

LANSING  
**REGIONAL**  
CHAMBER



**2021**  
ANNUAL  
REPORT



## ► 2021: Our Region's Recovery from COVID-19

The year 2021 brought new challenges for the region's business community. The ongoing COVID-19 pandemic, navigating remote work, and civil unrest added to the mounds of uncertainty.

Despite this, tremendous hope and optimism persisted throughout the Lansing region due to signs of economic recovery and a commitment to relentless forward progress.

In 2021, businesses continued to fight and to keep their doors open, emerging stronger than before the pandemic. Organizations committed to addressing and combating systemic inequities. This resilience was deeply embedded in the fabric of our community.

As the Lansing region continues to grow, evolve and adapt to the "new normal," the Lansing Regional Chamber of Commerce will serve as a transformational leader and trusted voice of the region's business community.

At the Lansing Regional Chamber, we view every challenge as an opportunity. We were proud to provide the tools and resources over the past year that businesses needed to help navigate an uncertain future, create and sustain positive change, and advance the region forward. We hope you enjoy reading the key highlights of our organization, business community and region.

Thank you for allowing the Lansing Regional Chamber of Commerce to support your business during these challenging times.

**Tim Daman**  
President and CEO  
Lansing Regional Chamber of Commerce

# LRCC Board of Directors

## OFFICERS

Mike Zamiara, Niowave (Chair of the Board)  
 Wendy Hamilton, TechSmith (Past Chair)  
 Matt Resch, Resch Strategies (Chair Elect)  
 Patricia Scott, Foster, Swift, Collins & Smith, P.C.  
 (Legal Counsel)  
 Luke Terry, Rehmann (Treasurer)  
 Tim Daman, Lansing Regional Chamber of  
 Commerce (President)

## DIVISION DIRECTORS

Lisa O'Connor, Publicom  
 (Marketing Communications)  
 Kirk Ray, McLaren Greater Lansing  
 (Regional Initiatives)  
 Michelle Massey, TechSmith (Member Services)  
 Amy Scoby, Christman Company  
 (Government Relations)

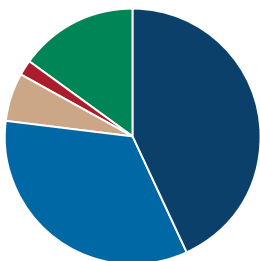
## BOARD PARTNERSHIPS

Bob Trezise, LEAP, Inc.  
 Dr. Alane Laws Barker, Black Business Alliance  
 Chris Sell, Lansing 5:01  
 Chaz Carrillo, Greater Lansing Hispanic Chamber  
 of Commerce  
 Jenn Sturdy, ATHENA WIN

## AT-LARGE

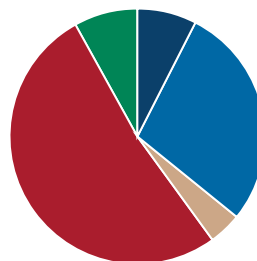
Jennifer Bigelow, General Motors  
 Tina Brumley, Auto-Owners Insurance Co.  
 April Clobes, MSUFCU  
 Jim Farrell, Dart  
 Roger Graff, Farm Bureau Insurance Co.  
 Glenn Granger, Granger Construction  
 Keith Granger, Granger  
 David Lewis, AT&T  
 Jeff Metts, Dowding Industries  
 Van Martin, Martin Commercial Properties  
 Ken Misiewicz, Pleune Service Company  
 Steve Quinlan, Neogen  
 Joe Ruth, Sparrow  
 Lisa Webb Sharpe, Peckham  
 Lisa Ellen Smith, InVerve Marketing  
 Todd Surline, Hiring Solutions  
 Dr. Kathleen Wilbur, Michigan State University  
 Kevin Zielke, AF Group  
 David Zyble, Jackson National Life

# Finance and Administration



**REVENUE:**  
\$1,828,574

▲ Membership	43.2%
▲ Events & Programs	33.9%
▲ Benefit Programs	6.2%
▲ Government Relations	1.9%
▲ Other	14.8%



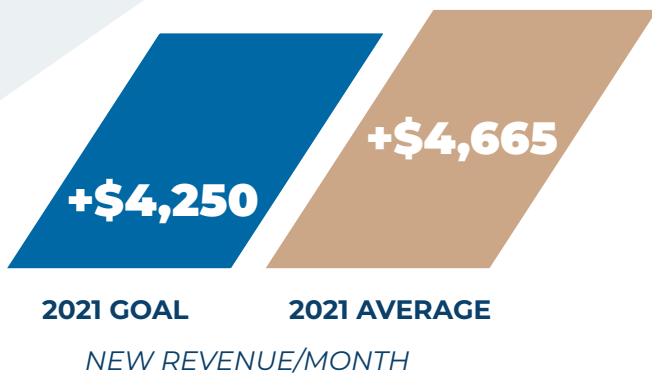
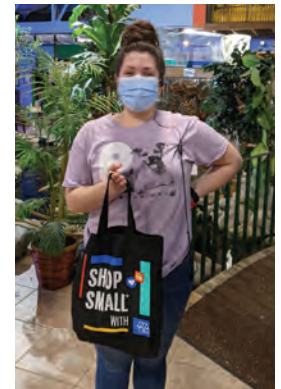
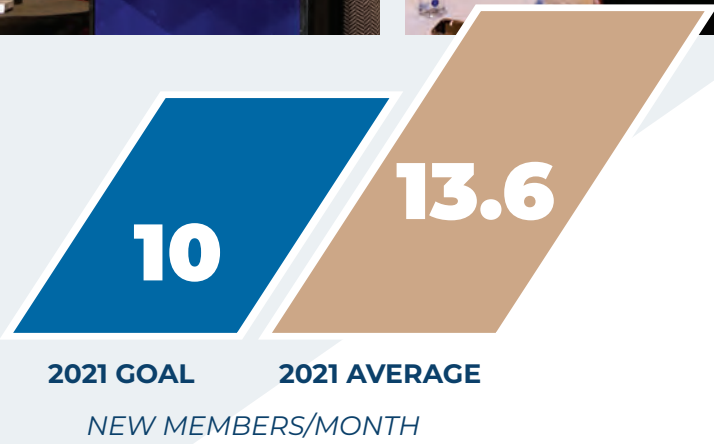
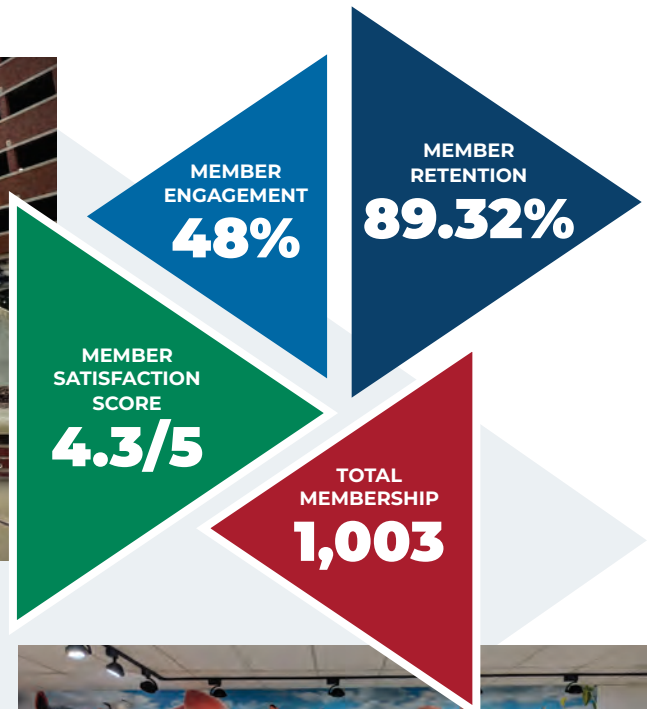
**EXPENSES:**  
\$1,653,534

▲ Membership	7.5%
▲ Events & Programs	28.6%
▲ Government Relations	4%
▲ Indirect Salary/Benefits	51.9%
▲ Indirect Expenses	8%

*The LRCC realized 2021 revenue from government sponsored programs – Paycheck Protection Program and Employee Retention Credits – totaling \$264,100 in forgiven loans and taxes.*



# Member Engagement



# REGIONAL LEADERSHIP

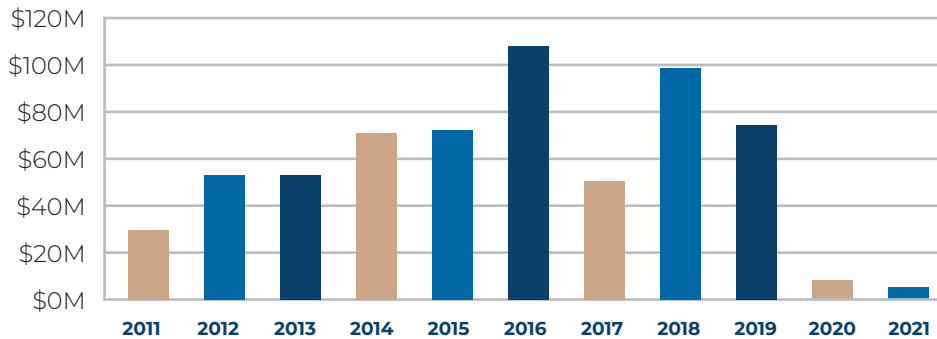
## PTAC

### HELPING BUSINESSES NAVIGATE THE GOVERNMENT LANDSCAPE

The South Central Michigan Procurement Technical Assistance Center (PTAC) is a partnership between the Lansing Regional Chamber of Commerce and Enterprise Group of Jackson. The South Central Michigan PTAC covers Ingham, Eaton, Clinton, Jackson, Hillsdale and Lenawee counties and works to enhance national defense and economic development opportunities within its service region by assisting businesses in obtaining and performing federal, state and local government contracts.



**INGHAM, EATON, CLINTON COUNTIES  
TOTAL DOLLARS AWARDED PER YEAR**



2011	\$28,891,854
2012	\$54,832,919
2013	\$54,634,997
2014	\$72,903,921
2015	\$74,365,916
2016	\$104,010,723
2017	\$47,967,495
2018	\$98,582,393
2019	\$74,952,489
2020	\$6,204,924
2021	\$3,485,595

**INGHAM COUNTY 2020-2021**

**159**

JOBS CREATED  
OR RETAINED

**\$7.5M**

243  
AWARDS

**EATON COUNTY 2020-2021**

**46**

JOBS CREATED  
OR RETAINED

**\$2.16M**

386  
AWARDS

**CLINTON COUNTY 2020-2021**

**0**

JOBS CREATED  
OR RETAINED

**\$28K**

4  
AWARDS

*This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency. Dually funded in part by the Michigan Economic Development Corporation (MEDC).*

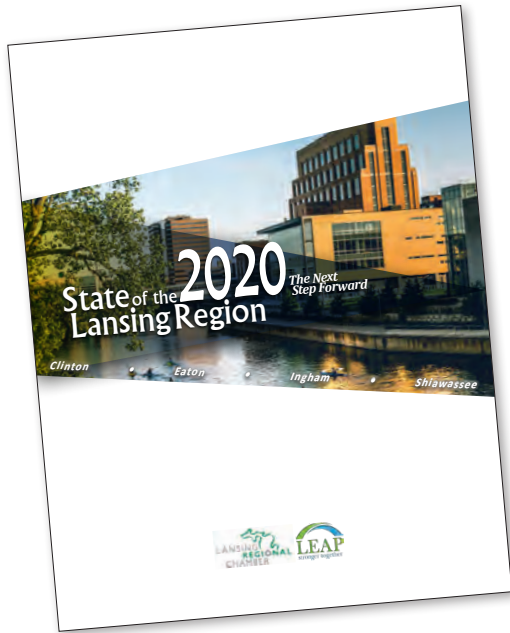
## A Commitment to Diversity, Equity and Inclusion

In July 2021, the LRCC announced a significant commitment to diversity, equity and inclusion (DEI) to empower the local business community and help create an equitable and inclusive region. As part of this commitment, the LRCC has launched a 12-month DEI executive roundtable, DEI-related events and programming and a monthly DEI newsletter. The LRCC staff is also undergoing a 12-month DEI training as part of this commitment.





# REGIONAL LEADERSHIP



## Establishing a Vision for the Region's Future

### STATE OF THE LANSING REGION BENCHMARKING REPORT

In 2019, the Lansing Regional Chamber of Commerce and Lansing Economic Area Partnership (LEAP) partnered with 10 leading business and education stakeholders and commissioned Anderson Economic Group to develop the first State of the Lansing Region Benchmarking Report.

In May 2021, the report was officially released to the local business community. It showcased the region's core strengths and growth opportunities by comparing the region against 11 thriving communities in the nation on 42 economic indicators. It also showcased the need to establish a vision for the Lansing region's future and move the needle on population growth, educational attainment, private sector investment, job growth and affordability.

## Partners



#### Areas of Strength:

Lansing Region



#### High Gen Z Population Percentage

2<sup>nd</sup>

This figure indicates the number of workers just entering or about to enter the workforce. A strong share of Generation Z among our population is good for the Lansing region.



#### Growth in Median Household Income

4<sup>th</sup>

The Lansing region has one of the fastest household income growth rates. However, our median income of \$58,833 is still low.



#### Low Housing Costs

12<sup>th</sup>

Housing costs are not increasing significantly in the Lansing region. Affordability is good, however growth here can also be an indicator for economic growth overall.



#### Growth in STEM Degrees Awarded

2<sup>nd</sup>

Science, technology, engineering, and math are essential for a robust economy of the future. The strength of the Lansing region here is a building block for growth.



#### University Research Expenditures Growth

2<sup>nd</sup>

Research and development expenditures improve the region's attractiveness to students and talent, and provide an important source of innovation and entrepreneurship.

#### Areas of Opportunity:

Lansing Region



#### Population Growth

11<sup>th</sup>

Total population in the Lansing region has barely grown in the last five years. Population growth indicates how well a region attracts and retains residents.



#### High-Tech Employment

9<sup>th</sup>

The Lansing region has a relatively low share of employment in information technology, advanced manufacturing, and research and development. A higher share of high tech employment indicates economic prosperity and strength.



#### Establishments

12<sup>th</sup>

The Lansing region has seen no significant business creation in the last five years. New establishments not only support economic and private sector growth, they also help to diversify the economy.



#### University Startups

9<sup>th</sup>

A higher number of university-driven start-ups supports entrepreneurship, which could lead to more innovation and a more vibrant regional economy.



#### Educational Attainment

8<sup>th</sup>

The Lansing region's share of residents 25 and older with an associate's (or higher) degree is below average. The availability of educated talent can promote economic growth in key industries.

Courtesy Anderson Economic Group

# ADVOCACY



## Five LRCC Endorsed Candidates Win Lansing and East Lansing City Council Seats



**SCHOR**



**SPADAFORE**



**BROWN**



**GARZA**



**BACON**

### **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



## Listen to MI Businesses

In October 2021, a statewide business coalition consisting of chambers of commerce and business-related associations, was formed in response to Biden vaccine mandate for employers with over 100 employees. The Listen to MI Businesses coalition advocated that top-down government mandates limit employer and employee rights and would have a devastating impact on Michigan jobs, communities and economy.



# ADVOCACY

## 2021 Policy Priority Successes

### JOBS & THE ECONOMY

#### Supported

- ▲ Lansing Economic Area Partnership (LEAP) and other entities providing federal, state, and local COVID-19 relief grants and loans to small businesses.
- ▲ Winning Michigan Jobs legislation to retain and grow businesses and create good-paying jobs.
- ▲ Enhanced economic development incentive legislative package to strengthen the state's economic competitiveness and compete for and win transformational projects.
- ▲ Legislation to provide \$409 million in federal/state funding for Michigan small businesses impacted by COVID-19.

### TALENT & WORKFORCE DEVELOPMENT

#### Secured

- ▲ \$100 million for the Going PRO Talent Fund.
- ▲ \$100 million for Futures for Frontliners & MI Reconnect.
- ▲ The State of Michigan's Sixty by 30 goal, which would make Michigan a talent leader and fuel the future workforce and provide opportunity for all.

#### Supported

- ▲ \$100 million for the Office of Global Michigan Immigration & Refugee Support.
- ▲ MI Tri-Share Child Care Pilot Program.
- ▲ Michigan Global Talent Attraction, Retention and Recovery Plan.
- ▲ Holt, Okemos, and Waverly Community Schools bond proposals to update infrastructure, safety and security, innovation and learning environments.

### REGIONAL INFRASTRUCTURE

#### Supported

- ▲ \$1 trillion federal infrastructure bill package, which provides Michigan with \$10 billion in allocated funds.
- ▲ \$275 million in regional infrastructure improvements.

### ECONOMIC DEVELOPMENT PROJECTS

#### Supported by LRCC

- ▲ State grants for 15 local projects through the Michigan Enhancement Grant program.
- ▲ \$800 million Sparrow Health System capital improvement plan.
- ▲ Downtown conversion boost.
- ▲ City of Lansing Small Business Façade Improvement Program.
- ▲ \$200 million Delta Crossings (Delta Township) mixed-used development.
- ▲ Amazon Distribution Center (Delta Township).
- ▲ Redevelopment of the historic Clara's Train Station.

### HEALTHCARE ACCESSIBILITY & AFFORDABILITY

#### Supported

- ▲ Gov. Whitmer administration in procuring and paying for COVID-19 tests for employers through a grant program or other method.
- ▲ Sparrow Health System free-standing emergency department in Meridian Township.
- ▲ Sparrow Health System expanded outpatient offices across the region.
- ▲ McLaren Greater Lansing's request for mental/behavioral health partnership with State of Michigan for its Greenlawn campus.

### REGULATIONS & LOCAL GOVERNMENT FINANCIAL HEALTH

#### Supported

- ▲ American Rescue Plan Monitoring.
- ▲ New social districts in downtown Lansing, Old Town and REO Town to assist restaurants and bars.
- ▲ Restoration for tax parity between large C corporations and smaller "pass-through" businesses.

#### Opposed

- ▲ Build Back Better plan.
- ▲ Federal and state vaccine mandates that were an overreach of government authority into private industry operations.

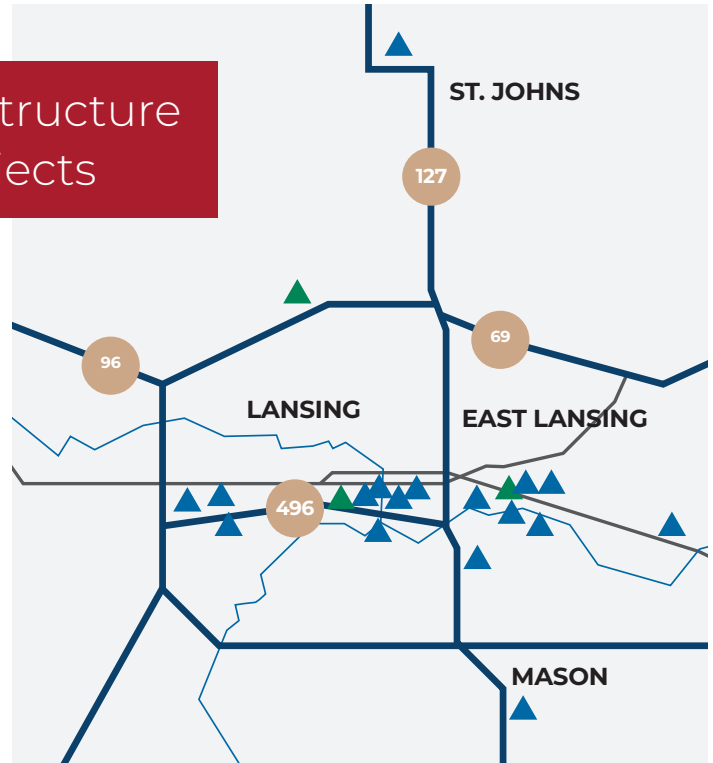


# Development and Infrastructure Projects

**\$275 Million** in Regional Infrastructure  
**\$3 Billion** in Development Projects

## DEVELOPMENT PROJECTS

- ▲ St. Johns / Glanbia Nutritionals dairy processing facility
- ▲ Lansing / Sparrow Health System Capital Improvement Plan
- ▲ Lansing / Red Cedar Project
- ▲ Lansing / Capital City Market
- ▲ Lansing / State Capitol/ Heritage Hall
- ▲ Lansing / McLaren Greater Lansing health care campus
- ▲ 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 Twp / Delta Crossings mixed-use development
- ▲ Delta Twp / Amazon Distribution Center
- ▲ Michigan State University / STEM Facility
- ▲ Michigan State University / Facility for Rare Isotope Beams
- ▲ East Lansing / MSUFCU downtown East Lansing office
- ▲ East Lansing / TechSmith Corporate HQ
- ▲ Williamston / Bekum America North American HQ Expansion



## INFRASTRUCTURE PROJECTS

- ▲ I-96 to Airport Road | \$73 million investment | Supports 927 jobs
- ▲ I-496 Corridor | \$80 million investment | Supports 1,106 jobs
- ▲ I-69 Calhoun/Eaton Counties | 210 million investment | Supports 2,667 jobs
- ▲ US-127 Corridor | \$62 million investment
- ▲ Continue to support Michigan Avenue Corridor improvements between the Michigan State Capitol Building and Michigan State University campus.
- ▲ M-43 Meridian Township | \$12 million investment | Supports 153 jobs

*Highway projects are funded through MDOT's Rebuilding Michigan Program.*

# TALENT AND WORKFORCE DEVELOPMENT



## Member Job Board

In April 2021, the Lansing Regional Chamber of Commerce launched a job board on the LRCC website that members can use to share their job openings with those seeking employment.

“The Lansing Regional Chamber has developed several key initiatives around talent, including Leadership Lansing,” said Steve Japinga, senior vice president of public affairs, LRCC. “The job board is the logical next step in helping our members attract and retain the best talent possible.”



## 10 Over the Next Ten Awards

This annual event recognizes Greater Lansing’s top 10 young professionals who are expected to contribute significantly to our community over the next 10 years.

### 2021 AWARD RECIPIENTS

- ▲ MiChaela Barker  
Ingham County Health Department
- ▲ Elvin Caldwell  
Umbrella Sock Company
- ▲ Brian Daniels  
emPOWER Lansing
- ▲ Mallory DePrekel  
Communities In Schools of Michigan
- ▲ Justin Hewson  
MSU Federal Credit Union
- ▲ Nate Kirk  
Commercial Bank
- ▲ Quincie McCalla  
Modern Woodmen of America
- ▲ Breina Pugh  
Lansing Board of Water & Light
- ▲ Brian Sapita  
Michigan Pharmacists Association
- ▲ Kirstyn Waldron  
Jackson National Life Insurance Company



## Leadership Lansing

Leadership Lansing is a talent initiative that runs annually from October through May and is designed to develop a new generation of community leaders in the Lansing region.

### 2021-2022 LEADERSHIP LANSING COHORT

- ▲ Amy Adamy, Lansing Board of Water & Light
- ▲ Mitchell Bal, PNC Bank
- ▲ Sherrie Blankenship, Maner Costerisan
- ▲ Alex Brace, Small Talk Children's Advocacy Center
- ▲ Chelsey Carpenter, Independent Bank
- ▲ Amber Carter, Haven House
- ▲ Amanda Chapman, General Motors – Lansing Grand River Assembly
- ▲ Lucy Ciaramitaro, Michigan Health & Hospital Association
- ▲ Sharon Civils, Lansing Branch NAACP
- ▲ Chad Clark, The Christman Company
- ▲ Amy Coe, MSU Federal Credit Union
- ▲ Jacquelyn Corey, AF Group
- ▲ Shaun Darling, MSU Federal Credit Union
- ▲ Jan Deyton, Dewpoint
- ▲ Megyn Forest, Big Brothers Big Sisters Michigan Capital Region
- ▲ Nicole Hankwitz, McLaren Greater Lansing
- ▲ Marcus Hardy, Lansing Housing Commission
- ▲ Samuel Hosey, AF Group
- ▲ Dwayne Jones, MSU Department of Police and Public Safety
- ▲ John Kraft, McLaren Greater Lansing
- ▲ Dan Kreft, Dart Bank
- ▲ Paul Quayle, Great Lakes Crystal Technologies
- ▲ William Richards, A.J. Boggs & Company
- ▲ Chelsea Roberts, Small Talk Children's Advocacy Center
- ▲ Ashley Sandborn, Lansing Regional Chamber of Commerce
- ▲ Mike Schram, WILX-TV News 10
- ▲ Lori Simon, Sparrow Health System
- ▲ Serenity Skillman, Granger Waste Services
- ▲ Smiljana Williams, Lansing Board of Water & Light



### 2021 ATHENA Leadership Award

**MICHELLE MASSEY,**  
VICE PRESIDENT OF  
COMMUNITY OUTREACH  
AND COMMUNITY  
SUPPORT, TECHSMITH



### 2022 ATHENA PowerLink Award

**TOBI LYON,**  
FOUNDER AND CEO OF  
NGAGE MANAGEMENT



# TALENT AND WORKFORCE DEVELOPMENT

## Business Education Series

In 2021, the LRCC launched programming as part of its Business Education Series that aligned directly with pertinent issues affecting local businesses, such as the talent shortage, best hiring practices, retaining and attracting talent, and how to market your business.

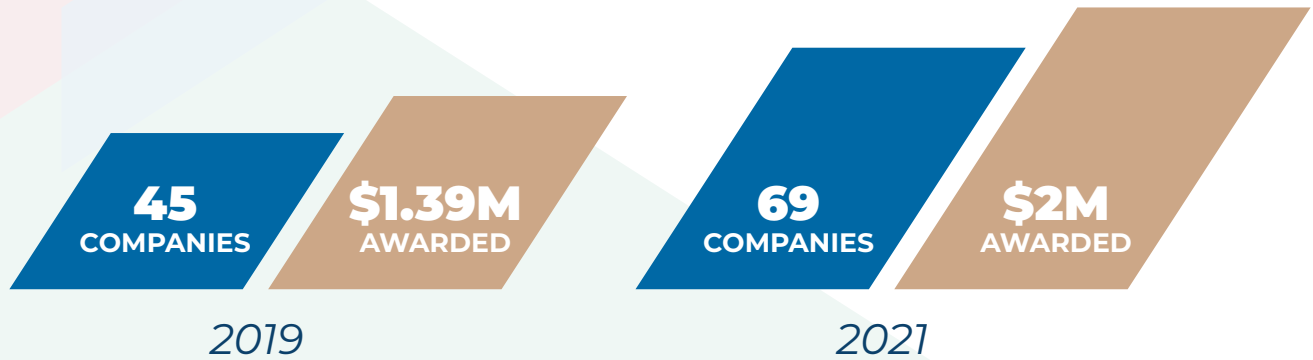


## Going Pro Talent Fund

Going PRO in Michigan was created to elevate the perception of professional trades, fund training for employees, and showcase opportunities in a variety of rewarding careers.



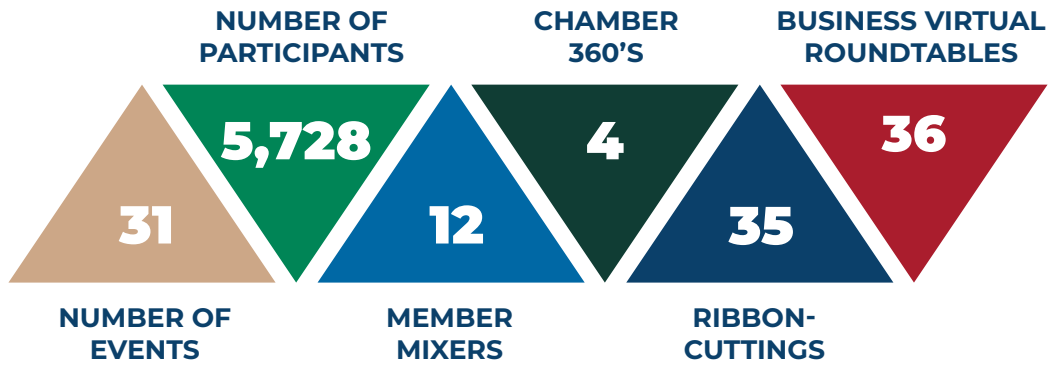
### REGION 7 (CLINTON, EATON, AND INGHAM COUNTIES)



## TALENT PARTNERS



# EVENTS + PROGRAMMING



## Lansing Economic Club

In 2021, Lansing Economic Club held virtual and in-person programs that featured Patrick Anderson, principal and CEO, Anderson Economic Group; Loretta J. Ross, professor at the Institute for Democratic Education and Culture; John Adent, president and CEO of NEOGEN; former Michigan governor, Rick Snyder; and Mel Tucker, head football coach for Michigan State University.



ANDERSON



ROSS



ADENT



SNYDER



TUCKER



## Celebration of Regional Growth Awards

The CORG Awards honor five organizations annually for their investments to transform the region. This year's recipients include Allen Neighborhood Center, Bekum America, High Caliber Karting and Entertainment, Lansing Board of Water & Light and McLaren Greater Lansing.

# EVENTS + PROGRAMMING

## Annual Dinner Award Recipients

- ▲ Outstanding Small Business Award: Public Sector Consultants
- ▲ Community Service Award: Joan Nelson, Allen Neighborhood Center
- ▲ Ambassador of the Year: Kristin Ebert
- ▲ Legacy Award: Quality Dairy



## Executive Welcome

Presented by Delta Dental of Michigan, two Executive Welcome events were held that introduced two different groups to the region: six female CEOs and executives who were new to their roles and four new regional superintendents.



## WOMEN LEADERS

- ▲ Nicole Noll-Williams, Capital Region Airport Authority
- ▲ Michelle Lantz, Greater Lansing Food Bank
- ▲ Helen Johnson, Sparrow Eaton Hospital
- ▲ Julie Pingston, Greater Lansing Convention & Visitors Bureau
- ▲ Carrie Rosingana, Capital Area Michigan Works!
- ▲ Cindy Kangas, Capital Area Manufacturing Council



DAVENPORT



SHULDINER



SPICKARD



WILLIAMS

## REGIONAL SUPERINTENDENTS

- ▲ Marcus Davenport, Grand Ledge Schools
- ▲ Ben Shuldiner, Lansing School District
- ▲ Shanna Spickard, DeWitt Public Schools
- ▲ Sean Williams, Eaton RESA Career Preparation Center



# Thank You to Our Event Sponsors!



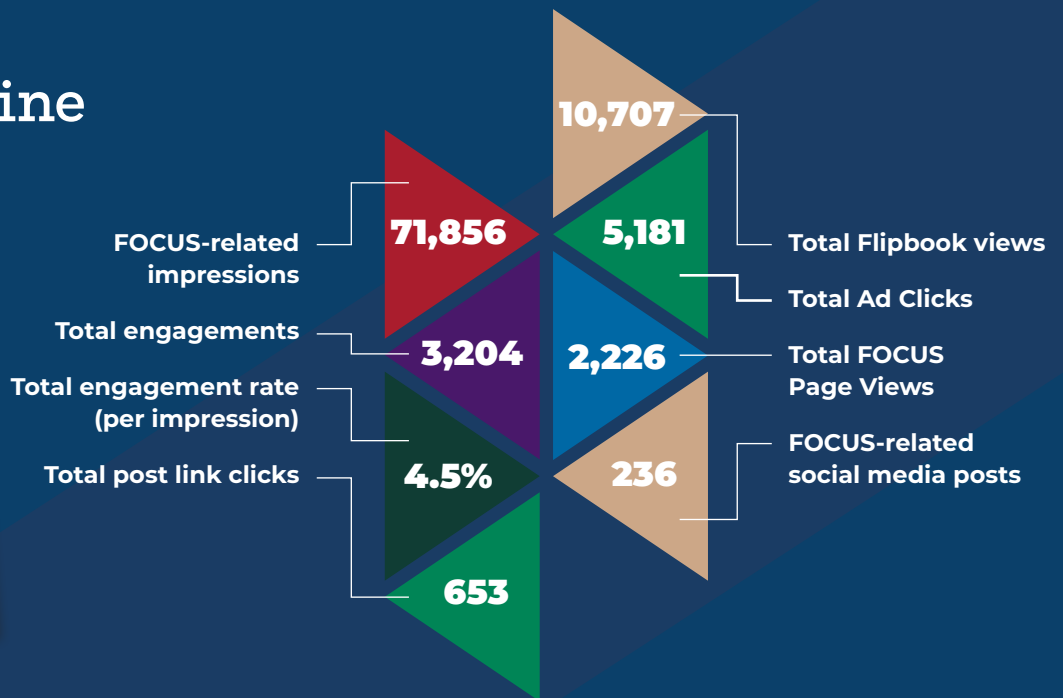
# MARKETING + COMMUNICATIONS



## ACCE Chamber Innovation Summit

In July 2021, Ashley Sandborn, vice president of marketing and communications, presented at the Association of Chamber of Commerce Executives (ACCE) National Innovation Summit. Sandborn's presentation, "A Trusted Voice: Storytelling for Chambers," discussed how the LRCC instilled confidence among community members and business professionals during the COVID-19 pandemic. She also discussed how the LRCC helped members navigate everything from the everchanging rules and regulations to securing loans and PPE to overcoming a mountain of unknowns and uncertainty.

## FOCUS Magazine

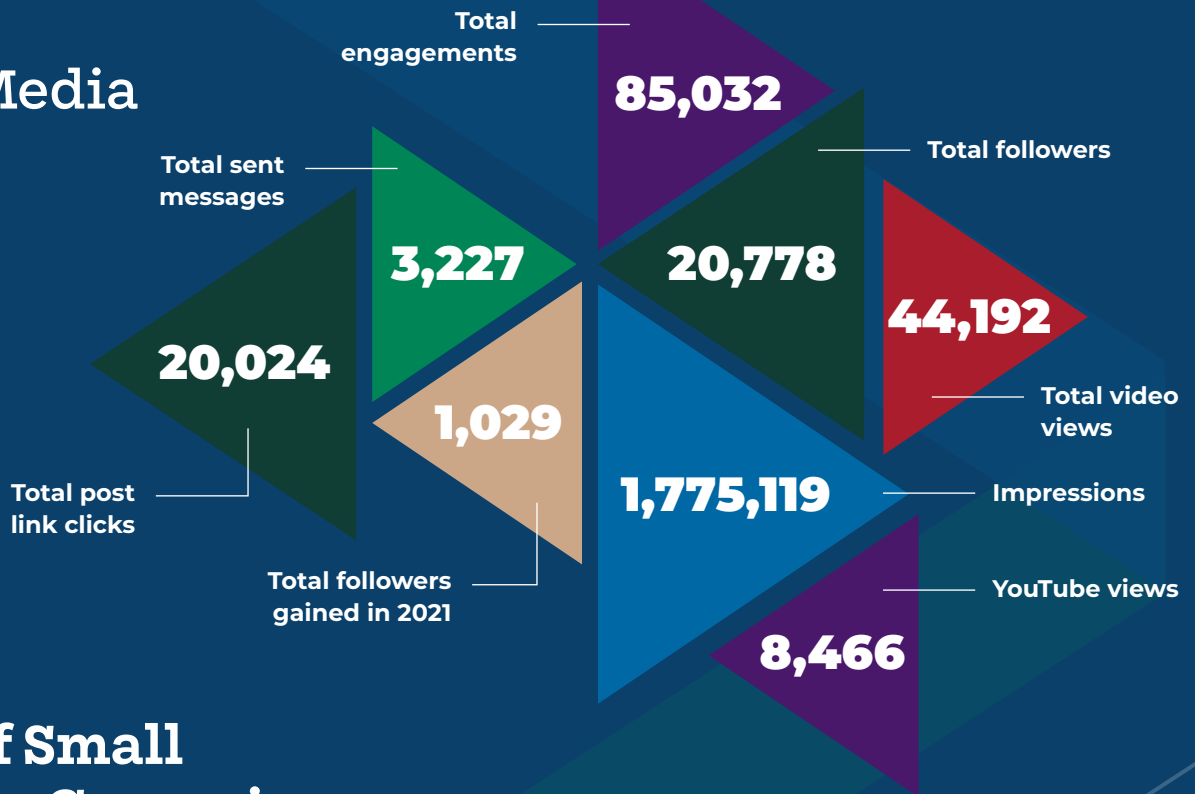


## Lansing Regional Chamber Rebrand

In 2021, the LRCC marketing department collaborated with Tandem Studios to develop a brand usage and style guide to create cohesiveness and uniformity between all LRCC marketing pieces and a style that reflects the organization as a regional leader. As part of this effort, FOCUS Magazine was also redesigned and given a modern aesthetic, with ample use of white space and inviting and authentic imagery.



# Social Media

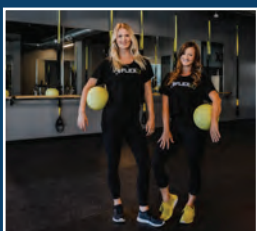
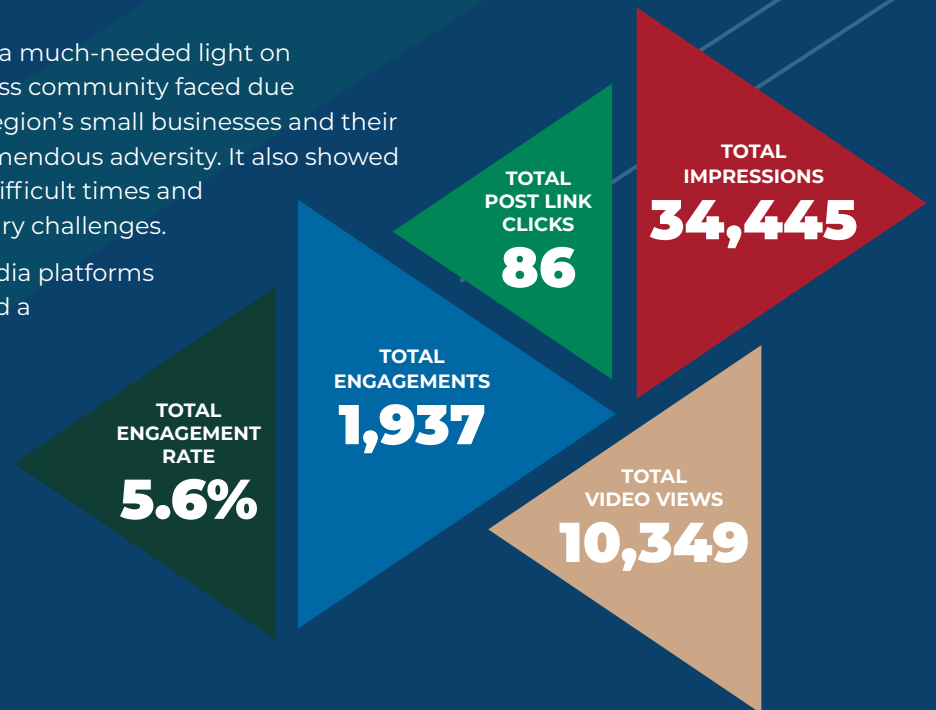


# Voice Of Small Business Campaign

The Voice of Small Business campaign shined a much-needed light on the daily struggles the Greater Lansing business community faced due to the COVID-19 pandemic. It celebrated the region’s small businesses and their resilience and innovation while faced with tremendous adversity. It also showed the steadfast commitment to survive during difficult times and the resiliency needed to overcome extraordinary challenges.

The six-month campaign utilized multiple media platforms and featured a series of videos that highlighted a different theme monthly, including resilience, teamwork, community, innovation, safety, and opportunity.

*Blue Cross Blue Shield and Blue Care Network of Michigan generously supported the Voice of Small Business campaign.*



FLEXcity Fitness



On Target Living



UnoDeuce Multimedia



Rivers of Life Church



# BOARDS AND COMMITTEES

## AMBASSADOR COMMITTEE

The Ambassador Committee for the Lansing Regional Chamber (LRCC) is comprised of business and community leaders who dedicate their time and efforts to advance the Chamber's mission of helping businesses connect, grow and thrive. Through their volunteer efforts, they engage with current and prospective members and help them find value in the tools, resources and relationships available to them through a Chamber investment.

Lisa Fisher, Lisa Fisher Associates (Chair)  
Steve Hershfield, CBRE (Vice Chair)  
Demphna Krikorian, Child and Family Charities (Secretary)  
Carmen Argersinger, Delta Dental of Michigan  
Chaz Carrillo, David Chapman Agency  
Colleen Curran-Schultz, Effectv  
Daria Czarnik, Royal Alliances  
Heather Febres-Cordero, Hospice of Lansing – Ionia Area Hospice  
Thomas Hamp, Advicoach  
Casey Jacobsen, LaFontaine Automotive Group  
Lawalt Johnson, Lansing Board of Water & Light  
Shawn Mach, Klug Law Firm  
Sara Majeske, Custom Built Design & Remodeling  
Chad Munce, WLNS-TV  
Corey Rees, RJourney  
Barb Schram, Shaklee  
Ernest Tisdale, EDUStaff  
Dan Wilkinson, Eaton Community Bank  
Andy Zarkovich, Reed Insurance Agency

## ATHENA POWERLINK GOVERNING BODY

ATHENA PowerLink is a national mentoring program that connects selected women business owners with a skilled advisory panel. The Governing Body administers the implementation of the ATHENA PowerLink program by assisting the business owner achieve networking, capital, operational and strategic goals while enhancing the business owner's leadership and management skills for future business growth.

Daria Buzun, Royal Alliances  
John Roy Castillo  
Amber Clark, Meridian Township  
Tim Daman, Lansing Regional Chamber of Commerce  
Lisa Fisher, Lisa Fisher Associates  
Carol Giacoletto, The Plant Professionals  
Thomas Hamp, Advicoach  
Deb Horak, Gud Marketing  
Jill Marlan, Peak Performance Physical Therapy  
Dorothy Maxwell  
Sara Majeske, Custom Built Design & Remodeling  
Danielle McNeilly, Peak Performance Physical Therapy  
Jane Mitchell, Jungle Jane Promotions  
Lisa Ellen Smith, InVerve Marketing  
Kathy Valentine, The Plant Professionals

## ATHENA WIN BOARD OF DIRECTORS

Founded in Lansing under the original principles of ATHENA International to support, develop and honor women leaders while inspiring and encouraging women to achieve their full potential, ATHENA WIN is a collaborative effort to provide a support system for professional women in the Greater Lansing area. ATHENA WIN offers information, support and opportunity to women in business, whether it is advice on getting started or assistance stepping up to the next level.

Debbie Horak, Gud Marketing (Chair)  
Joy Meade, PNC (Vice Chair)  
Leslie Batchelor, Sparrow Health System (Secretary)  
Breina Pugh, Lansing Board of Water & Light  
Jessica Fleet, Maner Costerisan  
Michelle Rahl, Lansing Regional Chamber of Commerce  
Karen Grannemann, University Club of MSU  
Amy McNamara, Mercantile Bank  
Ashlee Willis, Michigan Premier Events  
Joy Wagner, Granger

**IF YOU ARE INTERESTED IN  
SERVING ON A LRCC BOARD OR  
COMMITTEE, PLEASE EMAIL  
INFO@LANSINGCHAMBER.ORG.**

## BUSINESS VALUE COMMITTEE

The Business Value Committee evaluates membership, marketing, and engagement/VOI (value on investment). The committee acts as a sounding board for the Chamber to share the work we are doing related to communications, marketing, membership value and business development. The feedback from the committee ensures that the tools, resources, and connections provided by the Chamber meet and exceed member needs.

Michelle Massey, Dewpoint (Co-Chair)  
Lisa O'Connor, Publicom (Co-Chair)  
Jim Baker, Corporate Office Interiors  
Bill Burke, Coldwell Banker Hubbell BriarWood  
Greg Coyne, Gerry Weinberg & Associates  
Mitch Crank, Century 21 Looking Glass, Inc.  
Don McNabb, Triterra  
Ken Misiewicz, Pleune Service Company  
Stephen Plumbley, Tandem Studios

## DEI COMMITTEE

The Chamber's DEI Committee consists of individuals that are passionate as well as professionals within the DEI space. The DEI Committee provides guidance on making diversity, equity, and inclusion integral in the Chamber's organizational structure, policies, resources, and program delivery.

Sein Paul Benavides, Cafecito Caliente  
Matea Čaluk, M.Ed., Michigan State University  
Brian Daniels, emPOWER Lansing  
Kelli Ellsworth-Etchison, LAFCU  
Elaine Hardy, City of East Lansing  
Judi Harris, St. Vincent Catholic Charities Refugee Services  
Calvin Jones, Lansing Board of Water & Light  
Rachel Kuntzsch, Public Sector Consultants  
Michelle Massey, TechSmith  
Victoria Meadows, LEAP  
Lisa O'Connor, Publicom  
Susan Porrett, Davenport University  
Carrie Rosingana, Capital Area Michigan Works!  
Lori Simon, Sparrow Health System  
Jennifer Sturdy, PNC Bank  
Tony Willis, LEAP

## LRCC POLICY COMMITTEE

The Lansing Regional Chamber of Commerce Policy Committee plays an essential role in the development of the Chamber's policy and legislative priorities. The committee is comprised of a diverse group of Chamber business members, representing all sectors of industries in the Lansing region. The Committee reviews, provides comment, and, at times, acts on proposals that may impact the business community at the local, state and federal levels of government.

Amy Scoby, The Christman Company (Chair)  
Scott Ammon, Ammon Lynch Pence Group  
Rebecca Bahar-Cook, Capital Fundraising Associates  
Ben Bakken, Tri-Star Trust Bank  
Joel Conn, Friedland Industries, Inc.  
Megan Doherty, F.D. Hayes Electric Company  
Monique Field-Foster, Warner Norcross + Judd LLP  
Joe Ford, Netvantage Marketing  
Charles Hauser, Granger Waste Services  
Katherine Japinga, Capital Region International Airport  
Bill Kimble, c2ae  
Doug Mains, Honigman LLP  
Kevin McKinney, McKinney & Associates  
Art Miller III, AF Group  
Ben Miller, Comcast  
Becky O'Connell, Lake Trust Credit Union  
Matt Resch, Resch Strategies  
John Sellek, Harbor Strategic Public Affairs  
John Shaski, Sparrow Health System  
Jeff Smith, MSU Foundation  
Ernest Tisdale, EduStaff  
John Truscott, Truscott Rossman  
Jamie White, White Law PLLC

## LRC-PAC BOARD OF DIRECTORS

The Lansing Regional Chamber-Political Action Committee (LRC-PAC) is the political arm of the LRCC and is a separate entity. The objective of LRC-PAC is to endorse candidates that support advancing economic growth, job creation, and fiscal responsibility.

Kevin Shaw, WIELAND (Chair)  
Jeff Hicks, Dart Container (Vice Chair)  
Tiffany Dowling, M3Group  
Joe Ford, Netvantage Marketing  
Pat Gillespie, The Gillespie Group  
Josh Hovey, Martin Waymire  
Pete Kramer, Kramer Management  
Kevin McKinney, McKinney & Associates  
Nicolas Oertel, Foster Swift  
Heather Shawa, Lansing Board of Water & Light  
Meghan Webber, Greater Lansing Association of Realtors  
Deidra Wilson, McLaren Health Care

# LANSING REGIONAL CHAMBER STAFF

## ADMINISTRATION, FINANCE

Tim Daman: President and CEO

Arnie Keyes: Chief Operating Officer

Mandy Schmitz: Accounting and Membership Data Manager

## MEMBER ENGAGEMENT

Michelle Rahl: Vice President of Member Engagement

Marcy Rzepka: Member Engagement Manager

Daniel Riels: Member Engagement Manager

## MARKETING AND COMMUNICATIONS

Kelsey Teribery: Marketing Manager

## EVENTS + PROGRAMMING

Ashlee Willis: Founder and CEO of  
Michigan Premier Events

## PUBLIC AFFAIRS

Steve Japinga: Senior Vice President of Public Affairs



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