the **Arts Council of Greater Lansing** as the program assistant. Tabor joins as a full-time team member and will serve as the support person on grants, member outreach and programming, including leading the annual Creative Placemaking Summit. **Katrina-Monica Zacarias** has been hired as the administrative assistant. Katrina



Zacarias

joins as a part-time team member. She oversees all the behind-the-scenes details of keeping them organized, and she is the new face and creator behind Arts Night Out.



Fleener

Yvonne Fleener, executive director of **Helping Hands Respite Care**, has accepted a new position as president and CEO of the Disability Network of Southwest Michigan. The

Disability Network educates and connects people with disabilities to resources while advocating social change.



Hengesbach

Diversified National Title Agency is pleased to announce the new addition of **Susan Hengesbach** as the director of first impressions. Hengesbach

joins the growing team at Diversified as an experienced professional with a successful career in creating strong personal relationships and connections. Diversified is located at 500 E. Michigan Ave., Suite 203 in Lansing.

Following recent business and continued client growth, **Ngage Management** has welcomed eight new employees to its Okemos-based company over the last five months. Joining the team is **Katelyn Ciolek**, executive strategist; **Mariam Robinson**, association director; **Sarah Botruff**, membership and event specialist; **Kristine Norton**, event manager; **Ariel Backus, CMP**, event manager; **Molly Corcoran**, events intern; **Allison Sempsrott**, visual communications designer; **Jillian Seach**, digital media strategist. Ngage Management is excited to welcome its new team members and feels well-aligned to continue to provide its



Ciolek



Robinson



Botruff



Norton



Backus



Corcoran



Sempsrott



Seach

excellence and expertise in association and event management services.

AWARDS

Two **Sparrow** caregivers have received national leadership awards for their exemplary work in patient quality and experience. **Elizabeth Butz**, patient experience coordinator for Sparrow Hospital and **Marti Samsel**, clinical services manager for Sparrow Specialty Hospital, were given 2021 Healthcare Leadership Awards from Professional Research Consultants



Sparrow caregivers Elizabeth Butz and Marti Samsel were honored with national awards for improving the patient experience at Sparrow.

Inc., a leading national organization dedicated to improving the healthcare experience. Butz was honored with a Healthcare Impact Award for helping to carry out Sparrow's innovative policy of allowing a limited number of family members to visit COVID-positive patients. Samsel received the Patient Experience Award for Sparrow Specialty Hospital's exemplary record in improving patient satisfaction scores to rank in the top 10 percent among all healthcare organizations in PRC's database.

The card services team at **MSU Federal Credit Union (MSUFCU)** recently received two 2020 Visa Global Quality Service Awards. They are *High Authorization Approval Rate – Card Not Present (Credit)*, which recognizes issuers that display a commitment to customer (member)

service through high Card Not Present credit authorization approval rates while helping to control risk, and *High Authorization Approval Rate – Consumer (Credit)*, which recognizes consumer credit issuers that display a commitment to customer (member) service through high authorization approval rates while helping to control risk.



Anderson-Harrell

category in the 2021 Right on the Money Contest. The award is presented by CRMNEXT Inc., a global customer relationship management solution provider for financial services. The contest, cosponsored by CU Sol and America's Credit Union Museum, recognizes credit unions, community banks and their leaders for providing creative and innovative solutions for the communities they serve.

The **Michigan Restaurant & Lodging Association (MRLA)** honored brother and sister, **Mark Ware**, CEO, and **Liz**

Whitney Anderson-Harrell, MSU Federal Credit Union (MSUFCU) chief community development officer, received a second-place award in the individual

Ware, vice president of sales and marketing of Mission Point Resort on Mackinac Island with 2021's prestigious Hospitality Star of the Year Award. This is the state association's top hospitality award, and the first time a siblings have been awarded together. The industry awards dinner and celebration were held at the Motor City Casino, in conjunction with the Pure Michigan Governor's Conference on Tourism.

DISTINCTIONS

The following attorneys from the **Loomis Law** firm have been recognized in Best Lawyers in America: **Michael G. Olivia, Paula K. Manis, James F. Anderton V, Kevin J. Roragen, Jeffrey S. Theuer, Michael H, Rhodes, James R. Neal, Mikk]hail Murshak** and **Jeffrey Green**. **Paula K Manis** was also recognized as "Lawyer of the Year."

MSU Federal Credit Union (MSUFCU) announced that it is again a Great Place to Work-Certified™— for the ninth consecutive year. The Great Place to Work certification is a prestigious independent recognition based solely on employee feedback about leadership behavior, integrity, camaraderie, and 17 other dimensions of corporate excellence. MSUFCU's 2021 certification was based on survey

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results in which 89% of employees called MSUFCU a great place to work, compared to a benchmark of 59% of employees at a typical U.S.-based company.

Lansing Community College (LCC) Foundation presented LCC student **Rolando Linares** with a \$20,000 scholarship check at a breakfast celebration on Thursday, Oct. 27. Linares is a first-generation college student whose family immigrated to the U.S. and worked as seasonal crop laborers. The constant moving and changing schools and his struggle to learn English were ever-present challenges. After suffering academic dismissal from his third college, he returned 15 years later and became the Thomas J. Pung Memorial Nursing Scholarship recipient.

Sparrow Hospital has once again earned an "A" for patient safety in a recent scorecard of more than 2,700 acute care hospitals nationwide, reflecting the hospital's commitment to quality and the needs of their patients. The grade reflects Sparrow's status as an elite hospital for caring for and protecting the health and safety of their patients. Prepared by The Leapfrog Group, the Fall 2021 Hospital Safety Grade rates a hospital's overall performance in keeping patients safe from preventable harm and medical errors.

Crain's Detroit Business has recognized three **Martin Waymire** staffers in its 40 Under 40 class of 2021. **Josh Hovey, APR, Angela Minicuci, APR, and Andie Poole, APR,** were honored at a recent ceremony at the Detroit Opera House. Hovey, Minicuci and Poole will assume ownership of Martin Waymire, a full-service public relations and digital marketing firm with a focus on public policy, starting Jan. 1, 2022. Martin Waymire co-founder and partner **Roger Martin, APR,** will be retiring from the firm at the end of the year after a nearly 40-year career as an award-winning journalist, public relations practitioner and business owner. Firm partner **David Waymire** will continue full-time

at the firm for another year, with plans to retire at the end of 2022.

Dickinson Wright PLLC is pleased to announce it received 23 national rankings and 13 rankings in Lansing in the "2022 Best Law Firms" report by U.S. News and Best Lawyers. The firm received 118 first-tier rankings overall. The rankings, presented in tiers, highlight more than 10,000 law firms ranked nationally and/or by metropolitan region. Firms were ranked nationally in one or more of the 80 legal practice areas and by metro or state in 118 practice areas.



Schnell

Sparrow Eaton Hospital physical therapist **Joshua Schnell, PT, DPT,** recently earned certification to practice the McKenzie Method® of Mechanical Diagnosis and

PROMOTIONS



Lenz

Therapy, an evidence-based program to eliminate back, neck and extremity pain in fewer visits than traditional treatment. Physical therapists must complete a series of advanced postgraduate courses to become certified practitioners of the program.

Cinnaire has announced the promotion of **Josh Ghena** to senior vice president, equity business



Ghena



Witt

funding. **Mike Witt** has been promoted to senior vice president of asset management. In these leadership positions, Josh and Mike will play a key role in supporting Cinnaire's strategic plan and providing executive oversight for the organization's \$4.9 billion asset portfolio.



Hesse

Sparrow Clinton Hospital has named **Mariah Hesse, BSN, RN, CENP,** as chief nursing officer. Hesse has provided compassionate nursing care and excellent leadership for more than 29 years at Sparrow Clinton Hospital. Her dedication and commitment have been instrumental in providing leadership to the organization and the community it serves.

BOARD OF DIRECTORS & EXECUTIVE COMMITTEE UPDATES

Union Bank announced that **Lloyd Cunningham,** who has served as chairman of the Union Bank's Board of Directors for over a decade, will step down from his current role, effective Nov. 1. Cunningham will remain on the board that he has served as an active member since 1996. In light of this announcement and unanimous vote from their fellow board members, Chris Fluke has been appointed chairman and Paul Trierweiler, vice chairman. Fluke, previously vice chairman, has been an active member of the board for over 14 years. Trierweiler has been an active

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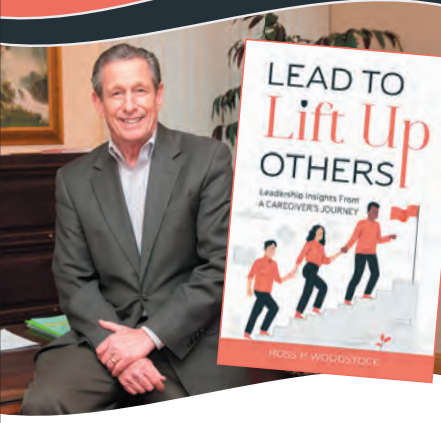


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member of the board for 15 years.



Kearney

has supported Ele's Place since its inception in 1991.

Ele's Place Capital Region is pleased to announce the appointment of new community board member **Paul Kearney**, chief claims officer, AF Group. AF Group

COMPANY NEWS

The **Ingham County Board of Commissioners** and the **Lansing Economic Area Partnership (LEAP)** announced additional grant recipients of the \$11 million Ingham County Sunrise Small Business Grants Program. Eighty-three nonprofit organizations from across Ingham County received grants of \$10,000 or \$20,000 based on annual revenue, employment and other factors, for a total of \$1,240,000 in grant awards. The nonprofit awards add on to the \$3,235,000 in grant funds LEAP and Ingham County awarded in the Retail, Goods and Services and Hospitality and Tourism categories in September 2021, for a total of \$4,475,000 distributed to date. Relief grants in other categories will be awarded in the coming weeks, including grants for sole proprietors, new businesses started during the pandemic and restaurants/eateries/taverns.

The **Clinton County Board of Commissioners** took action to assist small businesses negatively affected by the COVID-19 pandemic by allocating \$2 million from the county's first tranche of American Rescue Plan Act funds for small business grants. The county selected the Lansing Economic Area Partnership to design and administer the program, which will deliver grants ranging from \$10,000-\$25,000 to small businesses with 100 or fewer employees physically located in Clinton County.



MSU Federal Credit Union (MSUFUCU) announced that it will expand its support of student-athletes by providing compensation to all eligible players on the Michigan State University (MSU) women's basketball team for the 2021-2022 season (October – June) through name, image, and likeness contracts. MSUFUCU has been a sponsor of MSU Athletics for more than 12 years, and became the presenting partner of MSU women's basketball in 2019 as part of its multiyear athletics sponsorship agreement. MSUFUCU sees this partnership as an opportunity to assist women athletes and to recognize the value they bring to the university and the community.

The **Mid-Michigan Treatment Courts Foundation** held its 11th annual breakfast Oct. 29. The Foundation continues to support local sobriety courts and their participants by helping to alleviate everyday financial obstacles that may hinder a participant's progress towards sobriety such as substance abuse counseling fees and transportation costs. This year's guest speaker was Joshua Cortis who has battled addiction for years and now uses his experience to help others as a certified peer recovery mentor for the mid-Michigan area.

Reseda Group is proud to announce the acquisition of **Foresight Group**, a technology driven commercial printing company with locations in Lansing and Ann Arbor, Michigan. Founded in 1990 by President Bill Christofferson, Foresight Group has grown to become the largest printer in mid-Michigan providing commercial printing, direct mail services, large sign printing, promotional items, trade show displays, and most recently



a fully integrated online design platform. Stacey Trzeciak, current Chief Operating Officer for Foresight Group will serve as President of the company, with the retirement of Bill Christofferson coinciding with the acquisition.

MSU Federal Credit Union (MSUFCU)

is now offering mortgages in 12 states: Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Michigan, North Carolina, Ohio, Pennsylvania, Virginia and Washington. With a mortgage preapproval, MSUFCU members can search for new homes with the assurance that their interest rates are locked in for 90 days. The Credit Union offers many loan options, including down payments as low as 3%, flexible terms from 10 to 30 years, variable, or fixed-rate mortgages, and more. For more information, visit msufcu.org/homeloans.

The Center for Physical Rehabilitation and Therapy, LP

announced the acquisition of Crossroads Physical Therapy located at 3536 Meridian Crossing Drive, Suite 240 in Okemos. The well-established Crossroads clinic will continue to provide exceptional care from therapist Kai Nimtz, PT and Physical Therapist Assistant, Lee Garner with the transition of ownership and name to The Center, which took effect on Dec. 1.



LAFCU shared the importance of every day grateful living in its eighth Listen & Learn episode Wednesday, Nov. 17. It was free, live and virtual, and it encouraged kids up to age 12 to read through fun, interesting and informative ways. Grand Ledge Area District Library and Greater Lansing Food Bank joined to present LAFCU Listen & Learn Being Thankful. Featured were a puppet show, a look inside a food bank and why they're important, and a storytime about how gratitude is a way of life for many Native Americans.



Sparrow Hospital Medical Chief of Staff Robin DeMuth, M.D., and Chief Nursing Officer Amy Brown present a game ball from last weekend's MSU-UM game to cancer patient Wyatt Lefever.

DeWitt native **Wyatt Lefever**, who is battling cancer at University of Michigan (UM) Medicine at Sparrow Children's Center, is a huge Spartan fan, so imagine his delight when he was surprised with a game ball from the epic MSU-UM football game. **Sparrow Hospital's** Chief Nursing Officer, **Amy Brown, RN**, and Medical Chief of Staff, **Robin DeMuth, M.D.**, delivered the ball to Wyatt's room. Stunned with excitement, Wyatt and his parents, **Lorene and Monty Lefever**, were nothing but smiles. Wyatt couldn't stop eyeing the autograph from MSU football coach, **Mel Tucker**. Sparrow leaders were presented the ball by MSU Athletic Director, **Alan Haller** before the game. Knowing Wyatt's love of the Spartans, Sparrow

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pediatric leaders decided to surprise him with the pigskin. It was well worth it.

The **Arts Council of Greater Lansing** proudly announces grant funding totaling \$22,900 to be distributed to Greater Lansing artists and arts organizations. The grants assist grantees in covering costs for projects, supplies, conference and workshop fees and other support for their work. Grants were awarded through each of the following program initiatives: MCACA POD (Professional or Organization Development) Minigrant funding totaling \$3,750 for 2022 was awarded to the following recipients: Amber Sheerin of Michigan Library Association; Lansing Art Gallery; and Olivia Furrman; MCACA Arts Project Minigrants funding totaling \$7,400 was awarded to the following recipients: Peckham Vocational Industries and Lansing School District; Young Creatives Grant funding totaling \$7,500 for 2022 was

awarded to the following recipients: All-of-us Express Children's Theatre; Lansing Art Gallery & Education Center; Lansing Children's Choir; Lansing Symphony Orchestra; Michigan State University Writing Center and REACH Studio Art Center; and Chris Clark Fellowship funding totaling \$8,000 was awarded to the following recipients: Hrant Bagrazyan; Michelle Carlson; Seth Ebersole; Sam Gould; Keyonie James; Mike Marriott and Masaki Takahashi.

The **Ingham County Board of Commissioners** and the Lansing Economic Area Partnership (LEAP) announced additional grant recipients of the \$11M Ingham County Sunrise Small Business Grants Program. Two-hundred sixty-seven businesses from across Ingham County received grants ranging from \$5,000 or \$25,000 for a total of \$2,125,000 in grant awards. These recent awards add to the \$4,475,000 in grant funds LEAP and Ingham County awarded

in the Retail, Goods and Services, Hospitality and Tourism and Nonprofit categories in September and October 2021, for a total of \$6,600,000 awarded to date. LEAP expects to award additional capacity-building grants for childcare providers, business incubators and community impact organizations in mid-November.

Sparrow Forensic Pathology Services has released its 2020 annual report on deaths in the five counties iSparrow serves as medical examiner. The report provides detail on manner of deaths, such as drugs, suicide and homicide. It also provides historical data for comparison. The report, and other Forensic Pathology findings can be found at Sparrow.org/omereports.

The **Lansing Economic Area Partnership (LEAP)**, the **Lansing Poetry Club**, and the Residential College in the Arts and Humanities (RCAH) Center for Poetry at **Michigan**

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State University are seeking applicants for the 2022-2024 Lansing Poet Laureate position. The Lansing Poet Laureate engages the tri-county community in the literary arts to promote poetry as an art form, expand access to the literary arts, connect the community to poetry, and showcase poetry as a literary voice that contributes to a greater sense of place. As an ambassador for poetry throughout the tri-county region, the Lansing Poet Laureate serves a 2-year term and receives a \$2,000 yearly stipend from LEAP. In 2022, the Poet Laureate program will welcome Lansing's third Poet Laureate, following two exceptional past Poet Laureates, Dennis Hinrichsen (2018-2020) and Laura Apol (2020-2022). LEAP is accepting applications for the 2022-2024 Lansing Poet Laureate until 5 p.m. Monday, Feb. 7, 2022, at www.purelansing.com/poetlaureate.

Highfields and **WLNS** are partnering for the 17th annual Holiday Toy Drive to help provide toys to children and families in the community. The Toy Drive began on Nov. 16 and lasts until December 14th. Highfields' Holiday Toy Drive wouldn't be possible without the help of mid-Michigan Ford dealerships who put a toy collection box at their location.: Grand Ledge Ford Lincoln, Seymour Ford Lincoln, Merrill Ford, Pauli Ford, Candy Ford, La Fontaine Ford, Signature Ford of Perry, Signature Ford Owosso, Irish Hills Ford. Highfields would also like to thank Two Men and a Truck for supplying the donation boxes.

Eaton RESA (Regional Education Service Agency) invites school board members from local districts in its service area to come together several times per year for the Eaton County Area School Board Association (CASBA). The initial meeting for the 2021-22 school year was held on Tuesday, Oct. 26, focusing on diversity, equity, and inclusion (DEI). CASBA participants include members of the following Boards of Education: Charlotte



Chambers

Public Schools, Eaton Rapids Public Schools, Grand Ledge Public Schools, Insight School of Michigan, Island City Academy, Maple Valley Schools, Oneida

District #3, Potterville Public Schools and Relevant Academy of Eaton County. On Tuesday, October 26, **Dr. Terah Venzant Chambers** provided a DEI-focused learning opportunity and discussed with local school board members. The topic of discussion was focused on understanding common definitions of DEI and how each of these impacts schools.

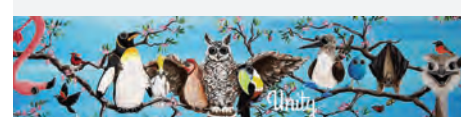
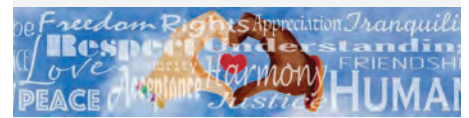


Conquest Fitness owner Andre Hutson presents a check for \$2,500 to officials at McLaren Greater Lansing.

Hope for a smoother, brighter recovery was given to those battling cancer in Greater Lansing as Conquest Fitness presented a check for \$2,500 to the McLaren Greater Lansing Foundation.

Conquest Fitness went beyond awareness and acted during Cancer Awareness Month to raise funds for cancer care at **McLaren Greater Lansing Hospital**. Cancer Awareness Month takes place every year during October and aims to raise awareness of the disease. In Michigan, more than 62,000 people are estimated to be diagnosed with cancer in 2021, according to the Cancer Statistics Center. Conquest Fitness has a mission to be "life-ready" and raising money to fight cancer in Greater Lansing is just one way the organization is working toward that mission.

NAI Mid-Michigan had another successful month serving our clients and delivering outstanding outcomes. Extremely thankful to our team for their efforts in achieving these results: total leased: 120,179 square feet; total building sales: 55,560 square feet; total land: 47.80 acres; building sales: \$5,975,000; land sales: \$220,000.



In the holiday spirit, **LAFCU** shared 10 caring words, graphically depicted by local artists, via projection mapping on the Lansing Center during Silver

Bells in the City. The artwork was created for the credit union's Act with Love & Equality Art Initiative designed to make caring for others top of mind, and was displayed on the eastern exterior wall of the Lansing Center, 333 E. Michigan Ave. The initiative is in response to a year of turmoil caused by the pandemic, a contentious political environment and an historic call for social justice. It was based on the belief that acting with love and equality can improve our community. It was designed to raise awareness in the community by using art created by those in the community. It uses the power of art inspired by a single word (10 of them!), to project a message that words alone cannot.

Edge Partnerships announced that the agency is expanding to Michigan's Upper Peninsula in response to a demand for strategic marketing services. Edge, started in



Ferraro

in downtown Lansing, Edge also has a satellite office in Chicago. **Gianna Ferraro**, a Lansing native, will serve as a marketing and communication specialist in the Marquette office. Ferraro graduated from Northern Michigan University with a bachelor's degree in communications studies with a concentration in art and design.

NAI Mid-Michigan had another successful month serving our clients and delivering outstanding outcomes. Extremely thankful to our

2007 by business partners Lorri Rishar and Angela Witwer, has grown into a multimillion-dollar agency that represents clients around the country.

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team for their efforts in achieving these results: total leased: 120,179 square feet; total building sales: 55,560 square feet; total land: 47.80 acres; building sales: \$5,975,000; land sales: \$220,000.



Tandem Studios is pleased and

to announce its working relationship with a new client, HME Ahrens-Fox of Wyoming, Michigan, a leading manufacturer of firefighting trucks including pumpers, aerials and wildland response vehicles. Tandem Studios will be providing HME Ahrens-Fox with graphic design and marketing support services. Tandem Studios is a boutique creative design agency located in Lansing, Michigan, and specializes in print graphic design, corporate identity and integrated marketing solutions. Learn more at www.gotandem.biz. ●

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