

# FOCUS

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

**NOVEMBER 2022**



## *Five Organizations Honored at 17th Annual Celebration of Regional Growth Awards*

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MOBILITY PARTNERSHIP

LEADERSHIP LANSING LAUNCHES 2022-23 COHORT

WKAR CELEBRATES 100TH ANNIVERSARY

## 2022 Board of Directors

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### JOIN THE LEADERSHIP CIRCLE

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

Stay Connected. **Stay Social.**

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[twitter.com/LansingChamber](https://twitter.com/LansingChamber)

[Lansing Regional Chamber of Commerce](https://www.youtube.com/LansingRegionalChamber)

[@LansingRegionalChamber](https://www.instagram.com/LansingRegionalChamber)

[Lansing Regional Chamber of Commerce](https://www.linkedin.com/company/LansingRegionalChamber)



LANSING REGIONAL CHAMBER

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Stephen Plumbley/Tandem Studios

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## CORG Celebration Highlights Greater Lansing's Momentum

The Lansing Regional Chamber of Commerce's (LRCC) annual Celebration of Regional Growth (CORG) is one of my favorite events of the year, as it gives the entire region an opportunity to pause and do precisely what the event title suggests-- celebrate regional growth. Over the past 17 years, our region has enjoyed historical growth. CORG has honored over 80 organizations that have combined to invest more than \$4 billion in our region and create and retain thousands of jobs.

This year's CORG honorees represent the rich diversity shaping our regional economy, including our rapidly growing insurance industry, the medical technology sector, technology, retail, entrepreneurial small businesses, and visionary developers who take enormous risks to reshape the face of our community. My congratulations and heartfelt thanks go out to all the well-deserving CORG honorees.

For more than 100 years, **Farm Bureau Insurance of Michigan** has excelled in serving its customers and members. When the company determined it needed a renovation to its corporate headquarters in Delta Township, it smartly engaged its employees in every step of the planning and developing process. The result is a beautiful space that encourages collaboration and connection and incorporates environmentally friendly elements, all of which will aid in attracting and retaining the best talent.

**Ferguson Development's** vision for the Red Cedar Project has resulted in one of the most impactful developments the region has ever experienced. The multi-use project has brought to life the old Red Cedar Golf Course site by incorporating student housing, market-rate apartments, two hotels, retail, commercial, and senior housing development with independent and assisted living. The project has also successfully integrated a public park with the recently dedicated Jack and Susan Davis amphitheater.

**McKesson's** decision to locate its major pharmaceutical distribution center in Delhi Township has enhanced our region's entry into the medical technology sector. The project brings the latest supply-chain technology and the associated jobs to our region. The location is making it easier for customers in Michigan to provide patients with life-saving medications by establishing long-term stability in the region.

Home-grown Desmond Ferguson has parlayed his talent as a major college and NBA player into a successful business that continues to grow. **Moneyball Sportswear** provides uniforms and accessories for sports teams and players worldwide. The company has grown to three locations and in 2023 will open a new 5,000-square-foot corporate headquarters on West Saginaw near MLK. Desmond also invests heavily in numerous worthwhile causes, including his summer camps for youth and the annual Money Ball Pro-Am.

**TechSmith** has become a success story as its video recording and screen software programs have become world leaders. TechSmith recently opened its new corporate headquarters on the MSU campus. The facility is truly a world-class tech center which will greatly enhance the company's ability to attract and retain the best talent. The close relationship between TechSmith, MSU, and the MSU Foundation is also certain to spawn additional technology ventures.

The momentum continues in our region with numerous other projects, including the \$2.5 billion Ultium Cells EV Battery Plant in Delta Township, Amazon's one-million-square-foot distribution center, the recently opened McLaren Greater Lansing's health care campus, and the Lansing Board of Water & Lights Delta Energy Park. All reasons for Greater Lansing to celebrate!

We also appreciate the partnership from PNC Bank, Loomis Law Firm, and Consumers Energy in supporting the CORG program. ●



**TIM DAMAN**  
PRESIDENT AND CEO  
LANSING REGIONAL  
CHAMBER OF COMMERCE



## November 2022

11/1

### CELEBRATION OF REGIONAL GROWTH AWARDS

**Tuesday, Nov. 1 from 11:30 a.m. to 1:30 p.m.**  
**Kellogg Hotel & Conference Center,**  
**S. Harrison Road, East Lansing**

The Celebration of Regional Growth (CORG) Awards luncheon is part of Lansing Regional Chamber of Commerce's monthly Lansing Economic Club. The CORG Awards recognize businesses for their new economic investment and job creation in the Greater Lansing region. This year's honorees include Farm Bureau Insurance of Michigan, McKesson, Moneyball Sportswear, TechSmith and Fegurson Development.

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

11/8

### MEMBER MIXER

**Tuesday, Nov. 8 from 4:30 to 6:30 p.m.**  
**UrbanBeat Event Center, 1213 Turner**  
**Street, Lansing**

Hosted by MessageMakers at UrbanBeat Event Center, make a new connection at the November Member Mixer! We are ready to welcome to Urban Beat Lansing, a beautiful restaurant, event space and nightclub with an outside patio. The original brick walls speak to the history of the 150 year old historic building. Urban Beat is an enduring backdrop with unique food and drinks, local musicians and excellent staff and the perfect place to host the November Member Mixer! Live music will be provided. We are proud to host this joint Member Mixer with the Melanated Business Alliance and the Greater Lansing Hispanic Chamber of Commerce.

**Cost:** Complimentary for LRCC members.

11/30

### IN-PERSON BUSINESS ROUNDTABLE MEETUP

**Wednesday, Nov. 30 from 8:30 to 10 a.m.**  
**Capital Region International Airport, 4100**  
**Capital City Blvd., Lansing**

The Lansing Regional Chamber of Commerce In-Person Business Roundtable Meetup brings together all three of our monthly business roundtable attendees to grab coffee and connect. In-Person Business Roundtable Meetups provide a space for businesses, community, and government leaders to share what is going on in our community and collaborate on ways to advance our region.

**Cost:** Complimentary for LRCC members.

## 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](http://www.lansingchamber.org) calendar of events.

### Delta Township — Eaton County

Wednesday, Nov. 2 from 9 to 10 a.m.

### Lansing — Delhi Township

Wednesday, Nov. 9 from 9 to 10 a.m.

### East Lansing — Meridian Township

Wednesday, Nov. 16 from 9 to 10 a.m.

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

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

**Registration is available on the LRCC website.**

## 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](http://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.**

# Thank You Renewing Members

Brightwell Behavioral Health  
Capital Area District Library-  
Administration  
Capital Prime Steaks & Seafood  
Clark Construction Company, Inc.  
Comcast  
Compass Self Storage  
Delta Dental of Michigan  
Derksen Dentistry  
Doty Agency, Inc.  
Eaton Community Bank  
Elderly Instruments  
English Inn  
First Midwest Advisors  
Flagstar Bank  
Harbor Strategic Public Affairs  
Hiring Solutions  
Howard Hannah Real Estate  
Executives  
Human Capital Consulting Group, Inc.  
Institute for Quality and Innovation  
Junk in the Trunk  
Lansing Community College  
Lansing Glass Co.  
The Law Office of Reid Felsing  
Lezotte Miller Public Relations, Inc.  
Lisa Fisher Associates  
Metro Place Apartments (KMG  
Prestige)  
Miotech Orthopedic Group  
Penn Station  
Quality Air  
Stillwater Grill  
Swan Electric Company, Inc.  
Tommys Express Lansing  
ZenBusiness

## Welcome New Members

### R A Dinkel & Associates

(517) 699-7000

[www.ideas.com](http://www.ideas.com)

### Grand Traverse Pie Co. -

#### Downtown Lansing

(517) 316-0900

[gtpie.com/locations/lansing](http://gtpie.com/locations/lansing)

200 S. Washington Sq.

Lansing, MI 48933

### AF Talent Acquisition

(517) 402-8393

[www.aftalentacquisitionmi.com](http://www.aftalentacquisitionmi.com)

### Pro Audio \ Pro Roma

(800) 808-5113

[www.proaudiopro.com](http://www.proaudiopro.com)

### Fairhaven Financial Advisory Corp

(517) 332-2900

[www.fairhavenfinancial.com](http://www.fairhavenfinancial.com)

PO Box 4950

East Lansing, MI 48826

### DRM International Learning

#### Center

(517) 882-3544

[www.drnilc.com](http://www.drnilc.com)

3206 S. Pennsylvania Ave.

Lansing, MI 48910

### Leadership Coaching for Results

(517) 290-3274

[www.leadershipcoachingforresults.com](http://www.leadershipcoachingforresults.com)

### Mid Michigan Medicare

(616) 208-3311

[www.midmichiganmedicare.com](http://www.midmichiganmedicare.com)

7201 W. Saginaw Highway

Suite 114

Lansing, MI 48917

### Utel USA

(248) 767-6984

[www.utelusa.com](http://www.utelusa.com)

1091 Centre Road

Auburn Hills, MI 48326

### GoodFellas Bagel Deli - East Lansing

(517) 977-1895

[www.goodfellasbageldeli.com](http://www.goodfellasbageldeli.com)

235 Albert St.

East Lansing, MI 48823

### GoodFellas Bagel Deli - Capital City Market

(517) 580-8611

[www.goodfellasbageldeli.com](http://www.goodfellasbageldeli.com)

600 E. Michigan Ave., Suite 100

Lansing, MI 48912

### Jus Us Kidz Child Care & Family Services, LLC

(517) 862-4118

[www.jususkidz.com](http://www.jususkidz.com)

### Wellness InX, LLC

(517) 272-0520

[www.wellnessinx.com](http://www.wellnessinx.com)

913 W Holmes Road

Suite 275

Lansing, MI 48910

### T-Mobile For Business

(517) 918-7141

[www.t-mobile.com/business](http://www.t-mobile.com/business)

17187 Laurel Park Dr

Livonia, MI 48152

### Crumbl Cookies

(801) 910-5017

[www.crumblcookies.com](http://www.crumblcookies.com)

### Morgan and Morgan Security

#### Services LLC

(517) 897-0266

## Chamber Milestones

### NCG Eastwood Cinema

20 Years

### Integrated Strategies Incorporated

15 Years

### The Ticket Machine

10 Years

### Greg Coyne

5 Years

### Mashni Dentistry

5 Years

### Outdoor Expressions Landscaping LLC

5 Years

### Staples - Frandor

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!

## Lansing Regional Chamber of Commerce Announces its Newest Leadership Lansing Class

The Lansing Regional Chamber of Commerce has announced that 36 emerging leaders have been named to its seventh Leadership Lansing program. Class participants will spend the next eight months honing their leadership skills, becoming familiar with key institutions and issues in the region, and connecting with community leaders.

The program kicked off on October 17/18 at the LRCC. Participants enjoyed a meet-and-greet reception which provided a casual introduction to each other. The first session featured a Strengthfinder's training where participants learned about their own strengths as well as the strengths of their Leadership Lansing colleagues.

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. Upon completing the program, participants will better understand how essential community institutions contribute to the region's overall economic well-being. Participants will also receive extensive training to enhance their leadership skills, which will benefit their performance inside their organizations and the community.

Participants in this year's Leadership Lansing program include:

- Valda Evans, AF Group
- Kim Drew, AF Group
- Krista Stevens, Bethany Christian Services
- Leia Cooper-Rigg, Dart Bank
- Nathan Leale, Eaton Regional Education Service Agency (RESA)
- Nate Powell, Farm Bureau Insurance of Michigan
- Devin Smith, General Motors-Lansing Grand River Assembly
- Taylor Bass, Granger Waste Services
- Kristy Doak, Greater Lansing Convention and Visitors Bureau
- Melissa Nay, Greater Lansing Convention and Visitors Bureau
- Kirsten Breau, Greater Lansing Food Bank
- Angela Wright, Independent Bank
- Christopher Eveleth, Jackson National
- Melissa Whiteman, LAFCU
- Tony Heriford, Lansing Board of Water & Light
- Tracy Strudwick, Lansing Board of Water & Light
- Scott Taylor, Lansing Board of Water & Light
- Claire Drolshagen-puck, Lansing Board of Water & Light
- Melissa Keeley, Lansing Christian School

- Leah Melichar, Lansing Community College
- Daniel Rials, Lansing Regional Chamber of Commerce
- Russell Dawson, LPL Financial representing LAFCU & Astra Credit Union
- Brandy Mikula, Maner Costerisan PC
- Katie Jesaitis, Martin Waymire
- Sarah Barber, McLaren Greater Lansing
- Lauren Scott-Briningstool, Michigan State University
- Megan Curtis, MSU Federal Credit Union
- Amber Hill, MSU Federal Credit Union
- Jessica Diener, Peckham, Inc.
- Colin Feguer, Plante Moran
- Venus Myles, PNC Bank
- Rob Crowe, The Christman Company
- April Johnson, The Salvation Army Lansing Capital Area
- Carrie Feher, Triterra
- Phyllis Riley, University Club of MSU
- Mackenzie Robinson, TechSmith ●

### Have You Updated Your Lansing Marketplace Listing Yet?

The Lansing Marketplace serves as the online directory for Lansing Regional Chamber of Commerce members. It is consistently one of the top three most visited pages on the Lansing Regional Chamber website.

The Lansing Marketplace is a one-stop shop that allows you to connect with and be seen by other Lansing Regional Chamber members and potential new customers in Mid-Michigan and beyond.

We recommend that you update your listing before the new year approaches! Ensure the correct information is listed for your business, including contact information and staff listings. It's easy — just visit [lansingchamber.org](https://lansingchamber.org) and enter your username and password. If you have not yet signed into the site, please follow the simple password reset instructions.

# 100 Years of WKAR: Reflecting on the Past and Focusing on the Future

By: Cionne Casanova, Kolt Communications, Inc.

**O**n August 18, 1922, WKAR, the public media entity for Mid-Michigan, first aired on AM radio stations broadcasting agricultural news and information from Michigan State University. One hundred years later, they are celebrating the station's success and reflecting on their journey.

WKAR didn't initially start with the variety of media options it has now. Yet because of the station's ever-evolving commitment to being ahead of the curve, it now has so many successful programs under its belt. Whether it be its TV programs, website content, or radio services, the station's success and massive audience can be traced back to one of its main principles: simply putting people first.

When Senior Director of Content Julie Sochay was asked what WKAR's founding principles are, she responded, "I'd say we constantly want to be informing, educating, and innovating." The station has done just that by going into the community, hosting events, and researching to better understand the audience it serves. WKAR has made many strides to ensure it adapts to the ever-changing mediascape of today. Despite the challenges facing radio, the staff at WKAR remained optimistic.

Ensuring content and programming are curated for WKAR's community is important.

"You don't stick around 100 years without innovating and meeting the need of those who support you. There's always going to be a way to access the radio, and we're going to leverage that and adapt to the needs of our listeners," said Interim General Manager Shawn Turner. "People feel a sense of ownership with this station. It's theirs and reflects what they care about."

The station has received many industry awards, such as the Michigan Public Television Station of the Year for 2021 by the Michigan Association of Broadcasters. WKAR has received the honor more than ten times throughout its history.

The station will be celebrating its centennial all year. It has already held a few events, such as Century of Service Day, which focused on celebrating its listeners, supporters, and fans.



Sparto congratulates Boys and Girls Club of Lansing members who participated in the WKAR Public Media Career Exploration program.

Photo courtesy of Amanda Pinckney, WKAR-MSU

The next 100 years look bright for WKAR, with many plans in the works that reflect its commitment to being an early adopter of new ideas, technologies, and perspectives.

"The mission of WKAR is something that everyone here lives and breathes — connecting people to powerful ideas that inspire personal growth, exploration of our world, and positive change," Sochay said. "It's something that is embedded and will continue to be embedded in the work we do." ●

**Congratulations to these LRCC members on their milestone anniversaries. We wish you continued success and prosperity!**

**PFCU – 75 years**

**Delta Charter Township – 60 years**

**Crunchy's – 40 years**

**Extend Your Reach – 40 years**

**Edge Partnerships – 15 years**

**EagleMonk Pub & Brewery – 10 years**



## Spartan Dental Lab's commitment to innovation and Company Culture

By: Hailey Kenward, Kolt Communications, Inc.

**S**partan Dental Laboratory has helped dentists restore the smiles of the Lansing community since 1960. The committed members of the Turpin family have continued to honor the legacy of founder David R. Turpin.

When he founded this company, David Turpin had hoped to bring excellent dental restoration manufacturing to a local level. Today, fourth-generation owner David Turpin continues this commitment to dental excellence and a legacy of family values.

As the current owner, Turpin has used his time investing in evolving technology that can be applied to the creation of dental restorations while cultivating company culture.

Spartan Dental Laboratory's company culture has driven its identity as a family business.

"With our world changing drastically in the last couple of years, I have made it a top priority to cultivate company culture," said Turpin. "Everyone should feel as though they are part of the family."

Spartan Dental Lab's identity as a family business and commitment to new technology has also impacted the customers they attract.

Spartan Dental Lab's main priority is not just their direct clients, but their patients. A large majority of their clients reflect the same qualities that Spartan Dental Lab possesses. "Our main client base consists of family dental practices who take pride in putting their patients first and helping their community," said Turpin.

Spartan Dental Laboratory uses new technological advances to provide its dental partners in the area with the best possible product and service tailored to each patient they encounter. "Technology has allowed us to continue to deliver the quality restorations we are known for in different ways. Without sacrificing accuracy, we are able to produce products with a more predictable outcome," Turpin said.

Turpin believes that despite being a smaller family business, it is necessary to invest in new technologies to deliver quality products efficiently and consistently.

Though there are large corporations that provide dental restorations, Turpin has found that a majority of dentists



prefer working with Spartan Dental Lab due to their consistent standard of excellence.

"As a small business, we strive to provide the best quality possible in our products and service," he said. "Being a small business, our customers are able to get to know my whole team. They can call and talk to an individual they are working with, including discussing any cases with me. Large corporations just can't commit to that level of quality and individualized service."

Spartan Dental Lab often sends its technicians to dental practices to help assist with complex cases, integrating technology and customer service to create restorations that are the best course of action for each specific patient their customer may be treating. This way, Spartan Dental Lab can live up to its commitment to high-quality products and consistent customer service.

For more information about Spartan Dental Lab, visit [spartandentallab.com](http://spartandentallab.com).

## Chamber Events

*Your Connection to Professional Development and Networking Success*

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

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



## Five Regional Businesses Named to Prestigious Inc. 5000 List for 2022

**F**ive businesses in Greater Lansing were named to the Inc. 5000 2022 list and are among the fastest-growing in the country. In 1982, Inc. introduced the Inc. 500 list of the fastest-growing privately held companies in the United States. Since then, this prestigious list of the nation's most successful private companies has become the hallmark of entrepreneurial success and the place where future household names first make their mark. Congratulations to these local companies who made this year's Inc. 5000 list!

**Custom Built Design & Remodeling** of Okemos specializes in designing and building beautiful, well-crafted decks and outdoor living spaces for families. The company has been fulfilling this mission for more than 20 years across mid-Michigan. CEO Mike Flory says everything at Custom Built starts with a shared vision and core values.

"That starts internally with us as a team, doing life together, being real people, and challenging each other to grow and take the next step in our professional and personal development," said Flory. "That allows us to go out and serve our homeowners, create beautiful projects and engage in community service and support worthwhile organizations."

**GiantMouse** in East Lansing provides a "sandbox" or "canvas" for Danish designers/ knifemakers Jens Ansø and Jesper Voxnaes (Vox) to collaborate on high-quality production knives. The "go-forward" on production is given only after Ansø and Voxnaes have performed an exhaustive review and testing of prototypes, ensuring that the end result will be a knife they would carry and use themselves.

"I believe the true key to our success is in the character and values inherent in the 'brand' we've built around the knives," said Jim Wirth, co-founder & CEO, GiantMouse, LLC. "In just seven years, the three founders have created an amazing community of customers and fans, approaching 5,000 members in a private Facebook group. Many of them check in daily to post photos of their knives and trade comments with



Flory



Willard



Wirth



McNabb

friends they've made through their common passion for a product brand. They may have come for a knife, but they stayed for the people."

Founded in Owosso in 2004, **Josh's Frogs** has become the largest producer of captive-bred poison dart frogs in the United States. They also work with other varieties of frogs and toads from all over the world, in addition to reptiles and aquatic critters.

"Our success is built on our three core values: We have integrity. We are one team. And we are constantly growing," said Josh Willard, CEO, Josh's Frogs. "We hire amazing people who are committed to our mission of providing captive-bred pets to families instead of importing wild-caught animals. We practice open-book financials with all employees, and we are committed to getting bigger, better, and different every year."

**Top Flite Financial, Inc.** of Williamston was also recognized on the prestigious listing. Top Flite Financial is in the business of turning the dreams of property ownership into reality by helping its customers get the most competitive mortgage rate possible.

**Triterra**, headquartered in Lansing with offices in Grand Rapids and Alma, is an environmental consulting firm specializing in brownfield development, environmental consulting, and natural resource management services. Triterra has successfully advised and assisted a wide range of organizations in implementing solutions to complex environmental and/or economic development challenges.

"I believe the keys to Triterra's success are building a great team that works together to solve issues, implementing the Entrepreneurial Operating System (EOS), and having the common desire to make our community a better place to work, live, and play," said Don McNabb, CEO, Triterra. ●

## BLOCK:AID – Lots of Fun Celebrating Downtown Lansing Businesses

**T**he rains shortened the second annual BLOCK:AID event in downtown Lansing; however, after-work revelers still enjoyed the opportunity to detour their way around downtown Lansing during the second annual BLOCK:AID celebration on Thursday, October 6. The ultimate street festival was established to provide aid and support for Lansing's downtown business district and local businesses. The celebratory crowd could dance through the streets, sip on local drinks, tap along to the beat and grab a bite to eat, all while showing their love for Lansing-based business along three blocks of Washington Square. BLOCK:AID was presented by Lansing 5:01, Downtown Lansing, Inc., and the City of Lansing. ●



The Lansing 5:01 Team celebrating BLOCK:AID and downtown Lansing businesses.

## Let's protect our true wealth.

At Tri-Star Trust, we invest in people. We support local families and communities with more than just financial expertise. We help fund the events, causes and organizations that help ensure a brighter future for everyone here in the Greater Lansing Area. To us, involvement is the best investment.

**BrighterFutures.us**



# Tri-County Public Transit Agencies Launch Unprecedented Partnership to Enhance Regional Mobility

The Greater Lansing region's three public transit agencies recently unveiled an unprecedented effort to enhance regional mobility across the Mid-Michigan region. The **Capital Area Transportation Authority, Eaton County Transportation Authority, and Clinton Area Transit System** are collaborating with **Tri-County Regional Planning Commission** to align the region's transit systems in Ingham, Eaton, and Clinton counties.

The historic partnership includes a shared management agreement between CATA and EATRAN, an expanded interlocal agreement between CATA and Clinton Transit that will facilitate the coordination of key bus services, and funding support from the Michigan Department of Transportation.

The concept of regional mobility alignment between the three authorities brings the potential of a seamless "one-seat ride" closer to fruition for Mid-Michigan communities. This increased collaboration removes the limitations of economic or geographic boundaries and provides more opportunities for people to live, work, play, and seek services where they want.

In addition, major employment opportunities across the region – projected to grow even more with the construction of General Motors' Ultium battery plant, a new Amazon distribution center, and the Meijer Distribution Centers in Delta Township – make public transit coordination across



jurisdictions an increasingly important component of economic development. The regional partnership aims to close significant gaps in the current system where clusters of employers lack transit service. Many of these businesses attract employees from all three counties, including urban and rural areas. The regional mobility partnership will evaluate the potential for new transit services to employment centers, including the Delta Township Industrial Park, Capital Region International Airport, and Delta Township Marketplace Boulevard. As part of the expanded interlocal agreement, Clinton Transit will now offer service to and from Ingham County for all trip purposes.

Funding to support the regional mobility partnership will come in part from a state grant awarded to CATA by MDOT's Public Transit Management System. The three-year, \$737,000 Service Development and New Technology grant is designed to help public transit agencies coordinate regional transit service to promote cross-boundary movement.

Jean Ruestman, administrator of MDOT's Office of Passenger Transportation, noted that the state grant funding will assist the regional partners as they implement sustainable strategies for continued transit system development, and promote regional business and economic development opportunities. ●



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# LRCC/CAPCOG Statement Regarding CATA/EATRAN/Clinton Transit Agreement to Pursue Regional Public Transit Plan

Lansing Regional Chamber of Commerce CEO Tim Daman and the Capital Area Council of Governments issued statements of support for the CATA/EATRAN/Clinton Transit agreement to pursue a regional public transit plan. Below are their statements:

*The Capital Council of Governments (CAPCOG) has been working with our three regional transit authorities since 2016 to encourage better coordination within their networks to improve residents' and workers' abilities to make the necessary connections. The agreement between the Capital Area Transportation Authority (CATA), Eaton County Transportation Authority (EATRAN), and Clinton Area Transit System to pursue better regional coordination of their transportation systems through the Tri-County Regional Planning Commission, should lead to a smoother and less time-consuming travel experience for citizens riding on their respective public transit systems. CAPCOG strongly believes that regional causes such as improving our public transit systems*



*are more critical than jurisdictional lines and partisan politics. This regional agreement is a shining example of putting that mission into action.*

*The agreement between our three public transit authorities, Capital Area Transportation Authority (CATA), Eaton County Transportation Authority (EATRAN), and Clinton Area Transit System to work more closely on a new regional coordination plan for public transit is an important step forward for our region. The Lansing Regional Chamber of Commerce has been hearing from our members for several years that public transit is a barrier to their ability to attract and retain talent. Building a more seamless transportation network that cuts across political boundary lines will eliminate many barriers. Recent studies have shown that Greater Lansing is also one of the fastest-growing population hubs in the Midwest. To support that growth, our region must continue to invest in developing our infrastructure, of which public transit is a vital component. ●*



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## Capital Region International Airport Awarded Economic Development Grant

The federal Economic Development Administration (EDA) has announced that the Capital Region Airport Authority (CRAA) has been awarded a \$3.6 million grant for the Capital Region International Airport (LAN) site readiness development project for water, sewer, and utility infrastructure upgrades to spur economic growth at LAN. The grant is funded by the American Rescue Plan and EDA’s \$300 million **Coal Communities Commitment**.

The site readiness development project will create build-ready sites on a 47-acre parcel of undeveloped land at LAN, near the existing Port Lansing Global Logistics Warehouse. It will include the installation of sanitary sewer, water main, and storm sewer. It will also include an extension of three-phase electrical infrastructure and create a regional stormwater detention area. Project design is expected to start in October 2022, with construction scheduled to begin in the spring of 2024. ●



## Capital City Improvement Support Effort

The Lansing Regional Chamber announced a regional advocacy effort focused on improving our capital city, Lansing. As the State Legislature continues to look at ways to maximize the state’s share of federal funds, the regional group will advocate for a capital city improvement support package that focuses on direct funding for infrastructure and economic development investment. The package is necessary and will help the region achieve long-term goals vital to our recovery and growth by ensuring our urban core is strong.

For more information, please contact LRCC SVP Steve Japinga at [sjapinga@lansingchamber.org](mailto:sjapinga@lansingchamber.org). ●

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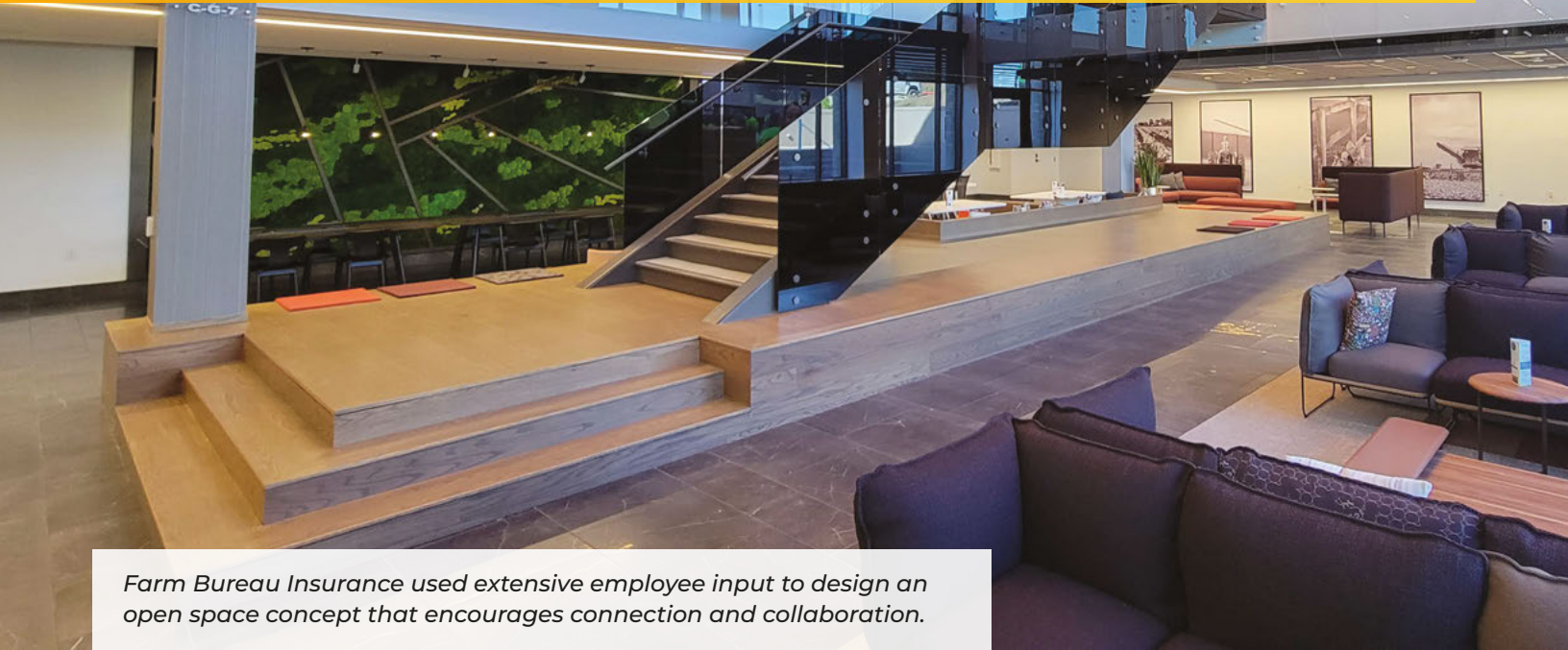
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# Five Organizations Honored at 17th Annual Celebration of Regional Growth Awards



*Farm Bureau Insurance used extensive employee input to design an open space concept that encourages connection and collaboration.*

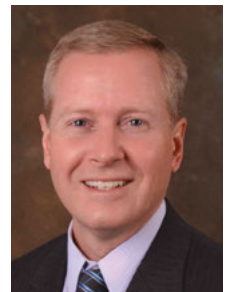
Five organizations were honored for their economic investment and growth in the Lansing region at the 17th annual Celebration of Regional Growth (CORG) Awards, which took place Tuesday, Nov. 1, at the Kellogg Center Hotel and Conference Center. This year's CORG honorees include Farm Bureau Insurance of Michigan, Ferguson Development, McKesson, Moneyball Sportswear, and TechSmith. All five organizations are recognized for investments that are making a transformational impact in the community.

The luncheon was part of the Lansing Regional Chamber of Commerce's monthly Lansing Economic Club. The CORG Awards is an annual event presented by the Lansing Regional Chamber of Commerce.

"This year's group of CORG recipients reflect the wonderful diversity of our economic base in the Greater Lansing region," said Tim Daman, president and CEO of the Lansing Regional Chamber of Commerce. "They are not only creating millions of dollars in new investment and jobs, but they are also leading the economic transformation of our region."

## Farm Bureau Insurance of Michigan Corporate Headquarters Renovation

Innovation continues to be the theme for Farm Bureau Insurance of Michigan which is being honored for its corporate headquarters renovation in Delta Township. Farm Bureau Insurance has been a Lansing-based company for more than 70 years and in its current location since 1971. Farm Bureau integrated its employees throughout the process of designing the expansion to provide the best tools for work-life balance and well-being. The company created a "pilot space" where employees were encouraged to take the space for a test drive.



Simon

"We wanted them to tell us how they felt about the comfort and color of the furniture and things like the amount of light in the area," said Don Simon, CEO, Farm Bureau Insurance of Michigan. "We wanted a place where our employees wanted to come to, not one they had to come to."





*The \$260 million Red Cedar Project has been hailed as one of the most economically impactful projects in the region.*

The employee feedback led to the development of “neighborhoods” throughout the building where like departments could be close to one another and created in a way to encourage maximum collaboration.

The open-space design of the building allows for several conference rooms with a variety of layouts, a social atrium that opens up to all three floors of the building, a social hub, resource centers, and focus booths meant for solo work and quick phone calls.

“We have over 200,000 members who can utilize this building and we wanted to view this as a collaboration space and community center,” said Simon.

Farm Bureau also wanted to ensure the renovation incorporates some environmentally friendly elements, including a solar field on the south side of the building and solar panels on the roof.

“We are very proud of the fact that after we gutted our building, 95 percent of the material did not go to a landfill,” said Simon. “We donated furniture to school systems and area non-profits to make sure everything was repurposed.”

Farm Bureau Insurance Company of Michigan provides a full range of insurance services, including life, home, auto, farm, business, retirement, Lake Estate, and more. The company protects Michigan residents with more than 660,000 insurance policies statewide. Farm Bureau Insurance’s parent company, Michigan Farm Bureau (MFB), advocates on behalf of the interests and priorities of more than 40,000 farmer members statewide.

**Ferguson Development**  
**The Transformational Red Cedar Project**

Few developments have created as much excitement and offered more potential for regional transformation than the Red Cedar Project, a mixed-use development by Continental/ Ferguson LLC. The 35.5-acre, \$260 million project is located on the long-abandoned Red Cedar golf course along Michigan Avenue and U.S. 127. Anderson Economic Group (AEG) hailed the project as “one of the



Stralkowski



**This year's group of CORG recipients reflect the wonderful diversity of our economic base in the Greater Lansing region. They are not only creating millions of dollars in new investment and jobs, but they are also leading the economic transformation of our region.**

*McKesson Pharmaceutical's decision to relocate its distribution center allows it to serve customers in all of Michigan and Toledo.*

most economically impactful mixed-use development projects we have studied.”

“We understood the outcome of the Anderson Economic Impact study with a true sense of achievement, as did our entire development team,” said Christopher Stralkowski, Sr. executive project manager, Ferguson Development. “Given that AEG concluded that the economic impact was so significant for Lansing and the region itself was incredible because it confirmed our initial thoughts.”

The Red Cedar Project includes 792 student housing beds, 181 market-rate apartments, two hotels, retail, commercial, and a senior housing development with independent, assisted living, and memory care options.

Two hotels are being constructed at Red Cedar Project and are scheduled to open in late-summer 2023. The Hyatt House will have 139 suites with apartment-style kitchens, a bar, a fitness center, and a ground-level indoor pool with a view of Michigan Avenue. The AC Hotel by Marriott will have 156 guest rooms, an Italian restaurant, a lounge area, and a fitness and indoor pool area. In addition, a stand-alone restaurant, the Old Bag of Nails, will be opening before year-end.

The development includes more than 40,000-square-feet of retail and commercial space and a public park with a recently dedicated Jack and Susan Davis amphitheater. Red Cedar has overcome many challenges to get to this point, and Stralkowski is grateful for the many stakeholders who helped the vision become a reality.

“The principals, Joel Ferguson and Frank Kass, have been beyond incredible,” said Stralkowski. “Our core team of Jason Hockstok and Eric Helzer were phenomenal. I also want to thank my wife, Jennifer; she has been amazing. And a thank you to the Lansing Economic Area Partnership (LEAP), the Michigan Department of Environment, Great Lakes and Energy (EGLE), the Michigan Economic

Development Corporation (MEDC), the Michigan Strategic Fund (MSF) Board, the Lansing Brownfield Redevelopment Authority (LBRA), the Lansing Regional Chamber of Commerce, Mayor Schor, and the Lansing City Council for supporting this project.”

### **McKesson Pharmaceutical Distribution Center The Growth of Greater Lansing's MedTech Sector**

Global healthcare supply chain company McKesson has made a significant investment in a pharmaceutical distribution center in Delhi Township. The project has created more than 100 jobs in the region. The new 174,000-square-foot facility opened in the fall of 2021 on an approximately 23-acre parcel of industrial park land at the southeast corner of Holt Road and Holloway Drive.

“We are a pharmaceutical distribution company,” said Jennifer Welling, operations manager, McKesson. “I usually tell people that when you walk into the pharmacy or the hospital and see all the shelves behind the pharmacist that are filled with the bottles that they fill your prescription with, we make sure they have the product to fill those shelves.”



Welling

McKesson moved its distribution center from the Detroit area to Delhi Township to take advantage of the mid-state location, which allows them to get products out quickly to all parts of Michigan. The Delhi Township location now also serves the Toledo market. The company's use of automation allows it to get products to customers in a timely fashion.

“The emphasis on automation in our facility allows for a much more efficient manner of operation to allow product to be distributed expeditiously, without handling material multiple times,” said Scott Cahoon, senior facilities manager, McKesson.



## Business Service Spotlight: Hooked

If you're searching for a spot to read, relax, or host a community event in Lansing, look no further than Hooked! One of our newest business services partners, Hooked is a cozy community bookstore that also includes a coffee shop and wine bar for patrons to enjoy. Visit [hookedlansing.com](http://hookedlansing.com) to learn more.

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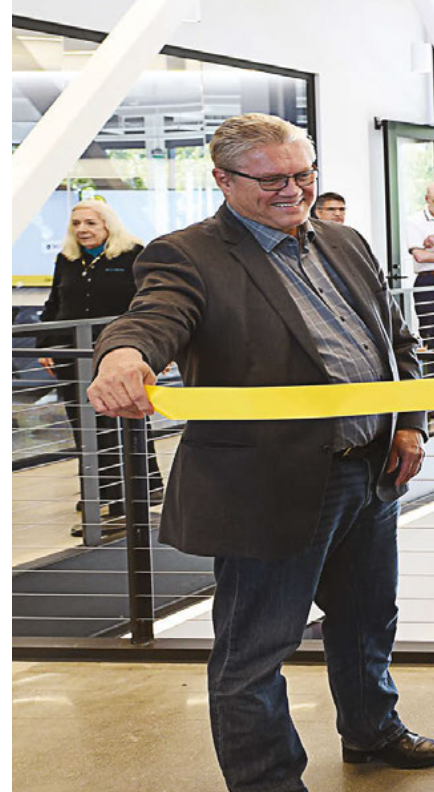
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*Moneyball Sportswear creates uniforms and sportswear accessories for teams and athletes worldwide.*



“The automation also helps with our accuracy,” said Welling. “If you are in some sort of medical crisis and you need a specific drug, you want to make sure that you have that drug available. This allows us to make sure that we have the right drug to the right people at the right time.”

In addition to the state-of-the-art technology, McKesson’s philosophy is to look beyond the packaging to the patient being served.

“We tell our employees to think of the end user of our products,” said Tyler Jorgensen, director of operations, McKesson. “We want to continually focus on the fact that a product we deliver could potentially save lives.”

McKesson also strives to create the best working environment for its employees. The use of technology has allowed the company to reduce overtime and improve the work-life balance for its team members, which is an important factor in attracting and retaining the best talent in the future.

**Moneyball Sportswear  
Growing a Successful Business and a Stronger Community**

Moneyball Sportswear was founded in 2002 by owner Desmond Ferguson, a Lansing native, University of Detroit-Mercy graduate, and former NBA professional basketball player. Desmond played all kinds of sports as a youth and starred in basketball at Lansing’s Everett



Cahoon



Jorgenson

High School. Ferguson’s deep roots in the community show in his determination to build a strong business in the region and his steadfast commitment to supporting the community.

“There is nothing like being in your hometown where people had a chance to see me growing up playing football and basketball,” said Ferguson. “I have taken some of the philosophies I learned in sports and applied them to business, particularly as it relates to work ethic — first one in the gym, last one out. I believe in getting in early and hitting the ground running every day.”

Ferguson likes to think of Moneyball as the originator of individuality in the sports uniform market. Initially, Moneyball Sportswear wanted to make uniforms that didn’t look like everyone else’s, not the standard. Moneyball Sportswear has a full line of products, including team uniforms for all major sports and men’s, women’s, and youth apparel, including t-shirts, hoodies and sweatshirts, long sleeves, shorts, sweatpants, and accessories.

Ferguson recently announced plans to build a new headquarters in Lansing at 927 Saginaw. He plans to start construction on a 5,000-square-foot facility expected to open in mid-2023.

Desmond’s deep commitment to the community is as impressive as his business acumen. In his youth, Desmond had the privilege of attending Dr. Charles Tucker’s summer camps, where many professional athletes spoke. Desmond wanted to return the favor to today’s youth, and in 2004 he started a summer camp at which he sponsors a number



Ferguson



*TechSmith's CEO Wendy Hamilton cuts the ribbon at the grand opening of the new corporate headquarters as numerous community leaders look on.*

of young people who can't afford to pay to attend such a program. The same year he started the Moneyball Pro-Am, which features top college players.

"It gives kids something to do in the summer in a fun, family atmosphere," said Ferguson.

Desmond also sponsors Socks for the Homeless. In November and December, for every pair of socks purchased, Moneyball donates a pair of socks to the homeless. For more information about Moneyball Sportswear, visit <https://moneyballsportswear.com/>.

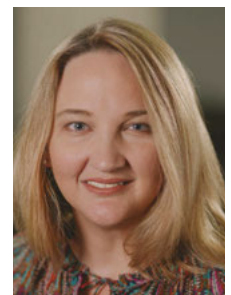
### **TechSmith Celebrates Opening of New Corporate Headquarters**

When TechSmith opened its new corporate headquarters in September on the campus of Michigan State University, it marked a return to where the company began its journey 30 years ago. The 63,000-square-foot, two-story office building is located on approximately five acres of land at the corner of South Crescent and Harrison Road, 14 Crescent Rd., in East Lansing. The new, shiny two-story structure cost more than \$15 million and was built with a forward-thinking and employee well-being mindset, and is designed for employees to collaborate remotely or in-person.

"We've always strived to have a West Coast tech company experience for our mostly Midwest employees," said Wendy Hamilton, CEO, TechSmith. "We empower employees and recognize their accomplishments with profit sharing and equity ownership. The one checkbox where we were not comparable was our physical working environment. We built this facility with the stated goal of being a 'world-class tech center.' We've achieved that."

The TechSmith building sits on about five acres owned

by MSU and leased to the MSU Foundation. The MSU Foundation developed and owns the building. TechSmith has been a long-time sponsor of MSU, bringing interesting projects to MSU computer science students in the College of Engineering, such as Teacher's Virtual Toolbelt, Cloud-Based Video Tracking, and Video Sentiment Analysis.



**Hamilton**

"It feels we are back at our roots in more ways than one," said Hamilton. "My father, Bill Hamilton, our co-founder, learned to code at MSU's computer center by riding his bike there from East Lansing High School. So, perhaps TechSmith's very existence is owed to MSU's contributions to the community. In this sense, MSU 'paid it forward' and is reaping some benefits now."

Hamilton says the project would not have been possible without the support of numerous partners.

"I'm incredibly humbled to be honored with the achievement of this building, but in fact, it was an incredible effort by the community," said Hamilton. "It was President Stanley's vision, it was the MSU Foundation's capital, it was LEAP's facilitation, and it was the city of East Lansing and MEDC's welcome and support. In addition, there are another 25 partners involved in the actual outcome."

This year's luncheon was sponsored by PNC Bank and Loomis, Ewert, Parsley, Davis & Gotting, P.C. Consumers Energy served as the video sponsor. Michigan Premier Events served as the event management partner, and Message Makers as the AV partner. ●



## Important DEI Dates for November

- November 1: All Saints' Day (Roman Catholic)
- November 2: National Stress Awareness Day
- November 11: Veterans Day
- November 16: International Day for Tolerance
- November 19: International Men's Day
- November 20: Transgender Day of Remembrance
- November 20: Universal Children's Day (Human Rights, U.N.)
- November 24: Thanksgiving

## Five Generations In the Workforce

At the September LRCC diversity, equity, and inclusion education program, Ingham County DEI Director Feliz Rodriguez discussed the five generations currently in the workplace, including Traditionalists, Baby Boomers, Gen X, Millennials, and Gen Z. Each generation brings its unique style and work needs to an organization. Rodriguez discussed ways to manage cross-generational teams as well as best practices. To learn more about the LRCC's DEI commitment and future programming, please visit [www.lansingchamber.org/dei](http://www.lansingchamber.org/dei). ●

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# Lansing Regional Chamber of Commerce Announces Promotions of Key Executives

The Lansing Regional Chamber of Commerce (LRCC) has announced the promotion of several key executives as a result of a new organizational structure to better serve the needs of LRCC membership and the region. Executive promotions include:

**Michelle Rahl** has been named vice president of membership and marketing. In her expanded role, Rahl will lead the Chamber’s sales and marketing teams;

**Marcy Rzepka** and **Daniel Rials** have been promoted to senior member relations managers, where they will provide strategic sales solutions in new business development, business retention, and non-dues revenue; and

**Mandy Schmitz** has been named director of administrative operations, where she will lead and provide support to the Chamber’s administrative, finance, technology, and operational needs.

“As we evaluated our organization’s ability to meet the evolving needs of our members and execute



Rahl



Rzepka



Rials



Schmitz

our role as leaders in the region, it became clear we needed to reorganize our daily operations in a way that allows our team to best meet those changing needs and responsibilities,” said Tim Daman, president & CEO, LRCC. “I believe this reorganization best positions all of these outstanding leaders for even more success in the future.”

In her years at LRCC, Rahl has led the Chamber’s membership, marketing, and event departments. In recognition of how closely linked the goals and initiatives of the sales and marketing teams are, the LRCC reorganization will give her joint oversight responsibilities in both areas.

“So much of what we do in membership involves listening, learning, and promoting the efforts of our members and the business community,” said Rahl. “For more than ten years, I have been passionate about our mission and am privileged to work alongside a team of outstanding professionals who share that passion and desire to help our members connect, grow, and thrive.” ●

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The Lansing Regional Chamber was proud to be a part of the ribbon-cutting celebration on September 23rd for the new headquarters branch of **MSUFCU**, located at 3775 Coolidge Road in East Lansing. In response to growth in their membership numbers and to best serve their members, MSUFCU brought the branch out of the Coolidge Road headquarters building. This sleek, bright building will provide full banking services.



The Lansing Regional Chamber was proud to sponsor the Downtown Lansing Inc. (DLI) Business Huddle, held at Michigrain Distillery on October 22. More than 30 business and community leaders working in downtown Lansing gathered to network, share updates, and learn more about a great downtown distillery. We are proud to support DLI and all downtown Lansing businesses and community organizations.



**Skin Studio 211** celebrated the grand opening of its second location on October 13, now in East Lansing. The new location, at 541 E Grand River Ave., Suite F, East Lansing, has multiple private rooms for treatments including facials, brow treatments, lash extensions, and massages.



The Lansing Regional Chamber of Commerce joined **Sarah Schafer** on October 7th for a ribbon cutting to celebrate the opening of the new Sarah Schafer Farmers Agency office located at 6540 Millennium Dr., Suite 180, in Lansing. The event included amazing catering by People's Kitchen and offered tickets to the upcoming Sparrow Foundation's T.G.I.F.: The Guild's Incredible Fundraiser.

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Spartan Pride was on full display for the September 23rd ribbon-cutting celebration for owners Wendy Kinney and Jerry Yurgo and their team at **Nothing Bundt Cakes**, located at 2090 W Grand River Rd., Suite A, in Okemos. Nothing Bundt Cakes offers Bundt cakes in a variety of sizes and flavors. Everything from the cakes to the frosting are made from scratch at each location every day. A fundraiser was held at the ribbon cutting, with 20 percent of sales donated to the Gregory H. Montgomery Jr. Foundation for Ultimate Growth, which provides mental health resources for all the student-athletes at MSU.



More than 200 people turned out for the September 23rd ribbon-cutting celebration for the new **TechSmith** world headquarters building, located at 14 Crescent Road, East Lansing. TechSmith announced that the company has opened its new headquarters on Michigan State University's campus, a move expected to provide the company with opportunities to attract, expand, and retain talent. The state-of-the-art software development facility provides an optimized work environment for current and future staff. The 63,000-square-foot building sits on approximately five acres of land owned by Michigan State University and was leased to the Michigan State University Foundation, which developed and owns the building that TechSmith has now occupied. The building was designed to achieve LEED Gold Certification and has many unique features, including a dedicated 500 square feet of video and audio recording studios, given TechSmith's expertise in informational video creation software.

# Martin Commercial Properties

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- Tim Daman  
President & CEO  
Lansing Regional Chamber of Commerce

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## NEW HIRES

LEPFA added the following new full-time staff members: **Rebekah Yeary**, event coordinator; **Jacob Quermous**, event coordinator; **Justice Shankel**, event coordinator; **Stephanie Melancon**, account analyst administrator; **Kasey McFadden**, administration assistant; **Allison Rupp**, accounting manager; **Jocelyn Murchison**, accounting/box office coordinator, and **Daniel Matwiczuk**, golf operations manager.



Uekert

**Union Bank** is pleased to announce the addition of **Todd Uekert**, senior vice president, market president. Uekert will focus on building and leading

the commercial banking program and team to expand the bank's commercial market share within West and Central Michigan.



Moore



Norcross

**Ngage Management** is pleased to welcome **Kimberly Moore, CMP, CTA, GMS**, who has joined as an event manager, and **Danielle Norcross**, who has joined Ngage Management as marketing and communications associate director. Moore is driven to make each event outstanding while identifying ways to make them even better. She implements best practices she has perfected over the years,

which she now provides to Ngage clients. Norcross enjoys being strategic and innovative while collaborating with team members to produce a successful, positive experience for clients. With more than 12 years of experience in operations, communications, and marketing, Norcross has a record of accomplishment in retaining and acquiring new members through creative communications strategies.



Sandborn



Jenkins

**Ashley Sandborn** has joined **Publicom** as vice president



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of the full-service marketing communications firm, and **Jan Jenkins**, who oversaw the company's public relations department and served as the director of public relations, has retired. Sandborn will provide strategic planning and direction for Publicom and its clients, as well as public relations, branding, and digital marketing. Jenkins retired after nearly five decades in marketing communications, most recently serving as the head of Publicom's public and media relations department for the past decade.



Van Regenmorter



Wright

**Consumers Credit Union** has hired **Pete Van Regenmorter** as creative manager. Van Regenmorter brings a wealth of professional experience to his new role, where he will guide a creative team of video, design, and content experts. Consumers Credit Union has also added **Keith Wright** as an office manager in its Lansing-based office.



McEachern

**Union Bank** is pleased to announce the addition of **Teddi McEachern**, vice president, director of branch banking. McEachern will lead and coach a team that drives consultative sales discussions, memorable customer service experiences, and operational excellence both in the branch and throughout the communities the bank serves.

**Moonsail North** welcomes **Georgia** as their marketing intern. Georgia is

currently a senior at Michigan State University, where she is majoring in Advertising Management and minoring in Business and Entrepreneurship and Innovation. A fun fact about Georgia is that she studied abroad this spring in Rome, Italy, alongside #TeamMoosail marketing coordinator **Sam**.



Rusek

Senior attorney **Alexander S. Rusek** joins **Foster Swift** as a lateral hire. Rusek is based in Foster Swift's Lansing office as a member of the firm's general litigation practice group. Rusek's practice focuses on complex mass action and class action civil litigation, business law & litigation, criminal law, and appellate law.



Michael

**Monica Michael** has joined **Dart Bank** as vice president/commercial relationship manager. Michael's primary responsibilities will include managing all aspects of commercial lending while providing fast and reliable relationship banking.



Conner

**Junior Achievement of Michigan Great Lakes** recently announced **Tammy Conner** as the new program coordinator for JA of Mid-Michigan. Conner will develop and maintain relationships with volunteers, businesses, teachers, and school personnel. She will connect

volunteers with schools to fill all scheduled JA classes, events, and programs.



Kozak

**Union Bank** is pleased to announce the addition of **Michael Kozak**, vice president, commercial banker. Kozak will work alongside the bank's branch management, commercial and customer service teams, and additional stakeholders to build strong relationships and optimize the customer experience by creating financial solutions to equip the makers, builders, and growers of West and Central Michigan for success.



Beyers

**Redhead Creative Consultancy** welcomes **Tony Beyers** as their new technology director and web developer. Beyers will manage web-based projects and develop websites. He's already hit the ground running by helping clients identify effective web solutions and, through some computer magic, build powerful tools that back their brands, messages, and missions.



Zander

**Christopher (Chris) Zander** brings vast experience and a new passion to the table of the **Gillespie Group** Leadership team as director of facilities. With over 20 years of experience in property management through facilities management at Michigan State

University, DTN Management, and Zander Management, Zander has obtained knowledge and skills that will add value to the Gillespie Group residential and commercial properties while also providing key input for facilities operations within new developments.



Galt

The **Mental Health Association in Michigan (MHAM)** has welcomed graphics intern **Olivia Galt** to the team. She brings fresh ideas to current

projects, handles all graphics and promotional materials, and generates new life to monthly e-news and printed newsletters. She is currently a student at Lansing Community College and will receive her associate's degree in Applied Art/Graphics Communications this December.

## AWARDS

**LAFCU** has awarded three grants that total \$7,500 in debt relief in The LAFCU Pathway to Financial Transformation Essay Contest. The contest was designed to not just help the winners, but to help all who entered. Via a one-page essay, entrants focused on their financial situation, assessed it and their accomplishments over the past 12 months, and identified how they will continue to work to achieve their financial goals. The essays of **Candace Collier**, Kalamazoo; **Alexis Hodges**, Lansing; and **Lisa Neino**, Jackson, stood out. The three \$2,500 grants were awarded so the winners could pay down outstanding debt.

The **Capital Area Manufacturing Council** is pleased to announce their 2022 award winners: Manufacturer of the Year – IMPCO; HR Professional of the Year - Scout Sparks; Manufacturing Excellence - Tribute to the Life of Al Glick.



**ProRoma** is pleased to announce that they have been awarded a Marketing and Creative Excellence award via the Experience Marketing Association for the "Most Holistic Scent Experience" based on their work with Michigan-based bridal boutique Renee Austin Bridal. ProRoma provided Renee Austin Bridal with spatial scenting in their signature branded scent Fleur and branded candles in their signature scent that they provide as gifts to brides who purchase their dress at the boutique.



The International Bluegrass Music Association's annual Momentum Awards luncheon always serves as a powerful reminder that the future of bluegrass is in good hands. **Lillian Werbin**, president and co-owner of **Elderly Instruments**, was recognized with the Industry Involvement Award. Werbin is on the board of directors of IBMA Foundation and Bluegrass Pride and serves on IBMA's Arnold Shultz Advisory Committee.

**Consumers Credit Union** recently received three employer recognitions, including the esteemed *Corp! Magazine* Salute to Diversity award, Best and Brightest

in Wellness, and ranked sixth on the list of *American Banker's* Best Credit Unions to Work For. Since 2019, the credit union's diversity and inclusion council, Uncovering New Ideas and Together Educating, has sought to build and uplift a more diverse and inclusive workforce to better understand and serve each other and its membership. The 2022 *Best and Brightest in Wellness* award honors companies that promote employee well-being, worksite health, and wellness. Consumers Credit Union was the highest-ranking Michigan-based credit union on *American Banker's* list of *Best Credit Unions to Work For 2022*.

## DISTINCTIONS



Highly skilled **Sparrow Carson Hospital** physician **Michelle Becher, D.O.**, recently achieved an extraordinary milestone: performing her 1,500th daVinci robotic surgery at Sparrow Carson. Dr. Becher is one of a handful of surgeons in Michigan to reach the milestone and positively impact an astounding number of lives. The daVinci Surgical System is state-of-the-art technology, often referred to as a robot, that allows surgeons to perform complex procedures through just a few tiny incisions.

**Lansing Community College** has been named a "veteran-friendly school" by the Michigan Veterans Affairs Agency (MVAA) for the 2022-23 school year. The MVAA program recognizes higher education institutions in Michigan that are committed to supporting the needs of students with military connections. This designation marks the seventh consecutive year

LCC has received the elite “Gold” status from the MVA.



Dennis

**Ngage Management** congratulates its chief of staff **Nichole Dennis** for recently completing her MSAE Academy of Association Management Course.

The Academy of Association Management is the only statewide educational program specifically designed for association professionals who want to broaden their understanding of association management in an interactive and engaging manner.

**PROMOTIONS**

**LCC** recently appointed **Layne Ingram** as chief of staff in the



Ingram

President's Office. Ingram transitioned to the new role from his previous position as special projects coordinator. Ingram will now focus on project management, events marketing, and branding, facilitating community connections, and increased coordination and alignment between the President's Office and all areas of the college and community.

**Consumers Credit Union** has added its first diversity, equity and inclusion coordinator, **Fatimah Gilani**, in addition to naming a dedicated Spanish-speaking mortgage loan officer, **Yesica Duran**. Gilani will advocate on behalf of sustainable, equitable



Gilani



Duran

improvements to benefit the credit union, our employees, and our members. Fluent in Spanish and English, Duran is passionate about bringing her wealth of knowledge from more than ten years of experience in the financial industry to work so she can guide, support, and advocate on behalf of the people within Michigan's Hispanic and Latinx communities.

**Morgan Pray** has been promoted to assistant vice president of ATM/ITM operations at **LAFCU**. The credit union has increased the

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Pray

number of ATM/ITM machines available, more than doubling its fleet during 2022. Morgan will lead LAFCU's ATM/ITM strategy and improve the member experience and usability by identifying process and procedure improvements in her newly created position.

## BOARD OF DIRECTORS & EXECUTIVE COMMITTEE UPDATES

New **LEPFA** Board of Commissioner officers include **Larry Leatherwood**, chair; **Kenric Hall**, vice chair; **Maureen McNulty-Saxton**, secretary/treasurer, and **James Stajos**, past chair.

## COMPANY NEWS

**LEPFA** executives have earned significant accreditations. LEPFA CEO **Scott Keith** and **Mindy Biladeau**, vice president of sales and service, expanded their professional development skills. Keith earned his Certified Venue Executive (CVE) designation. The CVE designation demonstrates the venue executive is a skilled manager, committed to the industry, and pledged to continued professional growth and development. Biladeau graduated from IVAM's Venue Management School. The VMS programs consist of two separate week-long courses of intensive instruction held over two consecutive years.

**Re'Shane** and **Steve Lonzo** have owned DRM International Learning Center for more than 25 years and recently acquired 900-916 W. Saginaw St. in Lansing after leasing space for years. The Lonzos intend to redevelop the mixed-use site into the school's headquarters, offering skilled trades training for certified nursing assistants, medical assistants, patient care technical

training, construction, residential builder's training, and more. The **Colliers Lansing** team is proud to have assisted the Lonzos in finding this historic location to grow their business.

**Ngage Management**, a full-service association management company headquartered in Okemos, recently contracted with four national radiology societies that will be moving their operations to the state. These organizations include the American Association for Women Radiologists, the Society for Advanced Body Imaging, the Society of Breast Imaging, and the Society for Pediatric Radiology.

Over 100 excited kids in south Lansing each took home a backpack filled with school supplies and high expectations for the new school year at the August 20th Back-to-School Extravaganza coordinated by **LAFCU**, **TWO MEN AND A TRUCK**, and The Village Lansing. The credit union supplemented donations dropped off at LAFCU's ten mid-Michigan branches by purchasing additional supplies. Other Lansing-area organizations that supported the event, which included the giveaway of personal hygiene supplies and kids' school clothes, were The Fretail Store, Covering Kids, Helping Women Period, Faith's Pillow & More, Odd Nodd Art Supply, the Office and Professional Employees Union, and the charity's Village Youth Academy.

The **Arts Council of Greater Lansing** has been keenly aware of its community's struggles since 2020 and consistently sought funding opportunities that could offer relief. In 2021, they applied for and received a grant that would allow them to create their Gaining Recovery in Transition (GRIT) Grant Program. The program, announced earlier this year, is providing a total of \$200,000 in recovery funds to Greater Lansing's arts and culture community.

**Sparrow Ionia Hospital** is adding new wide-bore MRI equipment

that's great for patients who have claustrophobia, are larger in size, elderly or very young, and much more. The wide-bore MRI is larger than a standard MRI machine and better accommodates patients who are difficult to scan. Besides patient comfort, the new GE Signa Voyager MRI provides better clarity in its images. The result is reduced exam time and higher patient satisfaction.



Although the Lansing Lugnuts' final game of the season was canceled due to heavy rain, **LAFCU** still had time to make an impact and get kids and their families excited about reading through its Listen & Learn program. LAFCU partnered with the Lansing Lugnuts and Quality Dairy for the Sept. 11 event, which featured Lansing Lugnuts broadcaster Jesse Goldberg-Strassler and Lugnuts players reading excerpts from the 176-page children's book, "Who Got Game? Baseball: Amazing But True Stories!," written by Derrick Barnes.



**PFCU Credit Union** opened its Perry branch on October 3 at 150 S. Main Street in Perry. A ribbon-cutting ceremony was held to celebrate the opening, followed by a reception inside the branch and a week-long celebration welcoming existing and new members alike.

## MICHIGAN PREMIER EVENTS

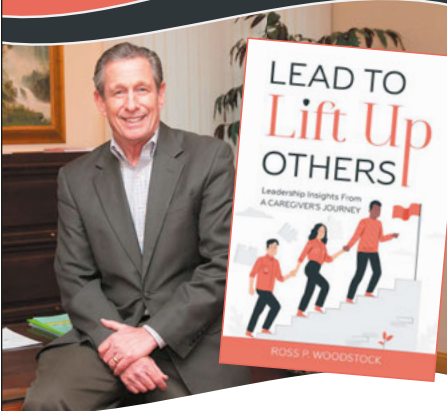
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The Perry branch is PFCU's third branch in Shiawassee County, extending the credit union's footprint to include 13 branches throughout mid-Michigan.

The Wilson Talent Center, operated by **Ingham Intermediate School District**, is celebrating its 50th anniversary with the start of the 2022-23 school year. Opening in the fall of 1972 as the Capital Area Career Center, the program offers 19 career and technical education programs for high school juniors and seniors in 12 career pathways.

Working to improve targeted support for all students, educators from the **Eaton Regional Education Service Agency (RESA)**, local school districts, and public school academies gathered to collaborate, assess, and align teaching and learning around the Multi-Tiered System of Support (MTSS). In sessions facilitated by MTSS expert Dr. Dawn Miller, educators examined ways to better screen students as part of core instruction, what implementing universal screening could mean for teachers and students, and how educators can continue to improve interventions and services for all learners.



The **Lansing Lugnuts** have a new "Marvelized" identity thanks to a multiyear partnership between MiLB and Marvel Entertainment. Part of the agreement allowed for each of the (96) MiLB teams in the program to have a new "Marvelized" logo designed by the team at Marvel Entertainment to be worn on the field during select games in the 2023 and 2024 seasons.



**LAFCU** and **Quality Dairy** held a ribbon-cutting ceremony on September 12th to celebrate the newly available LAFCU ATMs in all 27 Quality Dairy stores. The ribbon-cutting ceremony was held at the Quality Dairy store located at 5010 Dunckel Road, Lansing, as part of one of the three "Spot the Savings" events held the week of Sept. 12, providing exclusive offers to Quality Dairy customers and LAFCU members.



For employers who know the value of good mental health for all employees, Mental Health America and

**Mental Health Association in Michigan (MHAM)** has created the Bell Seal for Workplace Mental Health, a certification program to recognize and guide employers who are committed to creating mentally healthy workplaces. You can apply for your workplace to become Bell Seal-certified. The submission deadline for the 2022-23 cycle is March 31, 2023. For more information, go to <https://mhanational.org/bestemployers> or email Kristen Taylor, Director of Education and Community Outreach for MHAM, at [kristen@mha-mi.com](mailto:kristen@mha-mi.com).

Starting in the third quarter of 2022, **MSUFCU** and OU Credit Union members have a chance to win up to \$20,000 in the quarterly Desk Drawer Fund Member Raffle when they purchase raffle tickets at any of the Credit Union's branches. On Friday, October 7, Ronald Darling, Jr. was randomly selected as the grand prize winner of \$16,580. ●



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