

FOCUS

THE MONTHLY BUSINESS NEWS MAGAZINE OF THE
LANSING REGIONAL CHAMBER OF COMMERCE
SEPTEMBER 2022

SAFETY IN SCHOOLS

*A Community-Based
Approach*

IN THIS ISSUE

FLY LANSING LANDS NEW AIRLINE TO PROVIDE
FLORIDA SERVICE

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SPEAKER SCHEDULE

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AUGUST PRIMARY WINS

DRUG FREE



**GUN FREE
SCHOOL ZONE**

VIOLATORS WILL FACE
FEDERAL STATE AND
CRIMINAL PENALTIES

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The Importance of Business Education Partnerships

The Lansing Regional Chamber of Commerce (LRCC) is proud to partner with a diverse coalition of educators, law enforcement, and elected officials committed to developing a sensible approach to school safety. Repeated acts of violence in schools, including the recent shootings in Oxford and West Michigan, have served as a wake-up call for all of us who want to ensure a safe environment for students and staff in all of our schools.

As reported in this month's cover story in Focus, there is much work to be done to ensure safe schools, and it is important that those of us in the business community have a greater understanding of the challenges being faced by our educators so we can lend a greater hand in developing solutions. LRCC is committed to being at the table on behalf of and engaging the business community in these efforts.

The School Safety Coalition is the latest in a series of business-education partnerships in which LRCC has been involved. We have supported several important initiatives that local districts have proposed in recent years to invest in infrastructure that will support improved learning environments and opportunities for our students. Our education partners had an important role in RELAUNCH Greater Lansing. This community coalition provided resources to help safely and successfully reopen our regional economy following the Covid shutdown.

In numerous surveys LRCC has conducted of our membership in recent years, the number one challenge repeatedly expressed by business leaders is the ability to attract and retain talent. It is critical that we have regional strategies that provide talent solutions for our employers. To do that, we need to continue building strong partnerships between business and education.

LRCC advocated for and implemented numerous talent strategies in recent years, and we are very excited to announce our latest effort to help employers attract, develop, and retain talent. In partnership with the Michigan Chamber of Commerce, in the next few weeks we will introduce EmergeSkilled, a comprehensive, easy-to-use online platform to connect employers with high school students, including Career Technical Education programs, trade schools, community colleges, certificate programs, and boot camps. Stay tuned for further details!

Many existing talent initiatives are making a difference in our region. The Capital Area Manufacturing Council is conducting a manufacturing mentorship program with Lansing Sexton students and other regional education partners. Apprenticeship programs have been highly successful in several businesses, including Bekum America Corporation, which provides career paths and jobs for students

We are making good progress in building the talent pipeline. Our region is attractive for advanced manufacturing and logistics sectors, as witnessed by the recent Ultium Cells EV Battery facility, which will bring 2,000 jobs to Delta Township. Amazon's Distribution Center also in Delta Township will result in another 1,000 jobs.

There is much work to be done and plenty of opportunities for business leaders to engage in our regional efforts to build a robust talent pipeline. If you are interested in getting involved, contact us at the Chamber and we will be happy to help you get started! ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



It is critical that we have regional strategies that provide talent solutions for our employers. To do that, we need to continue building strong partnerships between business and education.

September 2022

9/13

LANSING ECONOMIC CLUB

Tuesday, Sept. 13 from 11:30 a.m. to 1:30 p.m.

Location: Kellogg Hotel & Conference Center, 219. S Harrison Road, East Lansing

The September Lansing Economic Club will feature a panel discussion including Claire Babineaux-Fontenot, CEO of Feeding America, and Dr. Phil Knight, executive director of Food Bank Council of Michigan. The program will focus on how food insecurity impacts every business, from employees and their families, clients and potential clients, and the communities in which they operate.

Cost: Complimentary for Lansing Economic Club members; \$55 for LRCC members; \$75 for future members; and \$425 for a table of eight.

9/13

SEPTEMBER MEMBER MIXER

Tuesday, Sept. 13, from 4:30 to 6:30 p.m.

Greater Lansing Food Bank, 5600 Food Court, Bath

Make a new connection at the September Member Mixer, hosted by the Greater Lansing Food Bank. Enjoy good conversation, food, and beverages while you network with Greater Lansing's business professionals.

Cost: Complimentary for LRCC members.

9/15

CHAMBER 360

Thursday, Sept. 15, from 8:30 to 10 a.m.

Lansing Regional Chamber of Commerce, 500 E. Michigan Ave, Suite 200, Lansing

As a current member or a business considering joining the Lansing Regional Chamber of Commerce (LRCC),

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. For more information please visit www.lansingchamber.org calendar of events.

Delta Township - Eaton County

Wednesday, Sept. 7 from 9 to 10 a.m.

Lansing - Delhi Township

Wednesday, Sept. 14 from 9 to 10 a.m.

East Lansing - Meridian Township

Wednesday, Sept. 21 from 9 to 10 a.m.

it is critically important that you understand and utilize the tools, resources, and relationships available to you through your membership investment. The Chamber 360 program provides an intimate venue for you to connect with other members, provide brief remarks, meet the LRCC team and take a deeper dive into an LRCC membership. The program's goal is to acclimate you with your investment and put together a plan of action for membership engagement and strong ROI.

Cost: Complimentary for LRCC members.

9/20

10 Over the Next Ten Awards

Tuesday, Sept. 20

5:30 to 7 p.m.

University Club of MSU, 3435 Forest Road, Lansing

Join the Lansing Regional Chamber of Commerce at the 10 Over the Next Ten Awards to celebrate the region's top young professionals! In partnership with Lansing 5:01, this award ceremony celebrates Greater Lansing's top young professionals who are anticipated to contribute to the community significantly over the next 10 years. The winners are selected on professional achievement and community involvement. The event will be held on Tuesday, Sept. 20 from 5:30 to 7 p.m. and the University Club of MSU. Special thank you to our co-presenting sponsors Independent Bank and the University Club of MSU and our event management partner, Michigan Premier Events.

Cost: The event is offered at no charge for LRCC members or future members.

9/22

BUSINESS EDUCATION SERIES

Thursday, Sept. 22, from 10 to 11:30 a.m.

Lansing Regional Chamber of Commerce, 500 E. Michigan Ave, Suite 200, Lansing

Join us for the Business Education Series featuring Greg Coyne from Gerry Weinberg & Associates, Sandler Training. Is there any greater challenge within an organization than working one-on-one with prospects and clients? As you attempt to navigate a pandemic, there are logistical challenges, new technology, and supply change shortages. Now, sell effectively, with efficiency, and your stress levels build, both as a salesperson and a business leader. How can you really forecast in an environment like this? Coyne and the group will take a closer look at prospects and clients' expectations and then examine what we do to meet those expectations, both effectively and efficiently. We'll explore what makes up a client-focused culture.

Cost: Complimentary for LRCC members and \$25 for future members.

Thank You Renewing Members

Alliance Payment Solutions	Lally Group, PC
American Fifth Spirits	McDonald's - Creyts
Arnouts Insurance Agency, Inc.	McDonald's - Grand River Airport
Braman Services	McDonald's - Haslett
Brian Songer Agency - Farm Bureau Insurance	McDonald's - Larch
Buckingham Strategic Wealth - Williamston	McDonald's - W. Saginaw Hwy
Central Michigan University - University Center	McDonald's Grand Ledge
Clark Schaefer Hackett	Michigan Public Power Agency
Coontz Law Firm	Michigan State University (MSU)
Davis Contractors LLC	Modern Woodmen Fraternal Financial
Dazzle Cleaning Service	Moore Trosper Construction Co.
Dean Transportation, Inc.	New York Life Insurance Company
Disability Network Capital Area	Piper & Gold Public Relations
DK Security & Investigations	The Plant Professionals, Inc.
DoorDash	Redemption Cannabis
Exit Realty Home Partners	Right at Home of Central Michigan
EYDE Development	Ritter Painting Contractors, LLC
First National Bank of America	Securian Financial Advisors of the Great Lakes
Greater Lansing Food Bank	Spicer Group, Inc.- St. Johns
Hacker-King-Sherry Agency, Inc.	Studio Intrigue Architects
Heppler Engineering Group	Tatse Restaurant
Junior Achievement of Mid-Michigan	Tim Barry Agency - Farm Bureau Insurance
Kentwood Office Furniture	Townsquare Media
Lake Trust Credit Union	Tri-County Office On Aging

Welcome New Members

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www.arch-collective.com

Lansing Legal Group PLLC
 (517) 618-1548
lansinglegalgroup.com
 120 N. Washington Square, Suite 300
 Lansing, MI 48933

Penske Truck Leasing
 (517) 322-0338
www.gopenske.com
 3520 S. Creyts Rd.
 Lansing, MI 48917

Keller Williams - Michaela Martin
 (859) 391-4447
michaelamartinhomes.kw.com
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 Haslett, MI 48840

HG Pontiac Inc.
 685 Martin Luther King Jr. Blvd.
 Pontiac, MI 48342

Village Common LLC
 (574) 304-1074
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 Edwardsburg, MI 49112

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 (517) 329-5267
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Chamber Milestones

American Board of Emergency Medicine

40 Years

CASE Credit Union

40 Years

Child and Family Charities

35 Years

T.L. Hart, Inc.

35 Years

Paramount Coffee

30 Years

Armond Dalton Publishers, Inc.

15 Years

Mark Spagnuolo

10 Years

REO Town Apartments

5 Years

Windsor Charter Township

5 Years

We'd like to offer a special salute to these great organizations who reached milestone anniversaries as Lansing Regional Chamber of Commerce members this month. Thank you for your continued support throughout the years!

Info Hub

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 signed into the site, please follow the simple password reset instructions.

Call (517) 487-6340 with any questions.

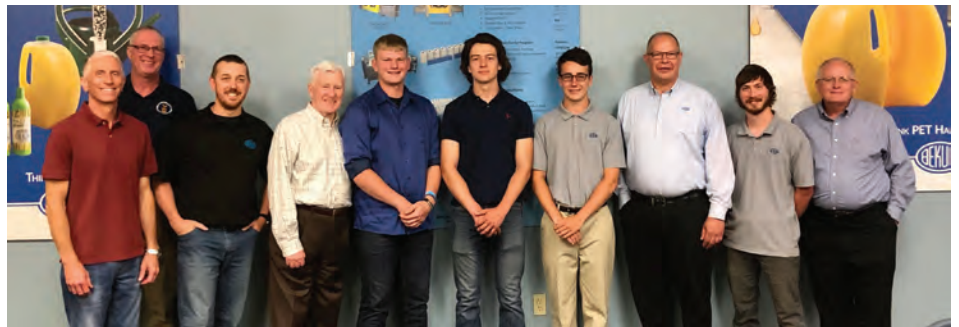
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STUDIOS



Bekum America Signs New Apprentices to Its Award-Winning Apprenticeship Program

For almost three decades, Bekum America's Apprenticeship Program has paved a career path for those looking to work in a skilled trade. Based on the German apprenticeship model, the award-winning program combines on-the-job training with off-site college classes to give high school graduates an alternative to a four-year college degree. This year, Bekum hosted a signing ceremony to welcome three new apprentices to the program.

"We are thrilled to once again bring in incredible talent to our Apprenticeship Program," said Martin Saur, Director of Manufacturing and Chairman of the Apprenticeship Committee. "Many of our best employees started out in this program, so it's always exciting to see such bright students grow into graduates of the program who continue their education and earn an associate or bachelor's degrees."

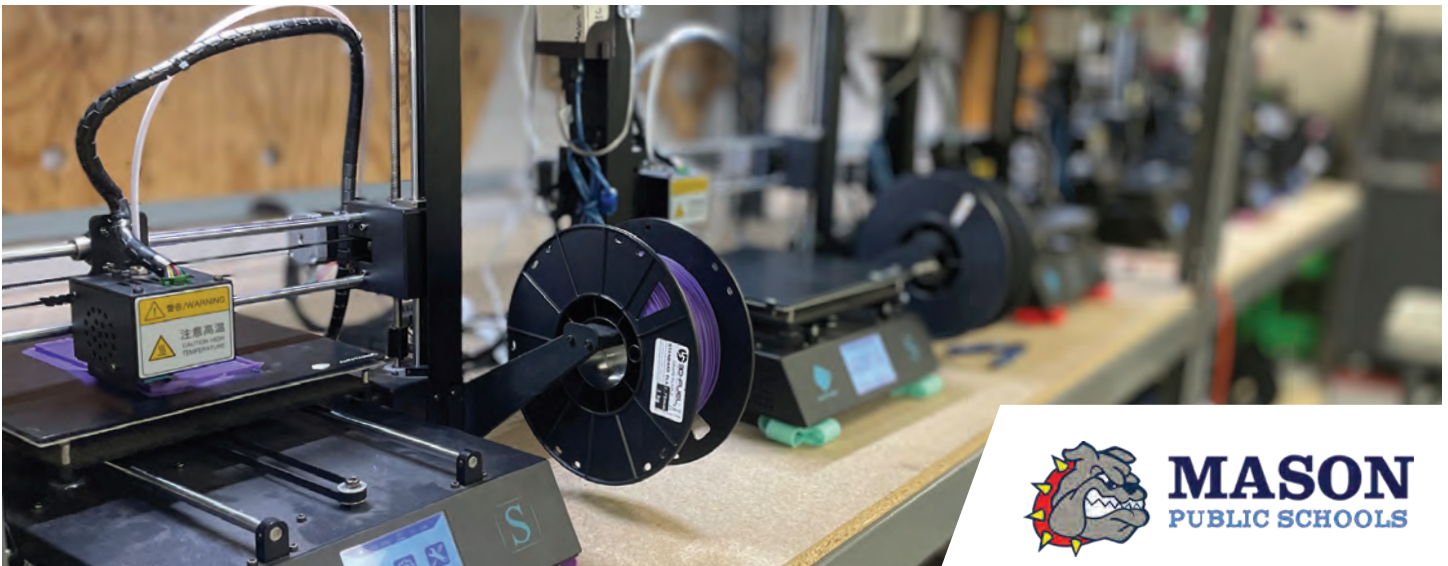
The Apprenticeship Program combines a job and an education to build careers for young apprentices. To successfully complete the program, apprentices must earn 59 college credits which are paid for by Bekum, and they must work 8,000 hours at the Bekum facility in the trade program of their choosing. Once an apprentice completes the program, they are issued a Journeyman's certificate from the U.S. Department of Labor. Many program graduates go on to complete their undergraduate degrees or begin full-time positions at Bekum.

Tyler Hile, Riley Kingsley, and Mason Schotzko all joined Bekum's Apprenticeship Program in July, working in various skilled trades. For the next four years, they will receive on-site training and begin working towards a degree. When they complete the program, they will be certified tradespeople and have no student loan debt.

"Bekum's Apprenticeship Program was an awesome opportunity," said Glen Hile, father of this year's second-generation apprentice, Tyler Hile. "The opportunity to get a free education with no debt appealed to me. I was able to start my adult life with a stable income and even bought my first house at 20."

Glen Hile was one of the program's first graduates in 2000 and became the youngest, active Journeyman in the United States. Since then, 69 apprentices have come through the program, with 12 apprentices currently in the program and 16 graduates actively employed at Bekum.

"Glen and his son Tyler are perfect examples of Bekum's mission to Grow Our Own," said Saur. "With this award-winning program, we hope to build generations of apprentices who go on to become skilled tradespeople." ●



Mason Public Schools Robotics Program Continues to Lead and Innovate

When Ben Shoemaker approached Mason Public Schools Superintendent Ron Drzewicki with a proposal to reallocate space for Mason High School's growing robotics program, it was a risk. After Mason's gymnastics program combined with Holt's program, the gymnastics team's space was going to become available. Shoemaker made his pitch to utilize this space. Until then, Shoemaker ran 22 robotics teams out of his high school classroom.

"Everything was packed to the ceiling and at the end of each school day, we would push all the tables to the side of the room and pull all the toolboxes and workbenches out into the room. Then, at the end of the night, we would put everything back against the wall. Sometimes I would be so tired, I would just go home and get here an extra 45 minutes early to just put everything away," said Shoemaker, a Mason High School teacher and Robotics Programming Director for Mason Public Schools.

In his letter to the Board of Education and Superintendent, Ben expressed the desire to have dedicated space for students to prepare for FIRST robotics events, practice with their robots, and grow programming. The Board of Education approved the proposal and the use of district sinking fund dollars to turn the existing room into a fully functional, state-of-the-art robotics center. The ribbon was officially cut on the space on March 27, 2019.

The robotics program has continued to grow from 120 students to currently 350 students, with programming expanding to younger students. Additionally, Mason offers support to other local districts that are working

on expanding their robotics programming. Any local district's team can utilize the Robotics Center space and equipment to build and practice. Many districts, such as Leslie, Fowlerville, Williamston, and teams from the Jackson area, have utilized this invitation.

This collaborative spirit has been recognized at the state level. Mason's high school robotics program has received the Chairman's Award four times in recent years. The Chairman's Award honors teams who exemplify a model for what a FIRST program should be. Teams must show they are active in the community, they spread the mission of FIRST Robotics continually, and team members are successful, functioning members of society.

Beyond the high school level, robotics is available to any student at any level in Mason. In the past, Shoemaker did not advertise robotics to middle school students because there was no space for them to build and practice. Having the Robotics Center has allowed the middle school program to grow to over 50 students on six teams.

When asked where he wants the robotics program at Mason to go, Shoemaker shared that he would love to see this incorporated into the everyday curriculum. Currently, the program for elementary-age students is an after-school club. Students build Lego robots and explore community-level innovation. They are asked, "What is something that would benefit the community?" based on a specific theme. Steele Elementary has been working to incorporate robotics into "What I Need" or WIN time. It is possible that eventually during this time, students could explore STEM and robotics rather than needing intervention support. ●

Deadline for Leadership Lansing Applications Approaches

Candidates interested in participating in the 2022-23 Leadership Lansing cohort will need to submit applications by Friday, September 16. Applications are available through the LRCC website at lansingchamber.org/leadership-lansing.

This will be the eighth year of the Leadership Lansing program, a talent initiative designed to develop and equip the next generation of business and community leaders. In the past seven years, 259 outstanding leaders have completed the Leadership Lansing program. The program runs from October 2022 through May 2023. Each month, participants will experience outstanding speakers, panel discussions, field trips, and individual leadership development training.

The dates and times for this year's program are as follows:

- Mon. Oct 17th - Kick-off Dinner (5:30 pm- 8 pm)
- Tues. Oct 18th - Session #1
- Wed. Nov 9th - Session #2




"This is what I found so valuable about this program...the compassion and decisions that we as leaders can provide for each other, our organization/businesses, and our community through our actions!"

— Tamera Carter, Member Experience Manager at Lake Trust Credit Union

- Tues. Jan 10th - Session #3
- Tues. Feb 14th - Session #4
- Tues. Mar 14th - Session #5
- Wed. Apr 12th - Session #6
- Tues. May 9th - Session #7 (8:30 am - 1:30 pm)

All sessions run from 8:30 am- 4 pm (unless otherwise noted) and are hosted at the Lansing Regional Chamber of Commerce. ●



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How Indian Trails Helps Drive Our Economy

Most Chamber members know that the deluxe, 54-passenger motorcoaches operated by Indian Trails, Inc., are different from city transit or school buses. But do you know what an enormous boost these motorcoaches give our economy?



In a typical year, Indian Trails — a 112-year-old, family-owned company based in Owosso — deploys Michigan's newest and largest fleet of motorcoaches to carry a whopping 2 million passengers to their destinations. The company does so by providing an array of transportation services that are vital not just to Travel & Tourism but to a wide range of industries from Construction, Education, and Entertainment to Healthcare, Hospitality, and Retail.

Once you realize that America's motorcoaches log about 600 million passenger trips a year (similar to the domestic airlines), it's easier to see how regional economic output is directly tied to having a robust, public ground transportation network. Indian Trails' three main operations provide some insight:



Cushman

- **Daily scheduled service.** The company's daily scheduled routes serve passengers in Lansing and 80 other towns throughout the state and beyond. "We connect folks with airports, Amtrak, Greyhound, and the national transportation network," says Chad Cushman, president of Indian Trails.

According to a national study by the American Bus Association Foundation (ABAF), Michigan motorcoach operators like Indian Trails paid \$93.2 million in wages, \$24.4 million in state and local taxes, and had a direct economic impact of \$221.9 million on the state's economy in 2018. Moreover, they accounted for another \$460 million in indirect benefit to other industries.

- **Group charters.** Indian Trails' charter business provides transport for Detroit's professional sports teams — NFL, MLB, NBA, NHL — as well as the teams of MSU, U-M, and WMU, plus many of their pro and collegiate opponents. Each competition draws tens of thousands of fans who patronize local businesses.

"We also operate custom charters for K-12 schools, corporations, associations, clubs, churches, etc.," notes Cushman. "We take these groups from anywhere in Michigan to any destination they choose across

the continental U.S. and Canada, including Lansing."

Locally, the ABAF study concluded that, "Nearly \$102.4 million in total economic activity in Ingham County, Michigan, can be attributed to the motorcoach group tourism industry."

- **Michigan Flyer.** Making frequent, daily roundtrips between East Lansing, Brighton, Ann Arbor, and Detroit Metro Airport, these shuttles not only connect mid-Michigan with the world (and our state's two largest universities with one another) but also bring more than 65,000 visitors to our region each year. Here, they collectively spend upwards of \$22 million.

For example, *Odyssey of the Mind* draws more than 20,000 K-12 students, teachers, parents, volunteers, and spectators from around the globe to Michigan State University for its World Finals, an elite, educational problem-solving competition. They dine, shop, and stay overnight here. In part, MSU is able to host such an enormous event by contracting with Indian Trails and Michigan Flyer to carry thousands of participants around campus, as well as to and from the airports. Notably, MSU has won the competition with other universities to host the World Finals six times since 2007, and has done so again for 2023!

"I'm very confident about our future," says Chad Cushman. "There's always going to be a need for motorcoaches that can accommodate 50+ passengers each, reduce air pollution and highway congestion, and conserve fuel all at the same time." ●

Congratulations to the following businesses on their anniversary!

Harry's Place – 100 Years

WKAR – 100 Years

Capitol National Bank – 40 Years

Have a major anniversary? To submit, please contact LRCC marketing manager Kelsey Teribery at kteribery@lansingchamber.org. Please note that we ask for any milestone anniversaries over 10 years or more.

MSU Foundation and LEAP Partner to Help Konnech, Inc. Become a Global Leader in the Election Logistics Industry

By Elizabeth Yassick, Kolt Communications, Inc.

Konnech, Inc. is a software company that specializes in election logistics. Their software product, PollChief®, has multiple systems that manage poll workers, candidate filing, ballot tracking and more. Over the last two decades, Konnech has been working hard to meet the needs of their clients and keep up with the rapidly changing election logistics industry.



Yu

Founded in 1999 by Eugene Yu, Konnech first worked on the phone systems for schools in the City of Detroit. It wasn't until later that they began designing their election management software. Yu noticed countries across the globe needed election security services and in 2006, Konnech began developing PollChief®. "We weren't trying to break into the election business, we just happened to run into it," said Yu. Konnech finished developments for the worker management system and in 2008 it was ready for market.

As Konnech developed PollChief®, they used emerging technologies to constantly update the system, which contributes to its popularity. With the need for his product on the rise, Yu realized he needed additional resources to meet the needs of his customers.

Konnech's initial need was for talented individuals who could serve their clients. With the company expanding rapidly, there were many positions to be filled. Yu looked for support from local community organizations including the Lansing Economic Area Partnership (LEAP), Michigan Economic Development Corporation (MEDC) and the MSU Foundation.

"They were looking to hire 51 employees and desired assistance with recruiting and training, as talent was a marquee issue for their expansion," said Dillon Rush, Director of Business Attraction at LEAP. "We made inroads with key departments at MSU to cultivate a strong partnership and facilitated workforce development support programs with Lansing Community College's Business & Community Institute, Capital Area Michigan Works!, and Michigan Economic Development Corporation to help enable Konnech's expansion."

As Konnech was growing, they needed a larger space. Yu turned to the MSU Foundation for additional office space and incubator labs.

"We were able to connect them quickly to an office and resources in the City Center building, then connect them with the James Madison College at MSU that helped them build a pipeline for talent," said Jeff Smith, Director of the University

Konnech® Corporate Research Park at MSU Foundation.

By using the support available in the area, Konnech grew as a global leader in the election logistics industry.

Yu said, "We are grateful to be able to work with these partners to grow Konnech and catapult Lansing as a hotspot for growing technology."

The company is now a tenant of the MSU Foundation and receiving the benefits of space, placement activities and all the supporting resources in East Lansing. The East Lansing ecosystem continues to grow and thrive, and a lot of momentum is attributed to efforts of the MSU Foundation. The MSU Foundation supports over 100 active companies through its resources and investment. The MSU Foundation subsidiaries include Spartan Innovation, Red Cedar Ventures, Michigan Rise and its Real Estate group. ●



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LAFCU Wins Five National Marketing, Branding Awards

LAFCU has earned five national marketing and branding awards in the 2022 MAC Awards; three are the top awards in their individual categories.

Winning gold awards are a DEI employee communication campaign that introduced the Michigan credit union's enhanced diversity, equity and inclusion program; the DEI program logo; and the LAFCU Act with Love and Equality Art Initiative, a public campaign to help heal the community following the tumultuous 2020.

Also recognized were the billboard and video commercial in the "Don't Forget" advertising campaign that reminded those who secured LAFCU loans through an auto dealer of their credit union benefits.

"These awards represent LAFCU's resolve even in unparalleled times to continue to serve its members at the highest level and contribute to solutions for a more inclusive and kinder community," said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer.

The DEI employee communication campaign

introduced the DEI program's mission, logo, tagline, and core principles. The four-week program delivered key messages via weekly emails with videos and giveaways that supported key messages; created anticipation, fun, and employee buzz; and provided a lasting quality to keep the program tenets front and center with the LAFCU team.



The knowledge has helped staff more easily understand the implicit bias sewn into daily life and adjust accordingly — personally and professionally — for the betterment of LAFCU, its members, staff, and community.

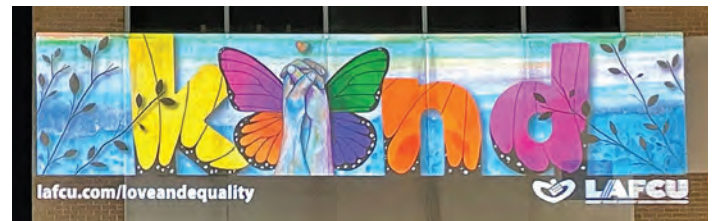
Publicom Inc., Okemos provided campaign strategy and creative services.

The DEI program logo graphically symbolizes the program's major tenets. The flower's three leaves



represent the foundational elements: diversity, equity and inclusion. The beautiful flower itself grows with the help of others, representing humanity. It's through an inclusive nature, embracing diversity and equity, that helps LAFCU staff members grow and blend into one team.

The logo's tag line —Listening Allows For Cultural Understanding — reinforces a strong message and plays on the credit union's name, LAFCU.



LAFCU Love & Equality Art Initiative uses graphic depictions of 10 healing words by Michigan artists as public reminders of what is important in daily life.

An estimated 1.5 million people in Michigan saw at least one of the art pieces during 2021 as the credit union shared them across the state via billboards, media stories, and digital channels with support from businesses, schools, and community groups. The ten words are Love, Humanity, Change, Peace, Kind, Empathy, Unity, One, Hope, and Heal.

Extensive media coverage was garnered through a partnership with Publicom.



The auto loan billboard and video commercial use a lighthearted approach to remind those with a LAFCU loan acquired through an auto dealership that they are "already" LAFCU members and eligible for a new low-cost credit card, among other LAFCU financial services and benefits. The video can be viewed at www.bit.ly/LAFCU-Dealer.

The auto loan advertising was produced in partnership with Harvest Creative Services, Lansing.

The MAC Awards is sponsored by the Marketing Association of Credit Unions (MAC). It was founded in 1986 by a group of credit union marketers and business partners to foster professional development. ●

Fall DEI Programs to Focus on Generations in the Workplace and Diverse Hiring Strategies

The Lansing Regional Chamber of Commerce Diversity, Equity and Inclusion (DEI) series continues this fall with two topics that should be of interest to people in organizations of all shapes and sizes. On September 28, Feliz Rodriguez, diversity, equity and inclusion director for Ingham County will offer insights on how to work with multiple generations in the workplace. On December 14, Deann Crosby, MBA, professional facilitator Davenport University IPEX will offer insights on how to incorporate diverse hiring strategies in your organization. Both programs will take place in the Capital Insurance Boardroom at the Lansing Regional Chamber of Commerce, 500 E. Michigan Avenue, Suite 200, Lansing. Here are more details on these two excellent programs:



Rodriguez



Crosby

and leadership responsibility for the processes, services levels, and outcomes in all functional areas of Employment Services. Deann has taught numerous human resources related sessions and loves working with individuals and organizations to help them grow and implement new strategies into their talent pipeline.

For information and registration contact, Ashlee Willis at MichiganPremierEvents@lansingchamber.org.

Generations in the Workplace

Date & Time: September 28, 2022 · 9:00 a.m. - 10:30 a.m.
Location: Lansing Regional Chamber of Commerce | Capital Insurance Board Room
Investment: \$75.00

Diverse Hiring Strategies

Date & Time: December 14, 2022 · 9:00 a.m. - 10:30 a.m.
Location: Lansing Regional Chamber of Commerce | Capital Insurance Board Room
Facilitator: Deann Giles, MBA, Professional Facilitator Davenport University IPEX
Investment: \$115

GENERATIONS IN THE WORKPLACE — SEPT 28

There are currently five generations in the workplace, Traditionalist, Baby Boomers, Gen X, Millennials and now welcoming Gen Z. Each generation brings their own unique style and work needs to an organization. In this training we will review generalizations about each generation and be better able to assess ourselves, our needs and how to work effectively with those whom differ from our style. Prior to her current position with Ingham County, Feliz worked 13 years for Community Mental Health Authority of Clinton, Eaton and Ingham Counties. She has served as diversity & Inclusion officcier and human resources specialist. She is a certified diversity executive and holds a diversity, equity and inclusion in the workplace credential, as well.

DIVERSE HIRING STRATEGIES — DEC 14

We'll explore hiring practices that support diverse hiring such as unbiased job descriptions, assessments, and interview rating systems. You'll also learn about the role business plays in creating a high-performance talent pipeline in the community. We'll talk about how to recognize the benefits of a diverse workforce for your business and community.

This program is facilitated by Deann Crosby, MBA who has led Davenport University's diversity efforts in attracting, hiring and retaining a diverse population of employees through innovative and contemporary practices around evidence-based hiring. Deann has extensive experience

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MSU President Samuel L. Stanley, Jr. to Highlight Fall Economic Club Speaker Line-up

Michigan State University President Samuel L. Stanley, Jr. will highlight an outstanding series of Economic Club programs scheduled for the fall of 2022. President Stanley will make his second appearance before the Economic Club when he speaks on October 4th. Other topics this fall include a panel discussion on food insecurity, the annual Celebration of Regional Growth Awards, and the annual economic forecast for the coming year in December. Please save these dates and make your reservations now for each of the upcoming Economic Club programs:



Stanley

strategic plan, which puts the success of students, faculty, and staff, and growing its impact on the regional community, among its key objectives.

NOVEMBER 1

Since 2006, the Celebration of Regional Growth Awards (CORG) has recognized more than 70 large and small companies for economic investments that are transforming our region. The CORG Awards is a must-attend Lansing Economic Club event. Join us on November 1st as we welcome the newest class of CORG recipients.

DECEMBER 13

Always an Economic Club favorite, the December program will feature a 2023 economic forecast. What does the future look like for inflation, the stock market, supply chains, jobs, and more? How will Michigan and the auto industry fare in the coming year? Get the inside scoop on December 13th.

We are looking forward to our upcoming fall lineup of distinguished speakers. The events will be held from 11:30 a.m. to 1:30 p.m. at the Kellogg Hotel and Banquet Center. Tickets and tables can be purchased for individual events, and pro-rated Economic Club memberships are also available.

Please visit lansingchamber.org for the fall series upcoming events and programs. ●

SEPTEMBER 13

The September Lansing Economic Club will feature a panel discussion that includes Claire Babineaux-Fontenot, CEO of Feeding America, and Dr. Phil Knight, executive director of Food Bank Council of Michigan. The program will focus on how food insecurity impacts every business, from employees and their families, clients and potential clients, and the communities in which they operate. This program will be moderated by Michelle Lantz, CEO of Greater Lansing Food Bank.

OCTOBER 4

The event will feature Michigan State University president Samuel L. Stanley, Jr., M.D. President Stanley will discuss MSU’s vision as expressed in its MSU 2030

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SAFETY IN SCHOOLS

A COMMUNITY-BASED APPROACH

**Uvalde. Sandy Hook.
Columbine. Oxford, Michigan.**

Names of communities that have been among those devastated by tragic school shootings. There have been at least 68 school shootings in the United States since the year 2000. The sad reality is that Americans can no longer feel that a school shooting will always occur elsewhere. It can happen anywhere.

Concern over safety in schools is keeping educators up at night. School districts throughout the Greater Lansing area are moving aggressively to ensure a safe environment for students and staff. However, there are limits to what can be done without more support and perhaps new laws. There is frustration throughout the educational system that too little has been done in the wake of the growing wave of school violence. Challenges abound, including concerns about how to identify potential threats, an overtaxed mental health system, a lack of qualified support staff, and a shortage of police officers.

Against this backdrop, a coalition of educators, elected officials, law enforcement, and the Lansing Regional Chamber of Commerce have joined together to bring the issues around school safety into focus and seek to identify and implement community-based solutions. The group held its first meeting in July at the Ingham Intermediate School District offices in Mason.

“These are tough conversations with multiple perspectives,” said Ingham Intermediate School District Superintendent Jason Mellema. “A lot of this conversation ends up being around guns. We have also had conversations about mental health and wellness and community accountability. This is a start as we look for ways and solutions to continue to have a community that is proud to have safe schools.”

State Representative Sarah Anthony said the conversation was not only important but one that was long overdue.

“If we don’t actually take the reins on this issue, if we don’t finally start to have courageous conversations about

ways to keep our kids safe when they are entrusted in our school buildings, it will not be a matter of if there will be an act of violence in one of our buildings. It will be a matter of when,” said Rep. Anthony.

Congresswoman Elissa Slotkin met virtually with the group. She outlined new federal gun safety legislation just signed into law by President Biden, which she called a small but significant step forward. Rep. Slotkin’s current district includes Oxford, MI, where a deadly shooting occurred earlier this year. She told the group the discussion they have launched is important to help shift our society’s mentality from reacting after shooting to developing more effective preventive measures.

“The student in Oxford showed all the signs, and he didn’t get the help he needed. He was failed in every way,” said Rep. Slotkin.

EDUCATORS NEED COMMUNITY SUPPORT

Concerns over the potential for school violence — combined with numerous challenges that hamper efforts to protect and support students and staff — often seem overwhelming for educators. Many of those educators say they need help in how to identify potential threats. They also note they lack expertise in identifying mental health issues. The mental health system is overwhelmed. Michigan faces a serious shortage of in-patient beds. Simply getting a patient into the mental health system is a challenge, and by the time many patients do get a bed, their condition has worsened to the point where it takes longer to treat them. The shortage of candidates for mental health and social work positions in schools has resulted in schools hiring those workers away from other schools. Dr. David Hornak, Superintendent of the Holt Public Schools, says the educators can’t handle this burden alone.

“Each year, the burden grows, and each day millions of teachers and administrators give everything they’ve got to meet the challenges,” said Dr. Hornak. “Their record of achievement is remarkable. We are better together and we firmly believe that we can’t do it alone.”



Anthony



Mellema



Slotkin



Hornak



Shuldiner



Leyko



Spina



Wriggelsworth



Daman



Hertel

"Concern over safety in schools is keeping educators up at night. School districts throughout the Greater Lansing area are moving aggressively to ensure a safe environment for students and staff. However, there are limits to what can be done without more support and perhaps new laws."

Dr. Hornak noted that in the past year, schools in Ingham County dealt with weapons, violence, and vandalism. He also noted that local schools have hired additional mental health support staff, appointed inclusion and outreach coordinators, and hired additional social workers and nurses. Still, he said more needs to be done in coordination with our communities.

East Lansing Public Schools Superintendent Dori Leyko said that conversations around school safety must include student and adult mental health, gun safety, and communications with families around how to store guns safely. The East Lansing School Board passed a resolution advocating for safe gun laws.

"It is getting harder and harder with every act of violence to ensure families and the community that their kids are safe to come to our schools every day," said Leyko. "I think Oxford brought it home here and brought it to the top of the priority list in terms of taking some new action and steps we haven't taken before around school safety."

Williamston Superintendent Dr. Adam Spina said the topic of school safety is what keeps him up at night.

"The number one priority for all of us is the safety of our students and staff, and there are a lot of sleepless nights as superintendents, wondering: Did I make the right decision today about having school being open tomorrow based on a threat or a rumor of a threat?" said Dr. Spina. "This is an enormous burden."

Schools are required to do three school emergency or lockdown drills every year. The drills are very stressful for both students and adults. Spina encouraged people who haven't seen a lockdown drill to take advantage of an opportunity to witness one.

"Schools are really trying to balance around the need to

know what to do when an emergency occurs and what students and staff need to be prepared," said Dr. Spina. "On the other hand, schools are supposed to be a place of love and learning. They are not fortresses or prisons. Kids are supposed to come here to have fun, enjoy each other's company, and enjoy learning. Our staff is supposed to be there because they are professional educators."

Educators also noted they are not law enforcement experts, and emphasized the importance of strong communications with law enforcement. Ingham County Sheriff Scott Wriggelsworth said his department has started assigning officers to school buildings under his department's jurisdiction. These officers are not in the buildings, but they drive by and check in regularly. Each threat of violence is given top priority in terms of the resources assigned to investigate it. Wriggelsworth also noted that county-wide, law enforcement agencies are down about 60 officers and face the challenge of a lack of young people interested in careers in law enforcement. However, the commitment to school safety remains the top priority.

"We are certainly trying to do the best we can do to make sure that next school year and every school year after is safe for our students and for our faculty and staff," said Sheriff Wriggelsworth. "The conversation we have had today is a good first, small step in that direction."

STATE AND FEDERAL FUNDS PROVIDING HELP

The new state budget agreed to by the state legislature and Governor Gretchen Whitmer offered an unprecedented level of support for mental health and school safety, thanks in large part to federal funds that have been provided. That funding includes:

- A 60 percent increase in funding for Intermediate School Districts for mental health support;



- Local districts will receive an additional \$150 million, added to per pupil support dollars for mental health and teen health centers;
- \$168 million for discretionary school safety needs;
- \$25 million for school resource officers; and
- \$15 million for a partnership between schools, law enforcement, and mental health professionals.

Even with the additional funding, finding qualified candidates will remain difficult.

“It is important we have the conversation about mental health for obvious reasons,” said State Sen. Curtis Hertel. “We also have to remember that school safety is a reaction to the problem but doesn’t help prevent the acts of violence. It is impossible to have these conversations without having a conversation about guns.”

At the federal level, President Biden signed into law the first major piece of gun safety legislation to be passed in 25 years. It includes money for school safety, mental health, state crisis intervention programs, and incentives for states to include juvenile records in the National Instant Criminal Background Check System, which would provide a more comprehensive background check for those between the ages of 18 and 21 who want to buy guns. Lansing Regional Chamber of Commerce President & CEO Tim Daman said that what we are seeing at the state and federal levels is important, even if they are small steps.

“If we go back to Columbine, maybe we have made more progress in the past 30-45 days than we have made in the past 20 years,” said Daman.

WHAT TO DO ABOUT GUN SAFETY

Though much of the conversation centered around mental health and school safety, many educators and lawmakers in the room expressed the need to address issues around gun safety.

“We have seen a legislature that refuses to have any real conversations about gun safety,” said Sen. Hertel. “There are laws that have been proposed that have a clear majority support among Michiganders. Red flag laws, magazine capacity limits, safe storage laws, and

background checks are all important parts of school safety that are having zero conversations.”

“The issue is access to guns and we need to be honest about that,” said Lansing Schools Superintendent Ben Shuldiner.

“The CDC listed in 2020 that the number one leading cause of death in American teenagers is gun violence,” said Mellema. “We have to come to terms with responsible gun ownership. We have to understand how to make sure that our children are safe.”

A CALL TO ACTION

The group that met in July committed to additional meetings and to taking action on school safety. Additional stakeholders will probably be added, including students, mental health professionals, hospitals, and school attorneys. LRCC’s Daman stressed the need for broader involvement from the business community.

“Employers and business leaders do not understand the day-to-day challenges that we have in the K-12 system,” said Daman. “The more that businesses can be engaged and better understand those challenges will be critically important.”

The coalition will also seek to put together a top 10 list of issues that need to be addressed and to share those issues with state lawmakers.

“It is going to be up to us in the community, not just the educators who are leading with fidelity, not just the students who are giving us their best every single day, but also us as a community,” said Rep. Anthony. “So, this is also a call-to-action. What will we do differently as a community? What will we commit to ensuring that kids in Lansing and across the region won’t become a headline?”

“School safety is a universal issue,” said Mellema. “It is for all of our districts, for all of our kids, for all of our communities. To that end, it takes all of us — legislators, businesses, law enforcement, school officials, and communities — to be committed to making a difference.” ●

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We had a great time at the August Member Mixer! Hosted by **The Ticket Machine**, members enjoyed making connections with Greater Lansing's business professionals and learning more about local small businesses. Thank you to all who joined us at this month's mixer.



Infusion Associates is celebrating the grand opening of its newest infusion center in a spacious and comfortable East Lansing location, at 830 West Lake Lansing Road. Infusion Associates provides a convenient environment for patients to receive medications through an IV to treat medical conditions such as multiple sclerosis, Crohn's disease, ulcerative colitis, dehydration, iron deficiency, and much more. IA provides amenities such as reclining chairs, Wi-Fi, TV, snacks, beverages, and warm blankets to make the experience as comfortable as possible.



At their grand reopening, **Century 21 Looking Glass** officially finalized its merger with **Century 21 Affiliated**. From now on, the company will be known as Century 21 Affiliated and will continue to defy mediocrity and deliver extraordinary experiences to its clients. The mid-Michigan Century 21 Affiliated offices provide real estate services to clients in and around the Greater Lansing area. Their office at 7200 W Saginaw Hwy is one of four locations that officially re-opened under the new name.



Lansing's premier wedding and event designer **Eleven 11 Events** is opening a dynamic new space. The Venue will be used by the community for celebrations and events both large and small. It will be open for private events and gatherings and will host fun events like concerts, karaoke parties, art shows, and more.

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Lansing Regional Chamber Endorsed Candidates Score Big Wins in August Primary Election

Candidates endorsed by the Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) scored big wins during the August 2nd primary election. Ninety percent of LRC-PAC endorsed candidates have successfully advanced to the November General Election.

"Our first-round endorsements for this election cycle were for those who were willing to work collaboratively to identify and implement innovative strategies to help local and state 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."

"In these uncertain times, voters certainly made it clear that experience and effective leadership matter," said Steve Japinga, vice president of public affairs, Lansing Regional Chamber of Commerce. "Tuesday's Primary results are a step in the right direction for our region. Now, it is on to November."

STATE SENATE

- SARAH ANTHONY (D)**
21st District (Lansing, Delta Twp, Charlotte)
- SAM SINGH (D)**
28th District (East Lansing, Meridian Twp, South Twp, St. Johns, Okemos)

STATE HOUSE OF REPRESENTATIVES

- BRIAN BEGOLE (R)**
71st District (Perry, Okemos, Durand)
- JULIE BRIXIE (D)**
73rd District (East Lansing, Okemos, Wilkesman, Okemos)
- KARA HOPE (D)**
74th District (Lansing, Delta Twp)
- ANGELA WITWER (D)**
76th District (Delta Twp, Easton Rapids, Charlotte)
- GRAHAM FILLER (R)**
93rd District (Foster, Prewana, Maple Rapids)

The bipartisan list of LRC-PAC endorsed candidates that secured victory in the Primary Election includes:

State Senate

- 21st District: Sarah Anthony (D)
- 28th District: Sam Singh (D)

State House of Representatives

- 71st District: Brian BeGole (R)
- 73rd District: Julie Brixie (D)
- 74th District: Kara Hope (D)
- 76th District: Angela Witwer (D)
- 93rd District: Graham Filler (R)

Clinton County Board of Commissioners:

- 1st District: Val Vail-Shirey (R)
- 2nd District: David Pohl (R)
- 3rd District: Bruce DeLong (R)
- 4th District: Ken Mitchell (R)
- 5th District: Bob Showers (R)

Eaton County Board of Commissioners:

- 1st District: Tim Barnes (R)

- 2nd District: Blake Mulder (R)
- 3rd District: Terrance Augustine (D)
- 4th District: Brandon Haskell (D)
- 13th District: Jim Mott (R)

Ingham County Board of Commissioners:

- 1st District: Randy Maiville (R)
- 2nd District: Karla Ruest (R)
- 3rd District: Chris Trubac (D)
- 6th District: Vic Celentino (D)
- 7th District: Thomas Morgan (D)
- 10th District: Gabrielle Lawrence (D)
- 11th District: Mark Grebner (D)
- 12th District: Irene Cahill (D)
- 14th District: Mark Polsdofer (D)

The LRC-PAC's endorsement process includes a review of a candidate's past performance, a written questionnaire, and, in some cases, an in-person interview. Only after this process is completed and a vote of the LRC-PAC Board is taken can a candidate be endorsed and considered for financial support. ●

CHIPS+ Act Approved by Congress

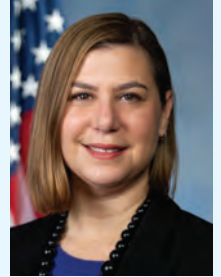
Congress passed the bipartisan Creating Helpful Incentives for the Production of Semiconductors (CHIPS) for America Act and the President signed it in August. The CHIPS+ Act invests \$54.2 billion to bring chip manufacturing back to the U.S., including:

- **\$39 billion** in funding to build, expand, or modernize domestic facilities and equipment for semiconductor fabrication, with specific funding for microchips used by the auto industry.
- **\$12.5 billion** in research and development to promote American leadership in advanced semiconductors and 5G communication.
- **\$2.7 billion** for strengthening supply chains and semiconductor workforce development, including in economically disadvantaged areas.
- **A 25% Investment Tax Credit** for investments in semiconductor manufacturing.

The LRCC joined chambers of commerce and business organizations from across the U.S., urging members of Congress to approve the CHIPS Act. Thank you to our U.S. Senators Debbie Stabenow and Gary Peters, as well as Congresswoman Elissa Slotkin, for their support. ●

Congresswoman Elissa Slotkin (D-Lansing):

“By incentivizing companies to build new microchip plants here in the U.S., instead of places like China, this bill helps prevent future shortages like the ones that have shut down auto plants across the country, including G.M.’s Delta Township and Lansing Grand River plants.”



Lansing Regional Chamber Talent Survey Results

We asked our members in a recent talent survey to provide feedback on the current challenges that job providers are having when finding talent. The goal of the survey was to access the Chamber membership to help assist the organization in addressing employers’ talent and workforce development needs. Here’s what our members are telling us:

When asked how difficult it is to find quality workers on a 1-10 scale (lower is better), respondents rated it a 7. Those taking the survey ranked Lansing’s overall economy a 6 out of 10. When asked what talent or workforce-related issues they face, 63 percent said a lack of applicants or a lack of applicants with necessary skills. Sixty percent of respondents cited the increased cost of salary and benefits as a significant issue. When asked what changes they have made to employee compensation, benefits, or work hours in response to the challenges of attracting workers, respondents gave the following answers:

- **70 percent** said more flexibility, including hybrid or remote work
- **84 percent** said increased compensation
- **40 percent** of respondents said they have new or improved employee benefits



"Those taking the survey ranked Lansing’s overall economy a 6 out of 10."

- **51 percent** have increased professional development and skills training.

“The survey continues a years-long trend dating well before Covid that clearly shows that attracting and retaining talent remains the primary concern of our regional employers,” said Steve Japinga, senior vice president/public affairs, LRCC. “The Lansing Regional Chamber will continue to make talent one of our highest priorities, and we will continue to work closely with other regional stakeholders and our elected officials to identify strategies to support improved talent attraction and retention efforts.” ●



Nate Lentz/Tandem Studios/FirstLast Media

Lansing Open: The Perfect Summer Getaway

The Lansing Regional Chamber’s annual golf out always provides the perfect opportunity to break away from the daily grind and enjoy a day of golf, networking, food and fun. The 2022 Lansing Open was no exception as 152 golfers joined in the fun at the pristine Eagle Eye Golf Club in Bath Township.

Congrats to Bergman Associates/Colliers Engineering, who was our winning team! Team members include Richard Blasey, Ian Graham, James Ensign, and Chad McCollum. Also, congrats to the following contest hole winners:

- **Men's Longest Drive** | Hole 4: Landis Kicus, OUTFRONT Media
- **Women's Longest Drive** | Hole 14: Michele Perin, Pleune Service Company
- **Men's Closest to the Flagstick** | Hole 12: Brian Sebolt, Lansing Board of Water and Light
- **Women's Closest to the Flagstick** | Hole 2: Isabel Steward, Douglas J
- **Men's Longest Putt** | Hole 18: Reid McKinley, BRD Printing
- **Women's Longest Putt** | Hole 9: Geneva Vanlerberg, Lansing Board of Water and Light

Thanks to all our golfers and numerous sponsors who made the 2022 Lansing Open a huge success! ●

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New Airline in Lansing Brings Nonstop Flights to Orlando and Fort Myers

Lansing's Capital Region International Airport will welcome Avelo Airlines this fall and offer nonstop flights from Lansing to Orlando and Fort Myers. Avelo Airlines will become the only airline in Lansing to provide direct air service to Orlando International Airport and the Fort Myers Southwest Florida International Airport.

“The addition of Orlando and Fort Myers to our LAN schedule makes traveling to Florida even more affordable and convenient, said Andrew Levy, chairman and CEO, Avelo Airlines. “Capital Region residents can now choose from two sun-soaked nonstop destinations — Orlando and Florida’s majestic Gulf Coast. Say hello to quick, easy and cost-friendly hometown airport access to The Sunshine State and say goodbye to long, expensive and gas-guzzling drives to those other distant Michigan airports.”



The impact of a new airline in Lansing affects more than just travel, as a growing airport with more flights leads to an economically growing Capital Region. Low cost, direct flights to mid-Michigan’s most popular travel destinations will bring business and leisure travelers from around the state to enjoy the convenience of a direct flight, which will have a significant economic impact on this region.

Avelo beginning scheduled passenger service from Lansing is not only a bonus for those looking for a mid-winter escape, but also for business travel that occurs year-round. Families, convention business travelers and beach lovers can all benefit from a convenient, direct flight to Florida.

The inaugural flight to Orlando will be Oct. 26, and effective Oct. 27 Avelo will offer two weekly flights on Thursdays and Sundays, giving travelers an easy option for a long-weekend getaway. Bookings can be made now on aveloair.com. Fort Myers service will begin November 11 with two flights weekly on Mondays and Fridays.

“We are beyond thrilled that Avelo Airlines is already expanding its nonstop service from LAN,” said Nicole Noll-Williams, CEO, Capital Region Airport Authority. “With Avelo offering service to both Orlando and Fort Myers, combined with low fares, Mid-Michigan residents have even more travel options to enjoy — all with the ease, convenience and stress-free travel experience of flying Lansing.” ●

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Millcraft is excited by their growth in the area and their newest addition, **Danielle McClure**. McClure will be full-time in their Lansing market, ready to help with all their customers'

paper, packaging, wide format, office supplies, and craft beverage supply needs. McClure attended Oakland University, where she double-majored in Environmental Science and Communications.

Union Bank has announced the addition of **Leslie Gower**, vice president, director of government and institutional banking. Gower will focus on strategic initiatives to successfully drive new business with



Gower

West and Central Michigan.



Maddox

work with CEO Mathew Lafrance to continue to grow the organization.

product roadmap development, market research, and data analysis to help support local municipalities and nonprofit organizations and build the banks' brand throughout

Convergence Networks

announced that **Michael Maddox** has been appointed the company's new president. An experienced business leader, Maddox will work with CEO Mathew Lafrance to continue to grow the organization.

Maddox worked as CEO and president of Application Specialist Kompany (ASK) for 18 years, before merging with Convergence Networks out of Ottawa, Ontario, and Portland, Oregon in 2021.



Munishamaiah

engagement for the Capital Region. Munishamaiah is a very proud CMU alumnus with a B.S. in Psychology and a Masters in Social Work from Wayne State University and is licensed in the State of Michigan. Munishamaiah has extensive experience with program building, relationship management, and business development.

Alyse Munishamaiah, LMSW, is excited to join the **Central Michigan University** team as associate director of outreach, business, and community

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Local arts administration and publicity firm **Opportunity Arts** would like to announce the hiring of Rooted Reverence Festival Organizers **Morgan Madden** and **Sarah Renee Sanders** to the company's front office. Madden will serve in the role of chief organizational officer and head of talent relations, while Sanders will serve as director of infrastructural endeavors and head of business relations.

Denise Donahue is the newest addition to the team at **Redhead Creative Consultancy**. As account services director, Donahue will work



Donahue



Trumble

He has held previous positions including teller, loan officer, and universal banker. In his most recent

directly with the clients, identify their goals, and strategize processes for making those goals happen. She will help ensure all of Redhead's clients are cared for from start to finish.

Chris Trumble has joined **Horizon Bank** as a customer service representative in the Okemos office at 2151 West Grand River. Trumble has over 20 years of experience in the financial industry.

role, Trumble was a senior personal banker where he oversaw daily branch operations.

AWARDS



Ten students from the **Wilson Talent Center's** Culinary Arts & Hospitality program recently traveled to San Diego, California, to attend the Family, Career, and Community Leaders of America National Leadership Conference. All ten students who participated medaled at the event. They include **Emaleigh Keast** (Mason), Silver Medalist, Baking & Pastries; **Lilly Meka** (Haslett), Silver Medalist,

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Culinary Arts; **Josephine Jorgensen** (Mason), Silver Medalist, Culinary Arts; **Jean Robinson** (Lansing Christian), Silver Medalist, Culinary Arts; **Maya Marsh** (Okemos), Silver Medalist, Food Innovations; **Amelia Wilson** (Mason), Silver Medalist, Food Innovations; **Shawn Hotelling** (Fowlerville), Bronze Medalist, Baking & Pastries; **Todd Williams** (Stockbridge), Bronze Medalist, Baking & Pastries; **Lirin Bolcavage** (Stockbridge), Bronze Medalist, Sports Nutrition, and **Lucas Leibrand** (Mason), Bronze Medalist, Sports Nutrition.

MSU Federal Credit Union

(MSUFCU) is proud to announce that the vice president of digital strategy and innovation, Benjamin Maxim, received first place in the Technologist of the Year Category of Finopotamus' 2022 Tekkie Awards. The Tekkie Awards recognize outstanding achievements in credit union technology.



Kowalski

E.W. Sparrow Hospital Nurse Kelly Kowalski, RN, has been recognized with the DAISY Award for outstanding nursing after delivering extraordinary, compassionate

care and leading-edge medicine to a special patient with disabilities. Kowalski became a Sparrow caregiver in May 2021.

The Association of Community College Trustees has awarded the **Lansing Community College (LCC)** Board of Trustees the Charles Kennedy Equity Award and LCC Trustee **Robert Proctor** the M. Dale Ensign Trustee Leadership Award. The award recognizes the tremendous contributions made by equity programs and trustees. As the recipient of the Charles Kennedy Equity Award, LCC's Board of Trustees are being recognized for their exemplary commitment as a governing board to the achievement

of equity in the college's education programs and services, and in the administration and delivery of those programs and services.



Jackson

Congratulations to **Chris Jackson** of the **Lansing Pharaohs** for his recognition by The Basketball League with a 2022 season CEO Award.

Dave Muhleck, the owner of **Allegra Marketing Print Mail** in Okemos, was recently honored by the Alliance Franchise Brands network with the prestigious Sales Excellence and Sales Growth awards. Allegra Okemos also received the Sales Growth award, which is given annually to the top 10 businesses in the network. In addition to the convention awards, Allegra Okemos recently ranked on the Top 100 Quick and Small Commercial Printers list compiled by Printing News in its annual survey. Muhleck's center ranked #66 on the list this year, up 15 places from #81 in 2021.

DISTINCTIONS

Peckham has been Certified™ by Great Place to Work® for the eighth consecutive year. This prestigious award is based entirely on current employees' feedback about their

Peckham work experience. This year, 83 percent of employees said Peckham is a great place to work — 24 points higher than the average U.S. company.



Carr

Origami Rehabilitation's Amanda Carr, director of rehabilitation, has joined the Conference Planning Committee for the Brain Injury Association of America's Brain Injury Business Practice College, which is presented annually for c-level executives and marketing professionals from the nation's top brain injury rehabilitation programs and long-term care facilities.



Radawiec

Origami Rehabilitation would like to recognize **Ron Radawiec**, physical therapist, for recently being appointed as Sergeant at Arms for the Yawn Patrol Toastmaster's group for the 2022-2023 year. Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs.

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PROMOTIONS



Stadel

Sparrow Carson Hospital is pleased to announce **Sarah Stadel, M.D.**, as its new Emergency Department Medical Director. Dr. Stadel joined the Sparrow Carson

Emergency Department in October 2020 and is a graduate of the Ross University School of Medicine. She completed her Emergency Medicine residency with Michigan State University at Sparrow Hospital in Lansing and is certified through the American Board of Emergency Medicine.

As demand grows for greater flexibility in higher education, **Central Michigan University** has restructured its Global Campus to create a new academic



Kirby

Elizabeth "Betty" Kirby to lead the new unit. Kirby will serve as the first vice president of CMU Innovation and Online.

PEOPLE NEWS

Edge understands the critical need to attract and retain talent in Michigan. To that end, the Lansing-based strategic marketing and communications agency recently welcomed **Alexis Galloway**, a North Carolina State University (NCSU) junior, for an intense, one-week professional immersion. Under the

unit called CMU Innovation and Online. The new academic unit will be future-oriented, inclusive, and, most importantly, student-centered. President Davies appointed



Galloway

interacting with a diverse group of nonprofit, corporate, government, and association clients.

guidance of Edge CEO Lorri Rishar, MBA, Galloway experienced various aspects of marketing and meet multiple clients across Michigan. Her experience includes

COMPANY NEWS

Capital Area Michigan Works! (CAMW!) has restored the Employer of the Day events — enabling employers to interact with job seekers on-site — at CAMW!'s American Job Centers (AJCs). Employers who are interested in learning about hosting an Employer of the Day event can email TSand@camw.net and review CAMW!'s use of facilities policy. Job seekers seeking

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assistance in preparing for meeting with employers can visit any of the AJCs or find resources on CAMW!'s website.

Enrollment is open for **LAFCU's** free, comprehensive personal finance course "Pathway to Financial Transformation" for adults ages 20 and over. The 16-session course covers topics critical for financial stability and, ultimately, financial freedom. It is structured similarly to a college course with assignments and quizzes. The one-hour classes will be held virtually on Thursdays at 6 p.m., about twice monthly, from Sept. 8, 2022 to Apr. 27, 2023. To enroll, visit www.lafcu.com/pathway. The enrollment deadline is Sept. 6, 2022.

Colliers Lansing released its market trend report for the first half of 2022. Retail growth continued during the first half of 2022, with many new concepts entering the market and existing retailers expanding, especially

along primary corridors. The most active retail segments in the Lansing area included fast casual and quick-service restaurants, fashion retailers, and service retailers. While returning to the office remains a moving target for many employers, the first half of 2022 showed signs of recovery within the office sector. The momentum continued in the industrial sector, with increased demand for space and declining vacancy rates.



Fox

At their grand re-opening on Aug. 5, Century 21 Looking Glass officially finalized its merger with Century 21 Affiliated. The company will be known as **Century 21 Affiliated** and will continue to defy mediocrity and deliver extraordinary experiences to its clients. **Aaron Fox** is the owner and broker. Their office at 7200 W Saginaw is one of four locations that officially re-opened under the new name.

The Potterville Adult Education (PAE) program has moved into **Capital Area Michigan Works! 's** (CAMW!) Ingham County (Lansing) American Job Center. PAE provides people aged 18 and older in Ingham, Eaton, and Clinton counties with the opportunity to earn a High School Equivalent certificate in addition to offering Adult Basic Education designed for adults whose math and reading skills are below the ninth-grade level. CAMW! is proud to partner with PAE to further direct access to education.

Six attorneys from the Lansing office of **Foster Swift Collins & Smith, PC** have been selected to the 2022 Michigan Super Lawyers list, while two others have been selected as "Rising Stars." The 2022 Michigan Super Lawyers included **Charles E. Barbieri, Charles A. Janssen, Richard C. Kraus, Scott L. Mandel, Douglas A. Mielock,** and **Scott A. Storey**. 2022 "Rising Stars" included **Taylor A. Gast** and **Warren H. Krueger III**.



Wells



Toivonen-Traux



Seguin

Origami Rehabilitation would like to recognize Speech-Language Pathologists **Linda Wells, April Toivonen-Traux,** and **Jessica Seguin** for creating the

Let's Talk Intensive Aphasia Program. This program is designed to meet each individual's communication and therapy needs and improve overall quality of life. This program is offered at both of Origami's campuses in Lansing and Mason.

MSU Federal Credit Union (MSUFCU) employees raised \$51,647 for local organizations during the second quarter of 2022, bringing the total amount raised for their charity to \$98,455. MSUFCU employees select one charity partner per quarter for which to raise funds. Throughout the second quarter of 2022, Love In Deed was the charity partner of choice, receiving \$43,470. Love In Deed's mission is to support Michigan's foster children by providing clothing, shoes, and other essential items for daily living at no cost to the foster families.

Dickinson Wright is pleased to announce that three of the firm's attorneys in Lansing have been named 2022 Michigan Super Lawyers and one attorney has been named a 2022 Michigan Super Lawyers "Rising Star." Dickinson Wright attorneys recognized on this year's Michigan Super Lawyers list include **Peter H. Ellsworth, Kester K. So, and Jeffery V. Stuckey**. Dickinson Wright attorney **Nolan J. Moody** was recognized on this year's list of Michigan Super Lawyers Rising Stars. ●

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