

FOCUS

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

FEBRUARY 2023

The Culture of Care & Belonging

LEADERSHIP IN THE DEI JOURNEY

In This Issue

MEET THE 2023 LRCC BOARD OF DIRECTORS | LRCC APPLAUDS LANSING'S EFFORTS TO REDUCE LEGACY COSTS
GM SURVEY SHOWS REGIONAL SUPPORT FOR WORKFORCE DEVELOPMENT



2023 Board of Directors

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Lisa Ellen Smith /

InVerve Marketing

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ATHENA WIN

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Lansing 5:01

Chris Sell / Michigan State University

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Dr. Alane Laws-Barker / Sparrow

Greater Lansing Hispanic

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

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



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Living our DEI Commitment

When the Lansing Regional Chamber of Commerce (LRCC) committed to a major program to propel diversity, equity and inclusion (DEI) efforts in our region forward, our first step was to engage Dr. Tonya Bailey with TCB Consulting. Dr. Bailey delivered a 12-month professional development program for the Chamber team.

This was one of our most important decisions early in our DEI journey. We strongly believed that if we were going to be regional leaders driving innovative thinking, creating diverse ideas and advocating for collaboration among our region's employers and strategic partners, we first had to live the commitment amongst our own team.

While we are proud of the outcomes our team developed following the many hours of conversation, we also recognized that there was something even more important that our team committed to as we established actionable items. Simply put, we must live out every phase every day.

I am proud to report to you that 18 months into our DEI program, we continue to live true to our mission, in many cases exceeding our initial expectations. The DEI journey hasn't always been easy and quite frankly, it is not supposed to be. Every member of our team will tell you that commitment, including the difficulties we have had to overcome has been one of the most rewarding endeavors we have ever undertaken.

One of our biggest challenges in our DEI effort was that while we were investing a significant amount of time and resources in internal professional development, we simultaneously began to launch external programming and professional development programs for our members. Our team went above and beyond to develop a DEI Executive Roundtable, a series of DEI programs and professional development offerings, a DEI committee and enhanced professional growth and development opportunities for women leaders with ATHENA Lansing. Through the Lansing Economic Club, we have created a program partnership with the Dr. Martin Luther King Commission of Mid-Michigan. Our member communications team has effectively utilized our various platforms including Focus, our monthly e-newsletter and social media outlets to support our aggressive efforts.

Our DEI program would not be as far along today as it is without the support of our many partners. MSU Federal Credit Union and AT&T Michigan stepped up and agreed to serve as presenting sponsors. Many thanks to our other corporate partners, including PNC, Sparrow, Warner Norcross, Public Sector Consultants, Moonsail North, Tri County Regional Planning, Lansing Board of Water & Light, Eaton RESA, Ingham Intermediate School District and Michigan Premier Events. Also, thanks to the dedicated members of our DEI committee who have provided guidance to all our efforts.

I use the term DEI journey because a true commitment really is a journey. We recognize there is much more work to be done. Any leader whose team is successfully living its DEI commitment will tell you that the journey is not a straight line to your goal. There are many detours along the way. My advice to anyone considering a DEI venture is to expect challenges, learn from your mistakes and enjoy every aspect of the experience. Our LRCC team is here to help you navigate the journey. ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



I am proud to report to you that 18 months into our DEI program, we continue to live true to our mission, in many cases exceeding our initial expectations. The DEI journey hasn't always been easy and quite frankly, it is not supposed to be. Every member of our team will tell you that commitment, including the difficulties we have had to overcome has been one of the most rewarding endeavors we have ever undertaken.

February 2023

2/14

Member Mixer

Tuesday, Feb. 14 from 4:30–6:30 p.m.
High Caliber Karting and Entertainment,
1982 W. Grand River Rd., Suite 800,
Okemos (in the Meridian Mall)

Time to rev up your networking game at the February Member Mixer at High Caliber Karting! Check out Michigan's #1 Indoor Action & Entertainment Park with your Chamber friends and enjoy the best place for adults to feel like a kid again.

Cost: The event is complimentary for Lansing Regional Chamber members.

March 2023

3/2

LEGISLATIVE POLICY FORUM

Thursday, March 2 from 5 to 8 p.m.
Country Club of Lansing, 2200 Moores
River Drive, Lansing

Enjoy an evening of networking and policy discussion featuring Mike Rogers, former chair of the U.S. House Intelligence Committee, international security expert, and founder of Leadership to Ensure the American Dream (LEAD).

Cost: Tickets are \$60 for members and \$95 for future 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 calendar of events.

Delta Township — Eaton County

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

Lansing — Delhi Township

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

East Lansing — Meridian Township

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

3/14

Member Mixer

Tuesday, March 14 from 4:30 to 6:30 p.m.
Shaheen Cadillac, 650 American Rd.,
Lansing

Stay connected to business and engaged in the community at the March Member Mixer hosted by Shaheen Cadillac. With more than 40 years in operation, the Shaheen brand means the highest levels of quality and customer service having received the Mark Of Excellence & Dealer of the Year Awards. Enjoy the beautiful cars and engaging conversation at the March Member Mixer.

Cost: The event is complimentary for Lansing Regional Chamber members.

3/23

CHAMBER 360

Thursday, March 23 from 8:30 to 10 a.m.
Lansing Regional Chamber of Commerce,
Insurance Capital Boardroom, 500 E.
Michigan Ave., Suite 200, Lansing

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 a Lansing Regional Chamber membership. The goal of the program is to acclimate you with your investment and put together a plan of action for membership engagement and strong ROI.

Cost: The event is complimentary for Lansing Regional Chamber members.

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.

Members should 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 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

Baron's Window Coverings	H&R Electrical Contractors	Payne-Rosso Company
Burkett Agency – Farm Bureau Insurance	HAP - Health Alliance Plan	Plante Moran, CPAs
CAMPGROUNDS-R-US Change Media Group	Harvest Creative Services	Pleune Service Company
Custom Built Design & Remodeling	Healthy Consumer Physical Therapy	Potter Park Zoological Society
D.L. Walker, Inc.	Highfields, Inc.	Providence Consulting
DBI We Do Office	Human Resource Management Services, LLC	PTAC of South Central Michigan
Deloitte LLP	Jessica Artibee Agency - Farm Bureau Insurance	Redhead Creative Consultancy
Dowding Industries Draft House	Kendall Electric	The Salvation Army - Lansing Capitol Area
DTN Management Co.	Lansing Brewing Company	Sergent Results Group
Estes-Leadley Funeral Homes	Lehman, Wesley & Associates, Inc.	Sohn Linen Service
Fraser Trebilcock Davis & Dunlap P.C.	Len's Carpet Care	Sunrise Cleaning And Construction Services
Frontline Appraisal, Inc.	Leon's Transmission Repair, Inc.	Sunrise, SRL
Fuerstenau Agency - Farm Bureau Insurance	MacIntyre & Cowen ReMax Grand River	Vlahakis Cole Law Firm
Grand Traverse Pie Co. - Downtown Lansing	Michigan Association of Counties	Warren - St. Mary Investment LLC
Greater Lansing Association of REALTORS	Palmer Construction	Wieland
GreenStone Farm Credit Services	Paradise Funeral Chapel Administrative Center	Yeo & Yeo CPAs & Business Consultants
		Zeineh Law

Welcome New Members

Community Construction

(517) 969-3556

www.communityconstructionlansing.com

Okemos, MI 48864

Courtyard by Marriott East Lansing/Okemos

(517) 347-9940

www.marriott.com/lanco

3545 Meridian Crossing Dr,

Okemos, MI 48864

CSL Plasma Services

(517) 394-0016

www.csplasma.com

5015 S. Cedar, Ste. 150

Lansing, MI 48911

Healthy Values DPC

(517) 858-9810

www.healthyvaluesdpc.com

2289 Sower Blvd, Suite B

Okemos, MI 48823

RevIVe

(517) 648-8623

www.revive-iv-hydration.com

Transformation GEMS

(805) 994-0822

www.transformationgems.com

913 W. Holmes Rd

Lansing, MI 48910

Chamber Milestones

Lyle D. Hepfer & Co., PC

80 Years

Sparrow Health System

60 Years

McLaren Greater Lansing

45 Years

Andrews Hooper Pavlik PLC

30 Years

Liberty Coin Service

30 Years

Zeeb Animal Hospital

25 Years

Grand Traverse Pie Co. - East Grand River

20 Years

Grand Traverse Pie Co. - Okemos

20 Years

Grand Traverse Pie Company

20 Years

Romanow Building Services

20 Years

SpringHill Suites by Marriott

20 Years

University Quality Inn

15 Years

AdviCoach of Mid-Michigan

10 Years

Happendance

10 Years

Michigan Creative

10 Years

Transnation Title Agency of Michigan

10 Years

Michigan Women Forward

5 Years

Special Olympics Michigan

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!

Matt Resch of Resch Strategies to Lead Lansing Regional Chamber of Commerce 2023 Board of Directors

LISA O'CONNOR OF PUBLICOM TO SERVE AS CHAIR-ELECT



Resch



Zamiara



O'Connor



Burzych



Terry



Daman



Preston



Ray



Massey



Scoby

Matt Resch of Resch Strategies will serve as the 2023 board chair of the Lansing Regional Chamber of Commerce (LRCC) Board of Directors. Resch succeeds Mike Zamiara of Niowave, who will remain on the board as past chair. Lisa O'Connor of Publicom will serve as chair-elect and will serve as board chair in 2024.

In addition to Resch, Zamiara, and O'Connor, the 2023 LRCC board officers will be Mark Burzych, (Fahey Schultz Burzych Rhodes PLC), Legal Counsel; Luke Terry (Rehmann), Treasurer; and Tim Daman, who continues to serve as LRCC president and chief executive officer.

The LRCC Board of Directors welcomes newcomers Tom Ruis, PNC; Susi Elkins, MSUFCU; and Kelly Preston, Capital Steel & Wire.

OFFICERS (One-Year Appointment)

<i>Chair of the Board</i>	Matt Resch, Resch Strategies
<i>Past Chair</i>	Mike Zamiara, Niowave
<i>Chair Elect</i>	Lisa O'Connor, Publicom
<i>Legal Counsel</i>	Mark Burzych, Fahey Schultz Burzych Rhodes PLC
<i>Treasurer</i>	Luke Terry, Rehmann
<i>President</i>	Tim Daman, Lansing Regional Chamber of Commerce

Tina Brumley, Auto-Owners Insurance Co.
 Jim Farrell, Dart Container
 Roger Graff, Farm Bureau Insurance Co.
 Keith Granger, Granger Waste Services
 Lisa Ellen Smith, InVerve Marketing
 Todd Surline, Hiring Solutions
 Lisa Webb Sharpe, Peckham
 Tom Ruis, PNC*
 Susi Elkins, MSUFCU*

DIVISION DIRECTORS (One-Year Appointment)

<i>Marketing Communications</i>	Kelly Preston, Capital Steel & Wire*
<i>Regional Initiatives</i>	Kirk Ray, McLaren Greater Lansing
<i>Member Services</i>	Michelle Massey, TechSmith
<i>Government Relations</i>	Amy Scoby, Christman Company

BOARD PARTNERSHIPS

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

*New Board Members

AT-LARGE

Glenn Granger, Granger Construction
 Jennifer Bigelow, General Motors
 Jeff Metts, Dowding Industries
 Steve Quinlan, Neogen
 Kevin Zielke, AF Group
 David Lewis, AT&T
 Van Martin, Martin Commercial Properties
 Joe Ruth, Sparrow Health System
 Dr. Kathleen Wilbur, Michigan State University
 David Zyble, Jackson National Life

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.





Wharton Center Offers Sensory-Friendly Performances

Wharton Center is proud to offer Sensory-Friendly Performances (SFP) for a select group of performing arts shows in the 2022-2023 season. Tickets to the SFP shows are for sale at the official Wharton Center Ticket Office, online at whartoncenter.com, or by calling 517.432.2000 or 1.800.WHARTON.

Sensory-Friendly Performances include The Okee Dokee Brothers at 1:30 p.m. on February 18, 2023; Natalie MacMaster and Donnell Leahy at 2 p.m. on March 26, 2023; and Cross That River at 3 p.m. on April 29, 2023.

At Sensory-Friendly Performances, accommodations will include:

- Lower sound and light levels; all strobe light effects removed.
- House lights on at a low level throughout the performance.
- Audience members are welcome to stand, move around, and enter or leave the theatre as needed.
- An Activity Area with crafts and activities for engagement.
- Designated calm and alternate viewing spaces.
- Autism specialists and trained volunteers on hand.
- Sensory supports available (fidgets, earplugs).

Wharton Center, in collaboration with a variety of MSU and community partners, has offered SFP performances since 2016. The performances provide a supportive and welcoming environment to make live theatre accessible to those with autism spectrum disorder (ASD), developmental disabilities, sensory processing disorder, and other sensory-sensitive people and their families.

For more information on all Wharton Center Sensory-Friendly Performances, visit www.whartoncenter.com/plan-your-visit/accessibility/sensory-friendly-performances. ●

CHAMBER IN ACTION



You could not have asked for brighter or happier location to host the January 10 Member Mixer than at **tinkr2.0 STEAM Hub & Toy Store**. A huge thanks to Melissa Rabideau and her father Joe for hosting more than 100 business professionals for a night of networking, laughter, and play! Guests enjoyed learning about the humble beginnings of the company (and receiving a free Poochie Bowl!). Tours were provided of the STEAM-based daycare and proceeds from the retail sales made that night went to support her childcare scholarship for single parents. A song was provided by the daycare kids and Jeff the Magician performed. It was truly one of our most unique Member Mixers yet!

Michigan Future Business Index Shows Inflation Remains Leading Concern

In a recent study of 750 small to medium-sized businesses, respondents to the latest Michigan Future Business Index (MFBI) indicated inflation remains the number one challenge to doing business, while wage inflation is climbing the list, impacting profits and hiring.

The semi-annual MFBI was commissioned by the Michigan Business Network. The survey is sponsored by Cinnaire and conducted by the Michigan-based market research firm ROI Insight. Mark McDaniel, Cinnaire President and CEO, joined Chris Holman, Michigan Business Network CEO, to share the survey results in a forum January 18.

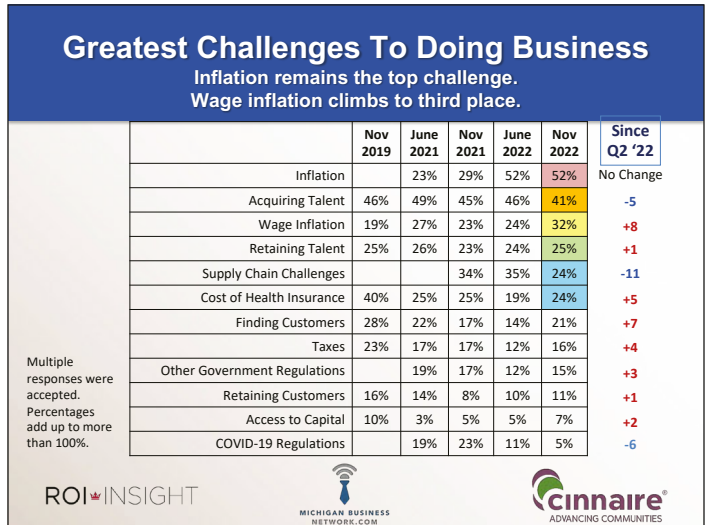
“Small businesses play a vital role in supporting healthy communities, creating jobs, and spurring economic development while contributing to social and cultural value,” said McDaniel. “The MFBI survey provides an opportunity for small business owners to share their insights and provide perspectives on Michigan’s economic outlook. We are pleased to join the Michigan Business Network to share the results of the most recent survey.”

The survey found that the wage inflation stressor is growing as overall inflation continues to impact profits. However, supply chain challenges are subsiding. Sales and profits over the last six months beat Q2 MFBI projections, but uncertainty over business costs and the economy is restraining optimism for the next six months. Additionally, more than one-in-four respondents say they’ve fully recovered from the COVID-19 pandemic, and comments to open-end questions indicate fears of long-term inflation and a recession are easing.

“Although talent acquisition and retention remains a major issue for all employers in the state of Michigan, inflation, and in particular wage inflation, has edged out talent as the major stumbling block for business in Michigan,” said Holman. “In spite of these challenges, however, the majority of Michigan businesses still find Michigan a great place to be in business and are cautiously optimistic about the next six months.”

ROI Insight CEO Paul King noted that the research showed that business people’s fears of a prolonged recession are softening, a view now shared by some economists.

“Many thought that inflation won’t last as long as they originally thought,” said King. “There were also specific comments from some who believe that if we do have a recession, it will be short.”



King also shared that survey respondents were feeling a good deal of optimism.

“They’ve had some success in the last six months, more so than they thought they were going to have,” said King. “Even though they are cautiously optimistic about the next six months, they do see some potential for growth.” ●

Dive into community building

The stories we tell can connect us, helping us solve our toughest problems - together.
What can you make happen if you take the leap?

LET'S TELL YOUR STORY.

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Courtesy lansingwinterfest.org

Lansing Winterfest Returns with a Month-Long Winter Celebration

Winterfest returns with outdoor activities for the whole month of February. This event is open to a variety of ages and interests to enjoy as we #LiftUp our local downtown business community. Lansing Winterfest, presented by Downtown Lansing Inc., creates a winter world of wonder, including ice sculptures with live carvings, cold-butt boat races, ice games, hot cocoa and s'mores stations, live entertainment, winter pop-up markets, and more! Winterfest themes include:



**DOWNTOWN
LANSING INC.**

to having you come Downtown and have fun this winter season at Winterfest," said Cathleen Ederly, executive director of Downtown Lansing Inc.

We want to thank all of our event sponsors, including CATA, Capital City Market, Lake Trust Credit Union, Hundred Place, Resch Strategies, MichiGrain Distillery, Impression 5 Science Center, and Element Massage. Start planning your adventure at: www.Lansingwinterfest.org.

- **Saturday, 2/4 11am-4pm | Fire & Ice**
Ice-cold weather, blazing fires, and a good ol' time. Stroll down Michigan Avenue and Washington Square to check out ah-mazing ice sculptures with live ice carvings! Grab a tasty hot cocoa and s'mores along the way!
- **Saturday, 2/11 4-8pm | BrrrrrCrawl**
Cozy up at some of your favorite Downtown Lansing bars and breweries during this guided Winterfest BrrrrrCrawl! Sip and stroll in the Social District.
- **Saturday, 2/18 11am-4pm | Arctic Bazaar**
Come hang out at Reutter Park to enjoy ice skating, live music from AOTA, family fun activities, and small business shopping!
- **Saturday, 2/25 4-8pm | Riverfront Party**
Let's party at Rotary Park with a Cold Butt Boat Race, a Cold Butt Euchre Tournament, live music, and winter fun & games.

"Adding year-round activities and amenities for our residents helps contribute to the culture and sustainability of Downtown during this transformative time. Whether you come out for each weekend or just one, we look forward



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WE'RE PROFESSIONALS — and it shows in everything we do.

Lansing Becomes Michigan’s First Virtually Accessible Destination

By: Cionne Casanova, Kolt Communications, Inc

Lansing has recently become Michigan’s first virtually accessible destination thanks to the help of the Greater Lansing Convention and Visitors Bureau (GLCVB) and Able Eyes, a Lansing-based organization that specializes in creating virtual tours of a variety of places ranging from parks and museums to businesses and hotels. Julie Pingston, the President and CEO of the GLCVB, is on a mission to improve the region’s quality of life by developing the area as a travel destination.



Pingston

“We work to bring meetings, conventions, amateur sporting events, and other traditional events into the area to help boost the economic value of the region,” said Pingston. “We have also been trying to make more of our destinations and attractions in Lansing sensory-friendly for all people.”

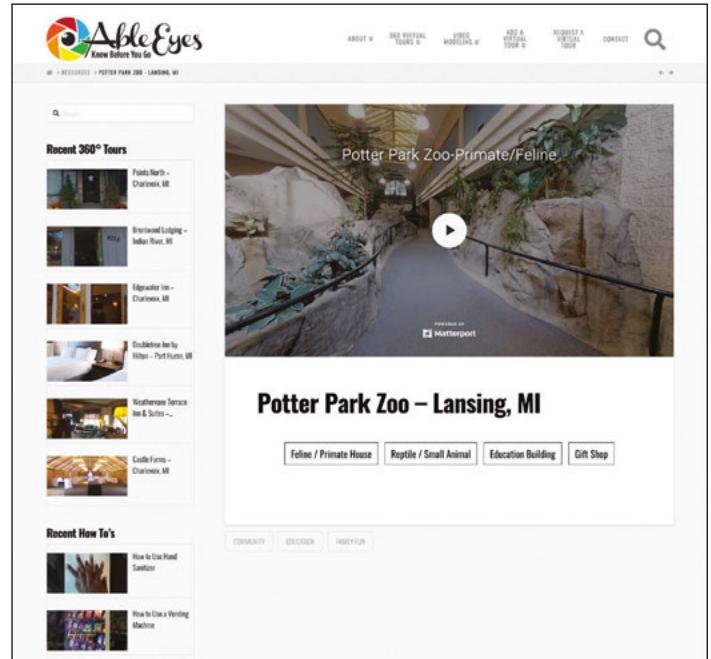
With this new focus on creating an even more welcoming environment for tourists and locals of all abilities, it was only natural that Pingston teamed up with Meegan Winters, CEO of Able Eyes. Together, they helped make East Lansing and Lansing the first certified destination for Able Eyes in Michigan, embracing this tool for the community and really leaning into the “know before you go” mantra.

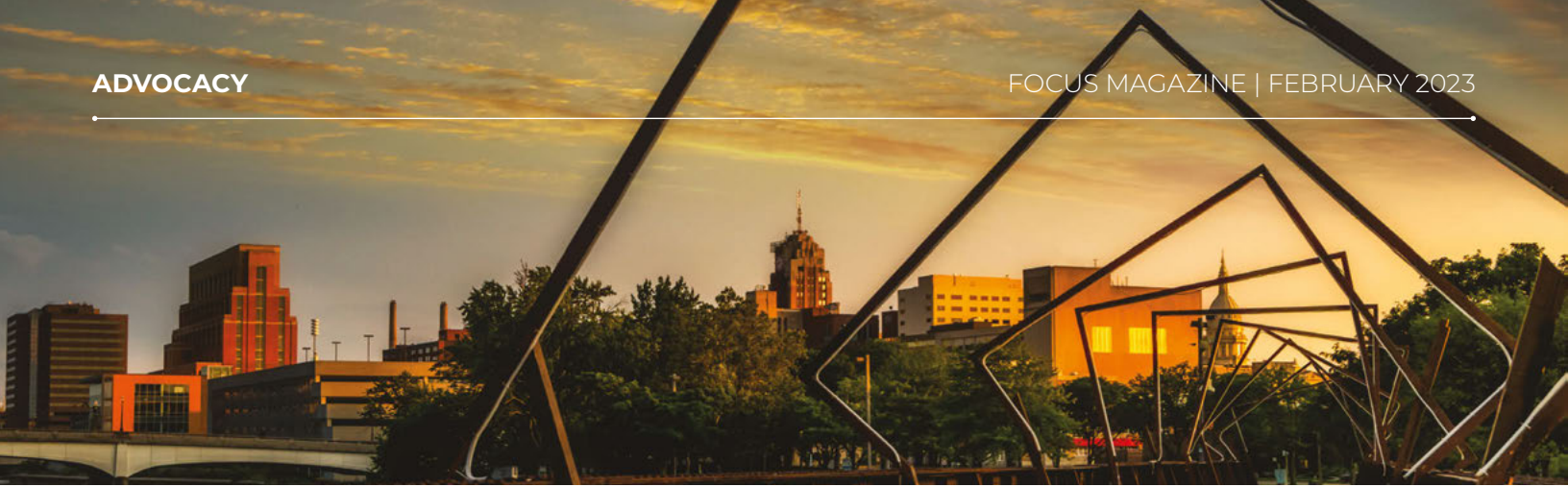
“If I have a wheelchair or visual impairment, I can go into that hotel or business virtually and see what it looks like and plan my trip accordingly,” said Pingston.

Hotels and businesses aren’t the only venues Pingston has in mind to make virtually accessible through Able Eyes, such as the State Capitol Building, Rotary Park, Jackson Field, and an accessible playground. Visitors and the community will be able to explore the area more than before.

“With travel and the tourism industry constantly changing, previewing information in advance is so important, especially with some of our community getting older. Using this new space to get around town is key,” said Pingston. “We want to be able to understand the needs of our visitors and adjust ourselves to be able to accommodate them.”

Pingston knows there’s still lots of work to be done to make the area completely accessible to all types of people. She gladly accepts the challenge and is excited that Lansing was able to partner with Able Eyes. ●





2022 Lansing Regional Chamber Policy Priorities Highlights

The Lansing Regional Chamber's (LRCC) public affairs team has been serving its essential role of supporting and advocating on issues important to you. Here's how we focused our efforts to make sure our region is the best place to do business in Michigan!

JOBS & THE ECONOMY

- Supported the enhanced economic development incentive legislative package to strengthen the state's economic competitiveness and compete for and win transformational projects.

TALENT & WORKFORCE DEVELOPMENT

- Secured \$55 million for the Going PRO Talent Fund
- Secured \$55 million for the Michigan Reconnect program
- Secured \$10 million for a statewide pre-apprenticeship program
- Supported the Tri-Share Child Care Program that splits the cost of childcare between the state, employees, and their employer
- Cut regulatory red tape for current and new childcare providers to meet increased needs
- Supported the Michigan Scholarship Achievement program to assist high school graduates with additional financial aid
- Supported the Lansing Public School Bond Proposal (Passed)

REGIONAL INFRASTRUCTURE

- Supported the \$4.7 billion State of Michigan Infrastructure Supplemental Budget focused on drinking water upgrades, internet access, and fixing roads,

bridges, and dams

- Supported the regional public transit cooperation effort between CATA, EATRAN, and Clinton County Transit Authorities
- \$275 million in ongoing regional infrastructure projects supported by the Chamber
 - Rebuilding 5 miles between I-96 and Airport Road: \$73 million investment
 - Rebuilding 25 miles of I-69 between Marshall and Charlotte: \$210 million investment
 - Rebuilding 2 miles from Lansing Road to the Grand River: \$80 million
 - Rebuilding 3.3 miles from Park Lake Road to Oak Point Court: \$12 million
- \$80.6 million in regional infrastructure improvements investment in 2022
- Continue to support Michigan Avenue Corridor improvements between the Michigan State Capitol Building and Michigan State University campus

ECONOMIC DEVELOPMENT PROJECTS SUPPORTED BY THE LRCC

- Supported Neogen's \$70 million expansion project in Lansing
- Supported the \$26 million economic development package for ATESTEO North American, Inc. in East Lansing

- Supported Sparrow Health System's free-standing emergency room in Meridian Township
- Supported the Pleasant Grove & Holmes Development Project
- Supported the Stadium North Lofts
- Supported the City of Lansing Small Business Façade Improvement Program

FEDERAL & STATE BUDGET REQUESTS SECURED BY THE LRCC

- Capital Region International Airport Cargo Ramp Funding: \$8.183 million
- Downtown Lansing, Inc.: \$5 million
- Potter Park Zoo: \$2 million
- Capital Region International Airport Infrastructure projects: \$2 million
- New Behavioral Health Center at former McLaren Greenlawn Campus: \$5 million
- Grants for Local Units of Government to Fund Retirement Systems: \$750 million
- Capital Region Airport Authority awarded a \$3.6 million EDA grant for site readiness development project for water, sewer, and utility infrastructure upgrades
- MSU AgBioResearch Program: \$2.6 million increase
- MSU Extension Program: \$1.2 million increase

CONTINUED ON PAGE 11

LRCC Applauds City of Lansing's Efforts to Reduce Legacy Costs

The Lansing Regional Chamber of Commerce (LRCC) was very pleased with the announcement by Lansing Mayor Andy Schor that the city is realizing significant savings to unfunded long-term legacy costs and has reduced expected liability by nearly \$400 million.



Schor

Lansing has struggled with unfunded actuarial accrued liability (UAAL) obligations for years, peaking at approximately \$907 million in 2020. That total includes the city's pension costs as well as retiree healthcare obligations, also known as other post-employment benefits (OPEB).

Schor prioritized the city's financial stability early in his first term and took several initial steps to address the issue. The city was able to realize these savings by working with the city's first Chief Strategy Officer, Shelbi Frayer, and implementing reforms such as administrative rebidding, plan administration changes, and prefunding OPEB by freeing up city funds through other efficiencies and cost savings.

"Lansing's long-term financial health was an important priority for me when I first ran for mayor. These costs represent retirees, and we have to be cognizant of that, but we also have to recognize the critical impact that our long-term liability will have on future finances in the city and

services for Lansing residents," Schor stated. "By working together and making some smart, responsible changes, we have been able to bring this unfunded liability down significantly. There's more to do, but this is an incredible step forward."

"Addressing legacy costs has been a priority for the Lansing Regional Chamber for several years," said Tim Daman, LRCC president & CEO. "The LRCC has been a partner with the city of Lansing's Financial Health Team since its inception to provide solutions and recommendations to address these issues. Additionally, the Chamber was supportive of the city creating a chief strategy officer position to specifically address legacy costs. While there are no easy solutions, the fact remains that Lansing will be unable to achieve other goals without addressing the fiscal realities."

In 2012, the city formed a group of outside experts known as the Financial Health Team (FHT) to provide guidance and direction to the mayor and city on various financial matters. LRCC has been an integral participant in the FHT deliberations.

"We want to thank Mayor Schor, Deputy Mayor Frayer, and everyone involved in making the tough decisions that are now being realized," said Steve Japinga, LRCC senior vice president, public affairs. "Our region needs a strong and financially healthy central city so we can advance policies focused on growth and opportunity for all." ●

2022 Lansing Regional Chamber Policy Priorities Highlights FROM PAGE 10

REGULATIONS | LOCAL GOVERNMENT FINANCIAL HEALTH

- Supported initiatives that now show significant savings to unfunded long-term legacy costs have been reduced by \$400 million in the city of Lansing
- Monitoring ARPA funds distributed to local municipalities
- Supported the Creating Helpful Incentives for the Production of Semiconductors (CHIPS) for America Act
- Supported the Restaurant Revitalization Fund to provide

- \$42 billion in federal relief to food service businesses
- Supported efforts to extend social districts in downtown Lansing and East Lansing
- Opposed unnecessary regulations pertaining to local waste haulers
- American Rescue Plan Monitoring: Ensuring federal COVID-19 relief funding is spent wisely
- Opposed the Inflation Reduction Act
- Urged the Biden Administration to strengthen U.S. Energy Production

HOUSING

- Active member of the Housing Drives Coalition at the state level
- Tri-County Regional Planning Commission steering committee on housing
- Supported legislation signed by the Governor that will establish attainable housing districts, provide certain tax exemptions for residential rehabilitation projects and expand incentives for neighborhood enterprise zones ●



When the Lansing Regional Chamber of Commerce (LRCC) announced a major commitment to diversity, equity and inclusion (DEI) in 2021, there were several realities that were immediately evident: a successful DEI strategy is not only important for every organization, but it is equally critical to build an equitable and inclusive region; the DEI commitment had to go much deeper than lip service or a superficial pledge in reaction to high profile incidents that heightened the call for social and racial justice; and the most important ingredient to long-term success required committed leadership at every level of the organization and the region.

The Culture of Care & Belonging

LEADERSHIP IN THE DEI JOURNEY



“It would be very easy to have businesses and organizations look a lot like the leader or leadership team,” said Tim Daman, president & CEO, LRCC. “It takes a commitment and a strategy to achieve intentional goals. If you don’t have the commitment of the CEO and leadership team, you are going to struggle.”

“A leader’s active role conveys a message throughout the company,” said Dr. Tonya Bailey, owner and founder of TCB consulting, having spent 30 years in the Diversity, Equity & Inclusion arena as well as in higher education. “The leaders are the ones who can infuse DEI into the fabric of their organization’s operations causing the employees and the rest of the organization to follow suit.”

“Leaders set the tone and the priorities for the organization,” said Lisa Webb Sharpe, chief operating officer for Lansing-based Peckham. “Leaders determine

resource allocation and they lead by example. The rest of the organization can see, not just through words, but through actions where the company’s priorities are.”

The mission of the LRCC DEI commitment has been to actively work to make diversity, equity and inclusion a priority for the business community by developing tools and opportunities that promote diverse and inclusive business practices in the Greater Lansing region. LRCC has worked to support that mission through several strategies:

- Executive Roundtables offering CEOs and small business owners the opportunity to confidentially discuss best practices, equity

tools and approaches to strengthening DEI in their organizations;

- The Institute of Programs which offers DEI courses to teams for professional and organizational development.

The COVID pandemic created an atmosphere where employees felt a need for a greater sense of belonging and flexibility. In that sense, LRCC DEI commitment met a need that organizations of all sizes understood needed to be addressed.

“Leaders are looking for ways of making sure their workplace is inclusive and that there is a sense of belonging especially considering the shifts in how work is taking place,” said Ashlee Willis, CEO, Michigan Premier Events, who manages events for the Chamber including the DEI programs. “We have seen

a tremendous number of members wanting education and resources such as facilitators to come into their workspace to help align their DEI structure.” Ashlee Willis has played a key role in helping to incorporate the foundation for diversity, equity, equity and inclusion at the Lansing Regional Chamber of Commerce.

The LRCC DEI commitment gained momentum as organizations already deeply engaged in the DEI journey immediately stepped forward and embraced the program. MSU Federal Credit Union and AT&T Michigan signed on as major co-sponsors of the effort. Several other organizations joined as partners.

The LRCC soon made the commitment to go through the DEI development process themselves as a team. At the same time they launched their internal DEI development, several external programs were launches including Executive Roundtables, a number of different programs and professional development opportunities, delivered numerous communications through Focus magazine and the LRCC social media platforms, refocused efforts around ATHENA Lansing and the professional growth and development of women leaders, launched a DEI committee and recently celebrated its fourth year in partnering with the MLK Commission of Mid-Michigan and the Lansing Economic Club during Black History Month in February.

“We had to do multiple things at the same time. First, putting our staff through extensive DEI training and then a DEI Roundtable and DEI Education series for our members,” said Steve Japinga, LRCC senior vice president, public affairs. “We made sure that not only were we educated internally but also were able to provide education and training for both business owners and their employees.”

Profiles in DEI Leadership

Organizations of all shapes and sizes throughout the region and from a diverse number of industry sectors are shining examples of what a whole-hearted commitment to DEI should look like. The success stories are numerous, all coming with different challenges and serving as models for other embarking on the DEI journey.

Peckham is a large nonprofit vocational rehabilitation organization that provides jobs and training opportunities to more than 5,000 individuals with



Daman



Bailey



Willis



Japinga



Webb Sharpe

disabilities and other barriers to employment each year. Their mission is to provide a wide range of opportunities to maximize human potential for persons striving for independence and self-sufficiency. In 2022, LRCC and LEAP named Peckham the first recipient of the annual Diversity Star Award.

The individuals Peckham serves (team members) are a diverse group from many partnering agencies and the greater community. They offer more than 30 different rehabilitation and human services programs from art creation, career planning, pre-employment screening, facility-based training, youth programs, and organizational employment to residential services. Minorities represent 48% of their workforce, with 52% of their team members being women, and some lines of business having a 60% female population. Nearly 55% of their team members are non-English speakers in their Manufacturing division. More than half of Peckham’s C-Suite is comprised of individuals with disabilities. Webb Sharpe says persons with disabilities bring richness to an organization in many ways, especially in encouraging more creative approaches to problem solving. Many times, changes made to accommodate team members with disabilities end up benefitting the entire workforce, something the COVID pandemic served to illustrate.

“Practices such as providing mental health support and benefits, or sharing and promoting mental wellness activities can serve employers and employees well,” said Webb Sharpe. “Throughout the pandemic, employers also learned about the mental health challenges that so many of their employees were experiencing. Often times, having a quiet room or more reflective space where people can collect, or re-center themselves can allow people who may suffer with anxiety or those who have autism and are experiencing sensory overload to take a brief break, and then come back and be much more productive.”

Webb Sharpe says that organizations seeking to build a more inclusive culture first need to understand who they employ and what type of people they want to attract to the organization.

“Listen to employees as they describe what they believe fosters a positive work environment, one where they feel they belong and can bring their authentic selves to

The Culture of Care & Belonging: LEADERSHIP IN THE DEI JOURNEY

work and therefore perform at their highest possible levels,” said Webb Sharpe.

Despite the challenges presented by the COVID pandemic, TechSmith continued to grow its role as a global leader in screen recording, video editing and screen capture software. TechSmith hired 100 people during the pandemic which caused its own set of challenges in building a cohesive team as people were physically separated for 2 and ½ years.

“We almost had to go back and start over at ground zero,” said Michelle Massey, TechSmith’s vice president, community and customer operations.

TechSmith focused on building engagement by pulling numerous resources from the community. Massey tapped into business and non-profit organizations to bring in speakers for Lunch & Learns. She also took team members on technology-oriented tours around the Michigan State University Campus where TechSmith recently opened its new corporate headquarters. The company has also revamped their job descriptions to be more inclusive, removing gender nuances and other biases so that people feel welcomed to apply.

TechSmith has also tapped into its video expertise to create innovative ways to make stronger connections and communications between management and team members throughout the organization. Leaders in the organization regularly communicate important messages via video and team members can choose to watch the message when it is convenient. Team members can submit questions anonymously and/or attend a follow-up meeting where team members can ask questions and delve more deeply into the topic.

“It holds the leadership’s feet to the fire,” said Massey. “It makes them more transparent and gives that feeling of trust.”

TechSmith also has its eye on promoting DEI in the workforce of the future, particularly by promoting the growth of STEM education for girls. Technology remains a white male dominated industry, something TechSmith and Massey are committed to helping change.

“We are bringing groups together that are underserved and underrepresented, from a race and gender perspective and all different nationalities,” said Massey. “We are not just looking at the best pool of workers that is out there today but we are looking at creating that diverse pool that are going to be the workers of tomorrow.”



Massey



Philson

Like it has been for many organizations, the killing of George Floyd by a white police officer in 2020 was a pivotal moment in the DEI journey for Highfields. After 60 years of providing opportunities for children, youth and families, Highfields CEO Brian Philson and his team knew they had to take a stand, one that was meaningful and impactful.

“I wanted more than a statement that we threw on the website and social media and called it good,” said Philson. “We need to take the whole journey beyond that.”

Highfields brought in consultants who led the team of 30 leaders on a transformation leadership journey that met every other week for 16 weeks, four hours at a time. Leaders were asked to complete self-assessments as it relates to individual biases. The next phase was the creation of the Highfields DEI Council which was established with the assistance

of the diversity leadership team at MSU Federal Credit Union. All Highfields staff went through a six-session training experience on their DEI commitment, language and philosophies.

For the most part, Highfields team members embraced the extensive DEI training. There were pockets of resistance, some due to the impact on already busy schedules. Philson set out to identify the barriers that were causing some reluctance.

“In every case there is an individual story, barrier or historical event or activity in their life that impacted their moving forward,” said Philson. “We just had to meet them where they were.”

The next phase of the Highfields DEI journey will be to take a deep dive into policies and procedures and HR practices and how to grow the role of the newly formed DEI Council.

Peckham, TechSmith and Highfields reflect the DEI journey that has been undertaken by organizations throughout the region. They are at different stages and have encountered different challenges along the way. Their leaders understand the commitment it takes and the foundational characteristics of what true commitment to DEI looks like, including creating more connections, building trust and creating a sense of belonging.

Building a Culture of Care: Creating More Connections with Employees

Genuine relationships within a company can help

create a more engaged and productive workplace. Though sometimes relationships develop naturally on a team, it is important for leaders to work to foster more connections.

Dr. Tonya Bailey, who has led professional development programs for the LRCC team over the past 18 months says a connected workplace allows leaders the opportunity to share control and resources. A workforce that is connected will embrace and appreciate remote work learning, celebrate diverse communities, and will allow for collaboration throughout the organization so everyone can be on the same page and be creative in the work that they do. Dr. Bailey emphasizes the importance for organizations to move away from top-down leadership approach to a model where the leader understands that everyone is unique and has a voice to contribute to the success of the organization.

“The most valuable asset that the organization has is the employee,” said Dr. Bailey. “Organizations need to provide opportunity for employee feedback and engaging conversations which will serve to energize the organization and ensure every employee feels values, heard, accepted and appreciated.”

Dr. Bailey also emphasizes the importance of involving employees at all levels in company decision making. She points to the post-COVID decisions around returning to work and suggests that companies that involved employees in the decision around new work policies have had the smoothest transition and greatest success.

Employment connection is more than just social engagement. Employment connection is creating a company culture that is inclusive, builds trust and provides a sense of belonging.

It is important for leaders to work to foster more connections.

Willis emphasizes the importance of involving employees to having a voice and making sure leaders are listening. Acknowledging any employee who speaks up will show your employees that their opinion matters and are being valued which helps to building trust.

“Hearing recommendations from employees at all levels when your organization is making a critical decision helps problem-solving faster. It is also important to have a company culture that provides psychological safety which encourages team members to be their authentic selves,” said Willis.

Organizations can also go the extra mile building more connections by having executives and managers having one on one interactions with employees

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to create a sense of support. Getting to know your employees as people helps them feel more invested in their roles and personal development goals. It is also a great way to seek how employees are balancing their work and personal life.

“Organizations should include a mentorship program, inherit DEI learning among different cultures and backgrounds in the organization and build an employee engagement strategy. Making team members feel like they are a part of the organization and keeping that open dialogue of constant communication and feedback with everyone enables a sense of belonging,” said Willis.

Building a Culture of Care: The Importance of Trust

The foundation of a strong culture is trust, which requires a long-term commitment. Dr. Bailey says leaders foster greater trust when they are willing to listen and seek feedback from team members and other stakeholders, including customers. She also points to the importance of encouraging more coaching, providing resources for employees to be successful and staying true to their word — putting words into action. Greater trust builds more engagement.

“When trust is established, individuals bring their best selves to work,” said Dr. Bailey. “Employees tend to be more creative, collaborative, and excel in leadership, when they have a greater sense of individual well-being, cultural support and work in an environment where belonging are established.”

One of the ways TechSmith encourages trust in its culture is through two “work from anywhere months” in January and July where team members literally can work from wherever they choose, in accordance with company guidelines. Massey says the program is designed to give employees increased flexibility. The company also encourages experiments, where team members suggest new ideas that are implemented on a temporary basis. If it works, the idea is implemented permanently.

“People know you are going to live up to your word,” said Massey. “That’s how you keep innovation. That’s how you keep people from different background and cultures engaged.”

Building a Culture of Care: Enabling a Sense of Belonging

Roughly 40 percent of Americans feel physically and emotionally isolated in the workplace, according the Belonging Barometer Study from the Center for Talent Innovation. The study goes on to report that employees who have a sense of belonging and inclusion in the workplace are 3.5 times more likely to contribute to their full potential.

Dr. Bailey says organizations that successfully create a culture where employees experience a sense of belonging have an atmosphere where employees can show up as their authentic selves. That means feeling free to show up in their cultural, ethnic and gender identity. When an

employee has to hide who they are, the company will not get the best employees have to offer. Organizations need to develop strategies and support systems where there is a culture of care for everyone. Involving employees in decision making and strategic planning for the organization are essential. Dr. Bailey also stresses the importance of benefits packages that include emotional wellness and mental health initiatives, training and development and support for educational needs.

“Whenever an individual feels they are valued they show up greatly,” said Dr. Bailey. “They show up in innovation, creativity and ingenuity. They will go above and beyond for an organization that respects and honors them.”

Ashlee Willis says organizations can enhance that sense of belonging by recognizing how team members talents are contributing to progress, celebrating milestones and making sure that inclusive leadership exists at all levels of the organization. She also stresses the importance of team member support.

“Organizations can provide a welcoming and safe environment for employees by creating employee resource groups (ERG). This allows organizations to create a stronger connection with other team members. It creates an environment where people feel confident and secure because they have the support from team members with similar interest and backgrounds to foster collaboration,” said Willis.

Creating a sense of belonging is also good for business. Organizations with a substantial DEI commitment average a 20 percent increase in their overall revenue. 33 percent of employees tend to stay when there is a sense of belonging environment. Millennials report they want to be part of an organization with a strong DEI commitment.

The DEI Leadership Journey Continues

LRCC has numerous programs that provide education,



We had to do multiple things at the same time. First, putting our staff through extensive DEI training and then a DEI Roundtable and DEI Education series for our members. We made sure that not only were we educated internally but also were able to provide education and training for both business owners and their employees.

tools and resources on diversity, equity, inclusion and belonging. The LRCC plans to continue its Business Roundtables - connecting private and public sector leaders throughout the region; Leadership Lansing - which is designed to develop and equip the next generation of diverse community leaders in the region; and continue DEI Executive roundtables - a 12-month program to prepare leaders to implement social change within their organizations, enhance their role as inclusive leaders, and provide substantial business growth and success tools. LRCC has a DEI committee that meets throughout the year to provide guidance on making diversity, equity, and inclusion integral in the Chamber's organizational structure, policies, resources, and program delivery. The Chamber's DEI Committee consists of individuals that are passionate as well as professionals within the DEI space.

Among the new DEI tools LRCC plans to provide members in the coming year are an online tool kit as well as a DEI Resource guide and access to trained professionals in the DEI space who can provide training expertise.

"We understand that not every business owner is able to come to an in-person education program," said Japinga. "We want to be able to provide an online tool kit to

allow those members to implement strategies taught in our programs plus be able to connect owners and their employees with DEI professionals who can provide additional support."

If you are a Diversity, Equity and Inclusion facilitator and would like to be a potential speaker for LRCC DEI programs, please reach out to Ashlee Willis MichiganPremierEvents@LansingChamber.org.

For more information on DEI Executive Roundtable, visit: www.lansingchamber.org/dei-roundtable.

Daman says the LRCC DEI journey and been both wonderful and eye-opening. During professional development sessions, team members have had a lot of laughs, serious conversations and a few tears along the way.

"It allowed us as a team to build a tight bond and build more trust," said Daman. "We learned early on that we weren't going to walk out of one session and feel you understand everything there is about DEI. You have to see how it builds over time. It has to be a long-term commitment. We are all very proud of the work we've done. We also understand we have a long way to go to continue to have a broader impact." ●



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GM Lansing Area Survey Shows Residents Want Workforce Development Prioritized

In the spring of 2022, General Motors conducted a survey of adults within a 50-mile radius of its Lansing facilities, Lansing Grand River Assembly, Lansing Delta Township Assembly, and Lansing Redistribution Center, to keep a pulse on what residents believe are the challenges and opportunities facing them locally.

In 2022, GM announced a \$510 million investment in its two Lansing-area vehicle assembly plants. This was an investment in GM's business but also an investment into Michigan manufacturing and its workforce.

"GM is committed to connecting our people and communities to transformational, inclusive experiences by evolving our future of work and talent pathways," said Tammy Golden, GM Executive Director of Diversity, Equity & Inclusion. "This commitment focuses on implementing inclusive hiring practices that highlight skills and removes barriers to enhance career opportunities, reduce turnover, reduce bias and advance equity."

The company's strategy has been and will be to continue to invest in developing our current and future talent to ensure they are skilled to support the future of work.

Workforce development programs available for GM Lansing team members include:

- The Technical Learning University (TLU) provides courses and certifications for GM's current workforce, including an electrical apprentice program, a controls engineer college, and upskilling courses on vehicle launches and other critical areas to support GM's growth.
- The GM Automotive Manufacturing Electrical College (AMEC) was created to offer an immersive training program to train employees for a future role on a launch team at one of GM's vehicle assembly facilities.
- Take 2 is a career relaunch program for professionals who took an employment break of two or more years and provides a 12-week onramp of comprehensive training, technical and professional development opportunities, and personalized mentoring to best help professionals reenter the workforce.

To grow together with its communities, GM supports schools and collaborates with other business partners to best serve the entire community and prepare the next generation for future careers.

Key takeaways from the Lansing-area survey include:



3-in-4 residents feel optimistic about their community's future and believe their community will thrive in the next decade.



3-in-4 residents are very or somewhat likely to recommend their community as a great place to live.



93% of respondents said it is somewhat important or very important for companies to upskill their workforce so they are ready for jobs of the future.

Currently, GM participates in Lansing as an advisor to:

- The Talent Action Team of the Michigan Economic Development Corporation, supporting vital training programs to equip both current and future employees.
- The Capital Area College Access Network (CapCAN), increasing college and career readiness, participation, and completion among low-income and students of color who would be the first in their families to attend a postsecondary institution, trade school, or apprenticeship program.

GM's growth strategy and vision for an all-electric future includes introducing both new gas-powered vehicles and EVs for years to come. Whatever future vehicles customers desire, GM is confident in its ability to prepare its workforce to deliver them.

Also, in January 2022, GM announced a \$2.6 billion investment with its LG Energy Solutions joint venture partner to build a third Ultium Cells battery cell manufacturing operation in Lansing. Ultium Cells looks forward to advancing this investment in education, community involvement, career training, and education as it grows its workforce to a team of more than 1,700 once fully operational.

If you have ideas on spearheading workforce development in the Lansing area or are a business or organization that would like to collaborate with GM on this critical topic, please reach out to GM's Community Relations team at gm.michigan@gm.com. ●

LRCC Member Talent Survey Shows Talent Attraction/Retention Remains a Challenge

For a number of years, LRCC members have indicated that attracting and retaining talent is their number one concern. LRCC has launched several talent initiatives to support this concern, including strengthening the ATHENA leadership brand, Leadership Lansing, a member Jobs Board, DEI education programs, and supporting the 10 Over the Next Ten awards to recognize top young professionals in the region.

In a recent presentation at the 2023 Mid-Michigan Economic Forecast Breakfast, LRCC President & CEO Tim Daman shared some key findings from the most recent LRCC membership survey, including:

- 63% of respondents say they are having trouble getting enough job applicants
- 67% say they lack applicants with the necessary skills
- 42% say they lack applicants willing to accept the job
- 28% are having challenges retaining new employees, and 26% are having difficulties retaining long-term employees



Daman also reported the survey respondents said they have taken numerous steps to improve their ability to attract talent. Those steps include allowing more work flexibility, such as remote and hybrid options, increased compensation and benefits, and increased professional development and skills training. ●

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NEW HIRES



Rop

Union Bank has announced the addition of **John Rop**, vice president, mortgage sales manager. Rop will be integral in building the bank's mortgage program by

providing strategic oversight for origination and sales processes to ensure his team has every tool necessary to provide the right personalized solution, every time.



Fedewa

State Rep. Angela Witwer (Delta Township), the chair of the House Appropriations Committee, has named **Joe Fedewa** as senior budget

advisor. Fedewa is currently serving as deputy director of legislative affairs for **Gov. Gretchen Whitmer**, after previously serving as legislative director for Witwer and former state **Rep. Tom Cochran** (D-Mason), as well as government affairs manager for the Michigan League of Conservation Voters.

Kelley Cawthorne, the Midwest's leading multi-client lobbying firm, has expanded its association management practice with the addition of Certified Association Executive **Jacquelen Timm**. She joins Kelley Cawthorne to lead its expanding association management practice. As director of association management and communications, Timm will support clients in managing their association operations and guide the formation of new associations by bringing industry competitors together to create additional representation in Lansing.



Rivers



DeLano

McKenna S. Rivers and **Austin M. DeLano** have joined **Loomis, Ewert, Parsley, Davis & Gotting P.C.** in Lansing as associate attorneys. Rivers will handle matters in energy, environmental, employment, and business and commercial law. DeLano will specialize in labor, employment, business, and corporate law.

Martin Waymire, a Michigan-based, full-service public relations and digital marketing firm with a focus on public policy, announced the hiring of **Kamryn Johnson** as an assistant communications strategist. Johnson is a recent graduate of the University of Michigan-Dearborn, where he earned a bachelor's degree in communications with a minor in music and a certificate of public relations.



Lussier

Dickinson Wright is pleased to announce that **Cole Lussier** has joined the firm's Lansing office as Of Counsel. Lussier most recently served as general counsel for the Michigan Senate, where he managed litigation, provided legal advice regarding potential legislation and the legislative process, and served as chief legal advisor to the Senate majority leader.

Leslie Rorie has joined **LAFCU** as a controller, where she will supervise the credit union's accounting



Rorie

department and oversee its financial and regulatory functions. Rorie will work directly with LAFCU's chief financial officer to maintain a highly cohesive and trained accounting department and support all finance and accounting functions at the credit union.

AWARDS



E.W. Sparrow Hospital nurse **Della Uekert** has been recognized with the DAISY Award for going above and beyond to deliver compassionate care for a patient suffering from Covid. John Aleo, who had most of his pituitary gland removed nearly three years ago because of a tumor, was diagnosed with Covid this fall but wasn't able to create enough adrenaline to fight the virus. As a result, he was placed on a ventilator at the hospital. He formed a close bond with Uekert, who provided exceptional and comforting care in the Medical Intensive Care Unit.

Greg Lemanski with **Lemanski State Farm Agency** has been awarded the National Quality Award for Life and Annuities for the 22nd consecutive year. The National Association of Insurance and Financial Advisors recognizes agents whose persistency records indicate competence and dedication to the insurance

industry and their clients. Agents earning this award have tangible evidence that the products they sell will meet the client's needs.

Publicom Inc., a full-service marketing communications firm, won six national awards in the 39th Annual Healthcare Advertising Awards competition for excellence in healthcare marketing and advertising: Gold Award: Annual Report, "Strategic Plan" for Aging with Dignity; Gold Award: Special Video (Over 2 minutes), "Orientation Station Overview Video" for HL7 International; Gold Award: Vaccination Promotion, "What If?" for Smile America Partners; Silver Award: Email Creative, "Disappearing Cavities" for Smile America Partners; Silver Award: Professional Recruitment Program, "Red Letter Day" for Smile America Partners; and Merit Award: Professional Recruitment Program, "Income Stream" for Smile America Partners.



Sparrow's manager of behavioral health has been recognized with E.W. Sparrow Hospital's first-ever DAISY Leader Award for her continued compassion and passion for people struggling with mental illness. **Beth Creamer**, who works at the Behavioral Health unit at the E.W. Sparrow St. Lawrence Campus, has been a mental health nurse for decades and goes above and beyond to ensure patients receive leading-edge care. She works diligently to keep patients and caregivers safe while providing compassionate care.

DISTINCTIONS



Casey

Theresa Casey, co-owner of **ProRoma**, has been nominated as the 2023 Board Chair of the Experience Marketing Association. Having served on the board

for the last four years, she is thrilled to step into this role and serve the organization. She hopes to help build into the value that the association provides to its members, as well as grow awareness and the membership base. The Experience Marketing Association is a national group of business owners and professionals who provide experience marketing services.

U.S. News & World Report, the

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global authority in hospital rankings and consumer advice, has named **McLaren Greater Lansing** as a 2022-2023 High Performing hospital for Maternity Care (Uncomplicated Pregnancy). This is the highest award a hospital can earn for U.S. News' Best Hospitals for Maternity Care.

Dart Bank has been awarded a Top Workplaces 2022 honor by The Detroit Free Press Top Workplaces. The list is based solely on employee feedback gathered through a third-party survey administered by employee engagement technology partner Energage, LLC. The confidential survey uniquely measures 15 culture drivers critical to any organization's success, including alignment, execution, and connection.



McLaren Greater Lansing nurse **Isabelle Beck** was honored with the DAISY Award for Extraordinary Nurses. The award is part of the DAISY Foundation's program to recognize the exceptional care nurses provide every day. Beck joined McLaren this year and works on the patient floor 7 West. Her co-workers and patients speak highly of her and share that she is an amazing nurse and co-worker.

The Association of Community College Trustees (ACCT) recently held its 2022 Leadership Congress in New York City, with LCC Board of Trustees, President Steve Robinson, Benita Duncan, and Layne Ingram in attendance. During the Congress, Trustee **Angela Mathews** was elected president of



Mathews



Thomas

the ACCT African American Caucus, and Trustee **LaShunda Thomas** was elected assistant secretary. During the awards ceremony, Trustee **Robert Proctor** received the Central Region M. Dale Ensign Trustee Leadership Award, and the entire board received the 2022 ACCT Charles Kennedy Central Region Equity Award for their work in championing diversity and inclusion at LCC.

A big congratulations to **Karen** and **Ben** of Lansing, who welcomed baby **Sofia** at 1:43 a.m. on Jan. 1, the first **Sparrow** baby of 2023. The baby girl weighed in at 7 pounds, 5 ounces. The baby was delivered by Attending Physician **Nicole McGraw, D.O.**, and Medical Resident **Jacquelyn Davis, M.D.**, with assistance from nurses **Payton Shinabery** and **Katrina Brook**.



Twenty-nine students from various healthcare programs at the **Wilson Talent Center** recently placed in the top eight of their respective categories at the HOSA-Future Health Professionals regional competition held on Dec. 16, 2022. By placing in the top eight, they secure a spot to attend and compete at the HOSA State

Leadership Conference on April 27-28, 2023, at Grand Traverse Resort & Spa. Students who placed in the top three at regionals also received a medal for their performance.

PROMOTIONS



Torres

Union Bank announced the promotion of **Janet Torres** as the bank's new executive vice president, chief operations officer. Torres, an experienced professional

with a successful career in banking, recruiting and talent management, project management, and change leadership in the Greater Grand Rapids area, joined the bank in September of 2021 with over 19 years of diverse experience in the financial industry.



The **Lansing Lugnuts** announce that general manager **Tyler Parsons** is departing Mid-Michigan to become the new general manager of the Triple-A Durham Bulls, with assistant general manager **Zac Clark** ascending to become the Nuts' next general manager. Clark and Parsons, fellow natives of Dansville, both graduated from Central Michigan University and went on to work together for the Johnson City Cardinals, where Clark similarly succeeded Parsons as Cardinals general manager after Parsons joined the Lugnuts as GM in 2018. Clark was named the 2018 and 2019 Appalachian League Executive of the Year before joining the Lugnuts in 2021.

MICHIGAN PREMIER EVENTS

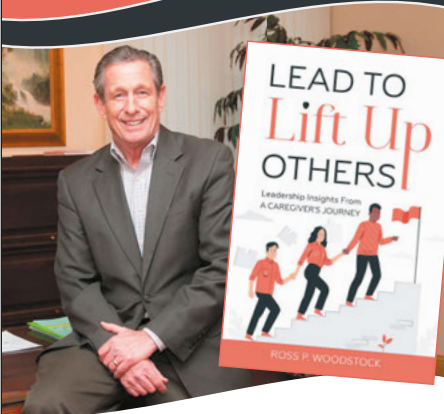
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Gomez

Clare Gomez will create and administer employee training and education in the newly created position of organizational development manager for **LAFCU**. Gomez's position was created to ensure that LAFCU staff have the necessary resources and consistent training needed to provide excellent service to LAFCU's 74,000 members.

PEOPLE NEWS



Munshaw

Pat Munshaw is an 82-year-old retired registered nurse who stepped out of retirement to help administer Covid-19 vaccinations. Munshaw volunteered two times a week through both the Ingham County Health Department and Sparrow Hospital. She administered nearly 1,000 Covid-19 vaccinations and recruited other volunteers to help at the vaccine sites. In addition to her help throughout the pandemic and within her career at Lansing General Hospital, Munshaw has volunteered in a variety of other ways. Some examples include her work with the Rotary Club of Lansing Foundation, Boarshead and Williamston theatres, Greater Lansing Arts Council, Capital Region Community Foundation, Capital Area United Way, and the Capital Area Transportation Authority, along with the Burcham Hills Retirement Center.

Union Bank has announced the retirement of **Suzanne Dahms**, executive vice president and chief operations officer, after 48 years of service. Beginning her career in



Dahms

1974, Dahms worked as a co-op student in bookkeeping leading to a full-time position with the bank headquartered in Lake Odessa

COMPANY NEWS

Sparrow Forensic Pathology Services has released its 2021 annual report on deaths in the five counties (Eaton, Ingham, Ionia, Isabella, and Shiawassee) in which Sparrow served as Medical Examiner at that time. The report provides detail on the manner of deaths, such as drugs, suicide, and homicide, along with historical data for comparison. The report, and other Forensic Pathology findings, can be found at Sparrow.org/omereports. When you get to the page, click on "Office of the Medical Examiner — 2021 Annual Report."



On Dec. 13, 2022, members of the **Lansing Regional Sister Cities Commission (LRSCC)** and employees of **McLaren Greater Lansing** joined together to fill a 40-foot container with medical equipment and supplies that were sent to Ghana, West Africa. The 40-foot container was filled with hospital beds, stretchers, IV poles, and over 150 boxes of emergency medical supplies such as bandages, tapes, digital thermometers, tourniquets, bed pans, and syringes. Additional donations

include hospital gowns, blades, office tables, and chairs.

MSU Federal Credit Union will help make a difference for families and children through a \$500,000 donation to the Child and Family Charities' (CFC) Be the Light capital campaign. The donation, made through the credit union's Desk Drawer Fund, is allocated over the next five years to boost behavioral health, child abuse prevention, and children's welfare services.

To mark its 15-year anniversary, **EDGE** recently donated \$20,000 to Child and Family Charities' Be the Light campaign. The campaign will create a comprehensive services campus and expand Child and Family Charities (CFC) programs to reach more families, children and teens locally and throughout Michigan. Throughout the years, EDGE has worked hand-in-hand with CFC on strategic marketing, public relations, and branding. The partnership between the two organizations has spanned the past decade.



Lifestyle medicine is based on six pillars that affect health. These are nutrition, physical activity, stress management, restorative sleep, social connection, and avoiding risky substances such as tobacco, drugs, or excessive use of alcohol. While the concept of lifestyle medicine isn't new, up-and-coming doctors are just starting to learn how much lifestyle medicine can impact chronic diseases in their patients during their residency education. **McLaren** is the largest

hospital system to offer the Lifestyle Medicine Residency Curriculum.

The **Capital Area Transportation Authority** values customer input and wants to make it easier for its riders to be heard. The Listening Bus, a new program that gives passengers a voice while commuting, launched Jan. 30, 2023 aboard select CATA buses staffed by CATA representatives. Riders have the opportunity to conveniently share constructive feedback about their experiences with CATA services as they travel to their destinations. For a detailed list of departure times and locations and for more information about Listening Bus, visit cata.org/listeningbus.

Sparrow and its four UAW bargaining units have approved new contracts that extend to Nov. 30, 2025, and include a clause for an additional one-year extension. The contracts impact about 2,200 caregivers, including those in Support Operations; Food and Nutrition Services; Facilities; technicians who work directly with patients in Respiratory Therapy, Radiology, Physical Therapy, and Pharmacy; and many caregivers who support Sparrow Specialty Hospital. The previous contracts expired on Nov. 30, 2022.



Indian Trails, Inc., has just added five new Prevost 56-passenger motorcoaches to its fleet for the comfort and safety of passengers at a cost of nearly \$3 million or \$600,000 per bus. Three of the new coaches are designated for

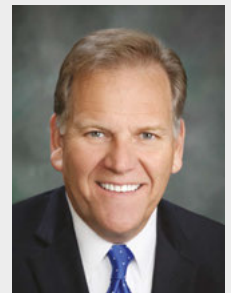
the Michigan Flyer fleet, which currently provides nine daily roundtrips between East Lansing, Brighton, Ann Arbor, and Detroit Metro Airport. The other two new buses are being deployed in the Indian Trails charter service, which transports groups of all kinds from anywhere in Michigan, Ohio, and Indiana to whatever destinations they choose in the continental U.S. or Canada.

E.W. Sparrow Hospital and **Sparrow Specialty Hospital** are easing their inpatient visitor policy and lessening restrictions on seeing patients. Visitors during regular visiting hours (8 a.m. to 8 p.m.) are no longer required to check in at the registration desk in the hospital lobby. Only two visitors will continue to be allowed in a patient room at any given time. Visitors must be 12 or older on all units, and those ages 12 to 17 must be accompanied by an adult. Covid-positive patients are now allowed unlimited visitors a day, but with a maximum of one at a time. ●

Don't Miss These 2023 Signature Events!

March 2

Legislative Policy Forum featuring former U.S. Rep. Mike Rogers



Rogers

May 10

Lansing Regional Chamber of Commerce Annual Dinner at the Kellogg Hotel & Conference Center

August 15

Lansing Open at Eagle Eye Golf Course

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