



LANSING
REGIONAL
CHAMBER

2022 **ANNUAL REPORT**



Dear members of the business community,

The Lansing Regional Chamber of Commerce proudly invites you to explore the 2022 Annual Report to see our accomplished results over the past year and how these efforts have been a champion for economic growth and connectivity.

2022 remained a year of challenges as businesses still struggled with talent but also faced new challenges such as inflation and supply chain issues. But despite these tests, our business community responded with fresh resolve and more innovation.

We cut ribbons for everything from new global tech headquarters to a new boutique bakery. New restaurant concepts have opened in all corners of our community. And the LRCC provided new ways for our members to grow their business, boost connections, and get fresh ideas on issues such as leadership, management, human resources, and marketing.

We thank you for allowing the Lansing Regional Chamber to support your business and provide you with the tools, resources and relationships that help your business connect, grow, and thrive.

Tim Daman
President and CEO
Lansing Regional Chamber of Commerce



LRCC Board of Directors

OFFICERS

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

DIVISION DIRECTORS

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

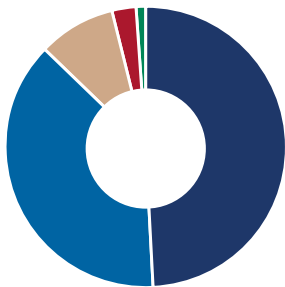
BOARD PARTNERSHIPS

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

AT-LARGE

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

Finance and Administration



REVENUE:
\$1,603,291

● Membership	49.3%
● Events & Programs	38.1%
● Benefit Programs	8.9%
● Government Relations	2.6%
● Other	1.1%



EXPENSES:
\$1,663,980

● Membership	15.7%
● Events & Programs	38%
● Government Relations	7.3%
● Indirect Salary/Benefits	23%
● Indirect Expenses	16%

Membership Engagement

Members of the business community know the power of having the Lansing Regional Chamber of Commerce as a partner, delivering value through the information, connections and resources you need to connect, grow, and thrive.

139

New Members

1,025

Total Memberships

4.51/5

Membership Satisfaction Score

90%

Membership Retention

32%

Membership Engagement



Marketing & Communications

The Lansing Regional Chamber provides our members the opportunity to build brand awareness and to connect your business through high-exposure marketing opportunities in a variety of mediums.

FOCUS Magazine



FOCUS-related impressions

52,377

Total engagements

1,989

Total FOCUS page views

2,436

Social Media



21,264

Total followers

18,486

Total link clicks

1,017

Followers gained

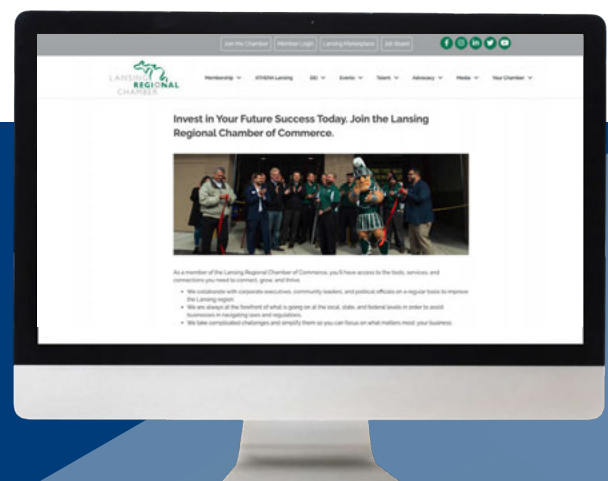
1,819,633

Total engagements

Lansing Regional Chamber Website

86,833 Total views

12,103 Lansing Marketplace views



Events & Programming

Networking and relationship building remains the most sought-after benefit of membership. With more than 50 events a year hosted by the Lansing Regional Chamber, there is no shortage of opportunities to connect and learn.



Celebration of Regional Growth Awards

The CORG Awards honor five organizations annually for their investments to transform the region. The 2022 recipients include McKesson, Ferguson Development, Techsmith, and Moneyball Sportswear.

Annual Dinner Award Recipients

- Outstanding Small Business Award: The Rathburn Agency
- Community Service Award: Carmen Turner
- LRCC/LEAP Diversity Star Award: Peckham
- Legacy Award: A. Dean Watkins Co.
- Ambassador of the Year: Sara Majeske



Thank You to Our 2022 Event Sponsors!



Talent & Workforce Development



10 Over the Next Ten Awards

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

2022 AWARD RECIPIENTS

- Kimberly Barber
- Matea Caluk
- Aurelius Christian
- Amber Clark
- Lorin Cumberbatch
- Xavier DeGroat
- Adrian Joseph
- Jordan Munsters
- Molly Petitjean
- Ernest Tisdale

TALENT PARTNERS



Leadership Lansing

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

2022-2023 LEADERSHIP LANSING COHORT

- Valda Evans, AF Group
- Kim Drew, AF Group
- Krista Stevens, Bethany Christian Services
- Tony Heriford, BWL
- Leia Cooper-Rigg, Dart Bank
- Nathan Leale, Eaton Regional Education Service Agency
- Nate Powell, Farm Bureau Insurance of Michigan
- Devin Smith, General Motors - Lansing Grand River Assembly
- Taylor Bass, Granger Waste Services
- Melissa Nay, Greater Lansing Convention & Visitors Bureau
- Kristy Doak, Greater Lansing Convention & Visitors Bureau
- Kirsten Breau, Greater Lansing Food Bank
- Angela Wright, Independent Bank
- Christopher Eveleth, Jackson National
- Melissa Whiteman, LAFCU
- Scott Taylor, Lansing Board of Water & Light
- Tracy Strudwick, 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, LRCC
- Russell Dawson, LPL Financial representing LAFCU & Astera Credit Union
- Brandy Mikula, Maner Costerisan PC
- Katie Jesaitis, Martin Waymire
- Sarah Barber, McLaren Greater Lansing
- Lauren Scott-Briningstool, Michigan State University
- Megan Curtis, MSUFCU
- Amber Hill, MSUFCU
- Jessica Diener, Peckham, Inc.
- Colin Feguer, Plante Moran
- Venus Myles, PNC Bank
- Mackenzie Robinson, TechSmith Corporation
- Rob Crowe, The Christman Company
- April Johnson, The Salvation Army Lansing Capital Area
- Carrie Feher, Triterra
- Phyllis Riley, University Club of MSU



2022 ATHENA Leadership Award

DOROTHY MAXWELL
Max Weingar Group

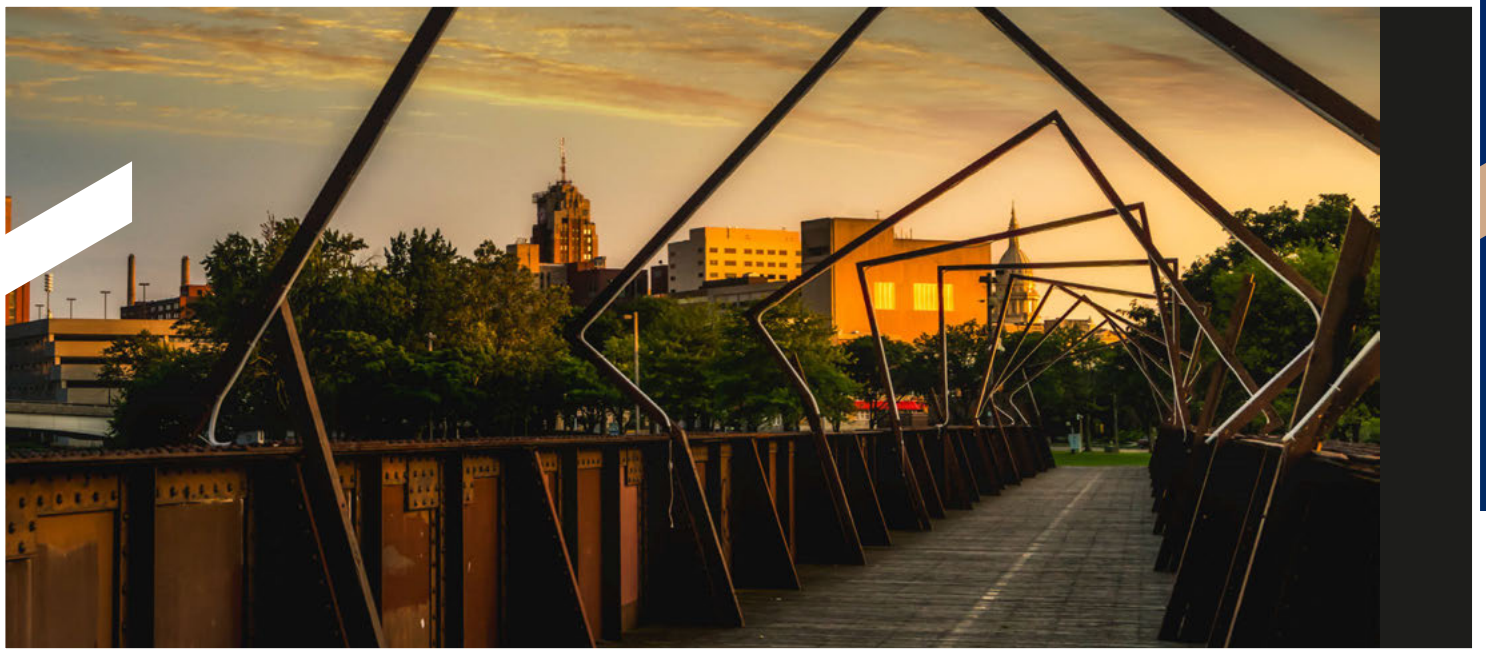


2023 ATHENA PowerLink Award

LORIN CUMBERBATCH
Skin Studio 211

LIVE AUTHENTICALLY
LEARN CONSTANTLY
BUILD RELATIONSHIPS
FOSTER COLLABORATION
ACT COURAGEOUSLY
ADVOCATE FIERCELY
GIVE BACK

ATHENA
LANSING REGIONAL CHAMBER OF COMMERCE
40th Anniversary
2022
ATHENA Lansing
Awards Presentation



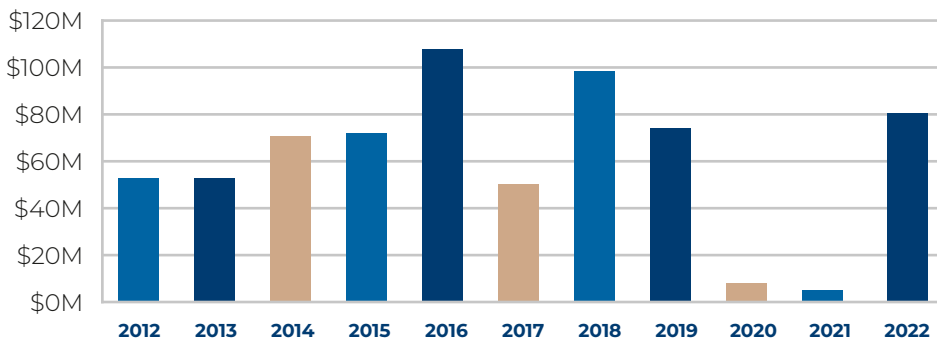
APEX

HELPING BUSINESSES NAVIGATE THE GOVERNMENT LANDSCAPE

The Accelerator of South Central Michigan (APEX) is a partnership between the Lansing Regional Chamber of Commerce and Enterprise Group of Jackson. The South Central Michigan APEX covers Ingham, Eaton, Clinton, Jackson, Hillsdale and and Lenawee counties and provides the education and training to ensure that all businesses become capable of participating in federal, state, and local government contracts. On February 1, 2023, PTAC (Procurement Technical Assistance Centers) have been rebranded as APEX Accelerators.



INGHAM, EATON, CLINTON COUNTIES TOTAL DOLLARS AWARDED PER YEAR



2012	\$54,832,919
2013	\$54,634,997
2014	\$72,903,921
2015	\$74,365,916
2016	\$104,010,723
2017	\$47,967,495
2018	\$98,582,393
2019	\$74,952,489
2020	\$6,204,924
2021	\$3,485,595
2022	\$80,186,976

INGHAM COUNTY 2022-2023

1,692
JOBS CREATED
OR RETAINED

\$79.64M
173
AWARDS

EATON COUNTY 2022-2023

12
JOBS CREATED
OR RETAINED

\$543K
36
AWARDS

CLINTON COUNTY 2022-2023

\$6K
1
AWARD

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

Advocacy

2022 LRC-PAC Endorsements Update

The 2022 elections are over, and the Lansing Regional Chamber-Political Action Committee (LRC-PAC) had one of the most successful election cycles in recent history. If you're not familiar with the Lansing Regional Chamber-Political Action Committee (LRC-PAC), it's the political arm of the Chamber focused on electing candidates to local, state, and federal levels of governments.

The LRC-PAC 2022 results:

- Endorsed in 31 races
- Developed the 2022 Regional Election Guide for Chamber Members
- Allocated \$16,346.29 to candidates and political efforts across the region
- 106 individual contributors to the LRC-PAC
- Had an 96% success rate!

Bipartisan LRC-PAC endorsed candidates who won their race in November 2022:

CONGRESS



John Moolenaar
2nd District (R)



Elissa Slotkin
7th District (D)

STATE SENATE



Sarah Anthony
21st District (D)



Sam Singh
28th District (D)

STATE HOUSE OF REPRESENTATIVES



Brian BeGole
71st District (D)



Julie Brixie
73rd District (D)



Kara Hope
74th District (D)



Angela Witwer
76th District (D)



Graham Filler
93rd District (R)



Val Vail-Shirey
1st District (R)



David Pohl
2nd District (R)



Bruce DeLong
3rd District (R)

CLINTON COUNTY BOARD OF COMMISSIONERS



Ken Mitchell
4th District (R)



Bob Showers
5th District (R)



Tim Barnes
1st District (R)



Blake Mulder
2nd District (R)



Terrance Augustine
3rd District (D)



Brandon Haskell
4th District (D)

EATON COUNTY BOARD OF COMMISSIONERS



Jim Mott
13th District (R)



Randy Maiville
1st District (R)



Karla Ruest
2nd District (R)



Chris Trubac
3rd District (D)



Myles Johnson
5th District (D)



Vic Celentino
6th District (D)

INGHAM COUNTY BOARD OF COMMISSIONERS



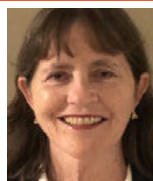
Thomas Morgan
7th District (D)



Gabrielle Lawrence
10th District (D)



Mark Grebner
11th District (D)



Irene Cahill
12th District (D)



Mark Poldsdofer
14th District (D)



Monica Schafer
15th District (R)



Advocacy

2022 Policy Priority Successes

JOBS & THE ECONOMY

Supported

- 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
- \$55 million for Michigan Reconnect program

Supported

- MI Tri-Share Child Care Pilot Program that split the cost of childcare between the state, employees and their employer
- Lansing Public School Board Bond Proposal (Passed)

REGIONAL INFRASTRUCTURE

Supported

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

ECONOMIC DEVELOPMENT PROJECTS

Supported by 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

FEDERAL & STATE BUDGET REQUESTS SECURED BY THE LRCC

Secured

- \$8.183 million – Capitol Region International Airport Cargo Ramp Funding
- \$5 million – Downtown Lansing, Inc.
- \$2 million – Potter Park Zoo

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
- Creating Helpful Incentives for the Production of Semiconductors (CHIPS) for America Act
- Efforts to extend social districts in downtown Lansing and East Lansing

Opposed

- Opposed the Inflation Reduction Act

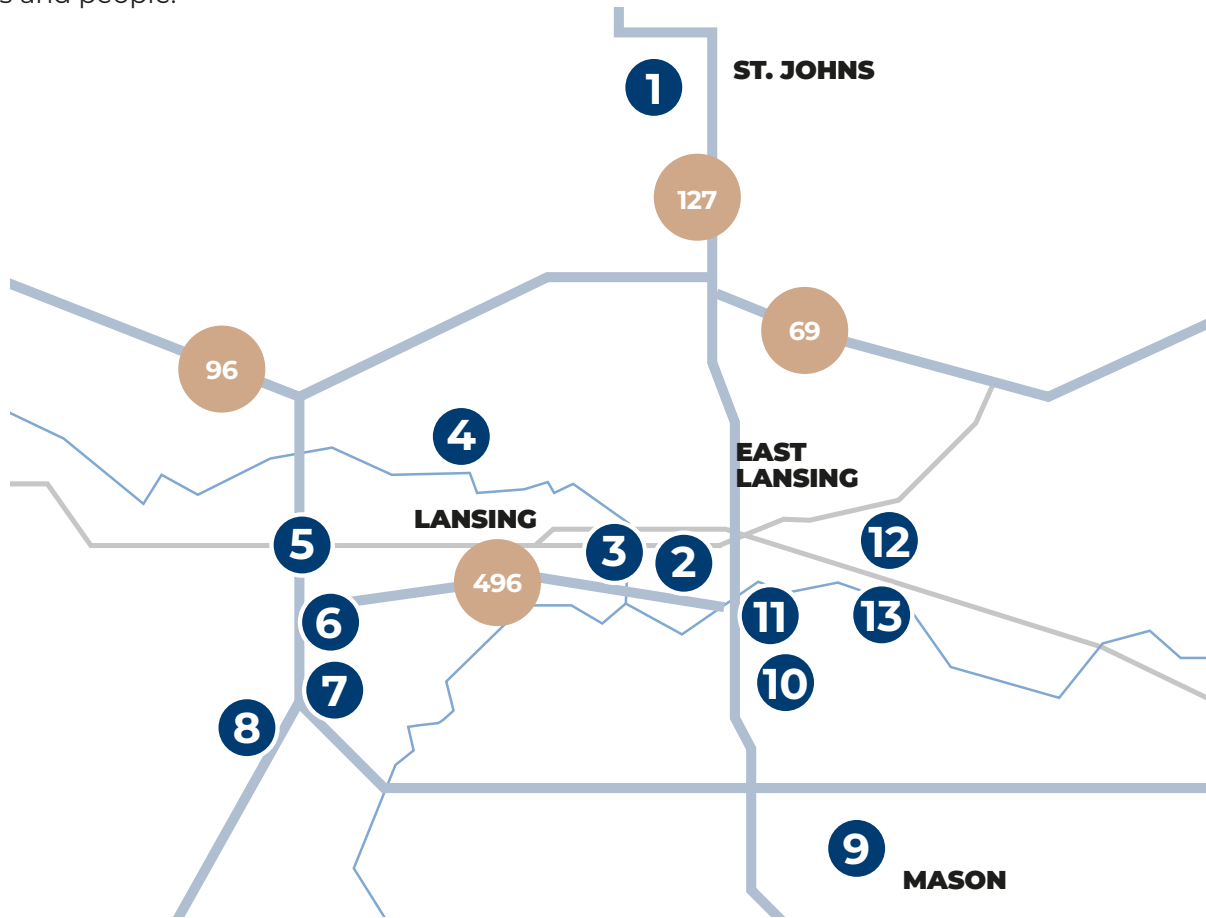
HOUSING

Supported

- Active member of the Housing Drives Coalition at the state level
- Tri-County Regional Planning Commission steering committee on housing

DEVELOPMENT AND INFRASTRUCTURE PROJECTS

The Lansing Chamber of Commerce advocates at every level of government to prioritize budgets and focus on investing in the region's infrastructure. Ensuring our local, state, and federal levels of government properly invests in infrastructure is vital to the Lansing region because it spurs economic development and attracts businesses and people.



- 1 GLANBIA NUTRIONALS:** \$600 million dairy processing facility
- 2 CAPITAL CITY MARKET, COURTYARD BY MARRIOTT:** \$40 million investment
- 2 ALLEN PLACE:** \$13 million
- 2 STADIUM NORTH LOFTS:** \$33 million
- 3 STATE CAPITOL BUILDING:** Heritage Hall - \$40 million
- 4 CAPITOL REGION INTERNATIONAL AIRPORT:** Cargo expansion/site readiness - \$17.4 million investment
- 5 FARM BUREAU:** \$6.8 million headquarter expansion
- DELTA CROSSINGS:** \$200 million
- 6 AMAZON DISTRIBUTION CENTER:** 1 million feet²
- 6 AUTO OWNERS:** \$105 million, 250,000 square foot headquarter expansion
- 6 MEIJER:** \$18 million distribution center expansion
- 7 LANSING BOARD OF WATER AND LIGHT:** Delta Energy Park power plant - \$500 million
- 8 GM | ULTIUM CELLS LLC:** \$2.5 billion EV battery cell plant
- 9 DART CONTAINER:** \$40 million Technical & Innovation Center
- 10 TECHSMITH:** \$15 million corporate HQ
- 10 MCLAREN GREATER LANSING:** \$500 million health care campus
- 11 RED CEDAR PROJECT:** \$250 million
- 12 SPARROW HEALTH SYSTEM:** 30K square foot Emergency Room
- 13 MSUFCU:** \$29 million investment in Downtown East Lansing
- 13 MICHIGAN STATE UNIVERSITY:** Facility for Rare Isotope Beams (FRIB) - \$765 million; STEM Facility - \$106.7 million

Boards and Committees

AMBASSADOR COMMITTEE

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

Carmen Argersinger, Delta Dental of Michigan
Daria Buzun, Royal Alliances
Chaz Carrillo, David Chapman Agency
Colleen Curran-Schultz, Effectv
Heather Febres-Cordero, Hospice of Lansing-Ionia Area Hospice
Lisa Fisher, Lisa Fisher Associates
Thomas Hamp, AdvCoach of Mid-Michigan
Stephen Hershfield, CCIM, CBRE, Inc.
Casey Jacobsen, LaFontaine Chrysler Dodge Jeep Ram
Lawalt Johnson, Lansing Board of Water & Light
Demphna Krikorian, Child and Family Charities
Shawn Mach, Klug Law Firm
Sara Majeske, Custom Built Design & Remodeling
Chad Munce, WLNS TV 6
Barb Schram, Shaklee
Ernest Tisdale, The Hidden Gem Event Venue
Dan Wilkinson, Eaton Community Bank
Andy Zarkovich, Reed Insurance Agency

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

ATHENA WIN BOARD OF DIRECTORS

The ATHENA Win Board of Directors is comprised of women leaders from various industries who are determined to equip other women in mid-Michigan with the tools, information, and connections they need to succeed in their careers. With support of the Lansing Regional Chamber, ATHENA Win offers scholarships, provide leadership forums, and gives much-deserved recognition to our members to keep them empowered and on-track to realize their full potential.

Jessica Fleet, Maner Costerisan, CPA, PC
Michelle Rahl, Lansing Regional Chamber of Commerce
Debbie Horak, GÜD Marketing
Ashlee Willis, Michigan Premier Events
Breina Pugh, Lansing Board of Water & Light
Joy Wagner, Granger Waste Services
Leslie Batchelor, Sparrow Health System
Joy Meade, PNC Bank
Karen Grannemann, University Club at the Henry Center Complex
Amy McNamara, Mercantile Bank

ATHENA POWERLINK GOVERNING BODY

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

Amber Clark, Meridian Township (Chair)
Jane Mitchell, Jungle Jane Promotions
Kathy Valentine, The Plant Professionals
Jill Marlan, Peak Performance Physical Therapy
Danielle McNeilly, Peak Performance Physical Therapy
Carol Giacoletto, The Plant Professionals
Dorothy Maxwell, Max Winegar Group
Thomas Hamp, Advcoach
Lisa Fisher, Lisa Fisher Associates
Lisa Ellen Smith, Inverve Marketing
Deb Horak, Gud Marketing
Marcy Rzepka, Lansing Regional Chamber
Sarah Majeske, Custom Built Design & Remodeling
Kim Barber, Globetrotter Travel
Katie Krick, Pick Me Up
Marcus Martin, PNC Bank
Sarah Bakken, Lansing Regional Chamber
Tim Daman, Lansing Regional Chamber

DEI COMMITTEE

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

Calvin Jones, Lansing Board of Water & Light
Susan Porrett, Davenport University
Michelle Massey, TechSmith Corporation
Kelli Ellsworth-Etchison, LAFCU
Tony Willis, LEAP
Silvia Dimma, MSUFCU
Chelsea Lafferty, St. Vincent Catholic Charities
Lori Simon, Sparrow Health System
Matea Caluk, Michigan State University
Elaine Hardy, City of East Lansing
Sein Paul Benavides, Cafecito Caliente
Feliz Rodriguez, Ingham County
Brian Daniels, Empower Lansing
Lisa O'Connor, Publicom
Jennifer Sturdy, PNC Bank
Carrie Rosingana, Capital Area MICHIGAN WORKS!
Victoria Meadows, LEAP
Rachel Kuntzsch, Public Sector Consultants

LRCC POLICY COMMITTEE

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

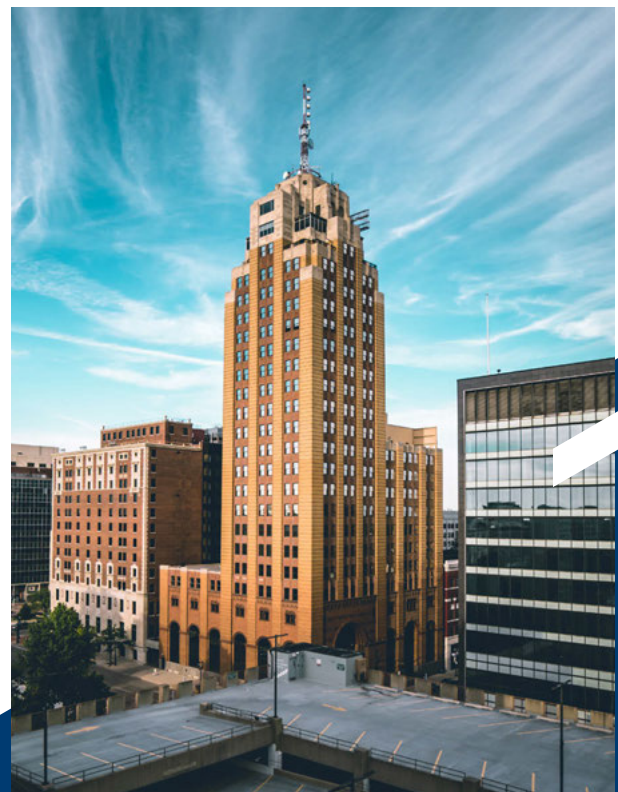
Amy Scoby, Chair, The Christman Company
Ben Bakken, Vice-Chair, Tri-Star Trust Bank
Matt Resch, Resch Strategies
Ben Miller, Comcast
Bill Kimble, c2ae
John Truscott, Truscott Rossman
Joe Ford, Netvantage Marketing
Jeff Smith, MSU Foundation
Kevin McKinney, McKinney & Associates
Jamie White, White Law PLLC
Scott Ammon, Ammon Lynch Pence Group
John Shaski, Sparrow Health System
Jim Hunsanger, MSUFCU
Doug Mains, Honigman LLP
Rebecca Bahar-Cook, Capital Fundraising Associates
Charles Hauser, Granger Waste Services

Becky O'Connell, Lake Trust Credit Union
Monique Field-Foster, Warner Norcross + Judd LLP
Art Miller III, AF Group
Ernest Tisdale, EduStaff
Joel Conn, Friedland Industries, Inc.
Katherine Japinga, Capital Region International Airport
John Sellek, Harbor Strategic Public Affairs
Michelle Lantz, Greater Lansing Food Bank
Kwafo Adarkwa, ITC
Christin Nohner, Kelley Cawthorne

LRC-PAC BOARD OF DIRECTORS

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

Kevin Shaw, Wieland
Jeff Hicks, Dart Container
Joe Ford, Netvantage Marketing
Megan Webber, Greater Lansing Association of Realtors
Kevin McKinney, McKinney & Associates
Deidra Wilson, McLaren Greater Lansing
Tiffany Dowling, M3 Group
Heather Shawa, Lansing Board of Water & Light
Pat Gillespie, The Gillespie Group
Pete Kramer, Kramer Management
Josh Hovey, Martin Waymire
Lisa Ellen Smith, InVerve Marketing





LANSING REGIONAL CHAMBER STAFF

ADMINISTRATION, FINANCE

Tim Daman: President and CEO

Arnie Keyes: Chief Operating Officer

Mandy Schmitz: Director of Administrative Operations

MEMBER ENGAGEMENT

Michelle Rahl: Vice President, Membership & Marketing

Marcy Rzepka: Senior Member Engagement Manager

Daniel Rials: Senior Member Engagement Manager

MARKETING AND COMMUNICATIONS

Kelsey Teribery: Marketing Manager

Amanda Matelonek: Multimedia Specialist

EVENTS + PROGRAMMING

Ashlee Willis: Founder and CEO of
Michigan Premier Events

PUBLIC AFFAIRS

Steve Japinga: Senior Vice President of Public Affairs

Sarah Bakken: Talent Development Manager



**Follow the Lansing Regional Chamber of
Commerce on social media for news and updates.**

LansingChamber 

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LansingRegionalChamber 

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