

FOCUS

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

MAY 2023

THE FUTURE OF WORK

The Trends for
2023 and Beyond

+ IN THIS ISSUE

LRCC ANNOUNCES ANNUAL DINNER AWARD HONOREES

LANSING REGION PLANS JUNETEENTH CELEBRATIONS

LANSING/EAST LANSING CITY COUNCIL 2023 ELECTION PREVIEW

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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/company/LansingRegionalChamber)



LANSING REGIONAL CHAMBER

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LRCC 2023 Annual Dinner Award Winners

Remarkable Legacies

Every year the Lansing Regional Chamber of Commerce (LRCC) Annual Dinner serves as a time to reflect back on the past year and to recognize the incredible contributions by outstanding leaders and businesses in our region. LRCC does this through the presentation of four of our most prestigious annual awards, Community Service Award, Outstanding Small Business Award, Diversity Star Award and Legacy Award. When the award honorees were announced for the 2023 Annual Dinner a few weeks ago, I was immediately struck by the amazing legacy that each one of our recipients has created.

Jim Herbert is the epitome of what the *Community Service Award* is all about. Jim has been a leader in business and philanthropy. Jim was the co-founder and longtime CEO of Neogen, which has become the industry leader in protecting and enhancing food and animal safety. Jim and his team also made significant contributions to the revitalization of urban neighborhoods in Lansing by transforming several school buildings that had been shuttered into valuable office and research facilities for their growing organization.

Jim and his amazing wife Judi have also generously given back to the community that they feel has given so much to them. As cancer survivors, the couple donated \$2.5 million to the construction of the Herman Herbert Cancer Center at Sparrow Hospital and followed that up with the largest gift ever, a \$5 million contribution to Sparrow to establish The Genomics Endowment for Diagnosis & Treatment of Cancer to fund advances in the diagnosis and treatment of cancer through genomics and precision medicine.

Another amazing legacy in our community is that of our *Outstanding Small Business Award* recipient, F.D. Hayes Electric Co, which celebrates 100 years in business in 2023. One of the trademarks of their longevity has been the commitment to family values, which has held true through four generations. Now, with President & CEO Megan Doherty at the helm, F.D. Hayes is a family-run and woman-owned business that remains one of Michigan's leading residential and commercial electrical and data communications businesses.

The *Legacy Award* was created several years ago to recognize organizations for their long-time commitment as dedicated members and investors in the Lansing Regional Chamber of Commerce. It is a genuine pleasure to recognize Comerica Bank for their engagement with the Chamber and their steadfast commitment to our region. Many thanks to Chris Nugent and his team at Comerica for their vast contributions which can be seen through the thousands of businesses they have helped grow and the community organizations they continue to support across the region.

CASE Credit Union is being recognized with the *Diversity Star Award*, which was created jointly by LRCC and LEAP to recognize businesses that have taken a leadership role in advancing the cause of diversity, equity and inclusion. Jeff Benson and his team believe in the importance of diversity in the small business community and see DEI as a catalyst for positive change and growth. CASE is crafting a legacy in DEI and is committed to diversity in lending and supporting an inclusive thriving business community.

We look forward to seeing you at the LRCC Annual Dinner on May 10 at the Kellogg Hotel and Conference Center. Help us celebrate these great individuals and businesses and the legacy they have established in our region. ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



When the award honorees were announced for the 2023 Annual Dinner a few weeks ago, I was immediately struck by the amazing legacy that each one of our recipients has created.

Welcome New Members

Amayesting Graze

(517) 212-9074

www.amayestinggraze.com

Artists Umbrella

(517) 930-0990

www.theartistsumbrella.us

112 S. Washington Sq.

Lansing, MI 48933

Athlete Advantage, LLC

(859) 444-0111

www.athleteadvantage.xyz

715 Iron Liege Drive

Union, KY 41091

Bankers Life

(517) 347-4994

2149 Jolly Rd., Suite 100

Okemos, MI 48864

Buff City Soap - Okemos

(734) 658-4036

www.buffcitysoap.com

9864 E Grand River, Ste. 110-322

Brighton, MI 48116

Capital City Sweets

(517) 296-6997

www.capitalcitysweetsmi.com

112 S. Washington Sq.

Lansing, MI 48933

Capital Hippie

www.capitalhippie.com

121 S. Washington Square

Lansing, MI 48933

Chromatin Productions

(248) 376-8097

www.chromatin.productions

1090 Wheaton Dr.

Troy, MI 48083

CocoBella Boutique

(517) 410-4474

112 S. Washington Sq.

Lansing, MI 48933

Douma Research

(517) 896-5077

www.doumaresearch.com

Great Lakes Wealth Planning

(517) 481-4120

www.glwealthplanning.com

35746 Harper Avenue

Clinton Township, MI 48035

Lansing Common FC

www.lansingcommonfc.com

Mahabir Wellness

(517) 898-8541

www.mahabirwellness.com

1640 Haslett Road, Ste. 100

Haslett, MI 48840

Mercedes Club Fashion for Men

(248) 925-7629

5224 S. MLK, Ste. D

Lansing, MI 48911

Morrie's Grand Ledge Ford Lincoln

(517) 627-8100

www.grandlegeford.com

6080 East Saginaw Highway

Grand Ledge, MI 48837

Morries Okemos Ford

(517) 347-1830

www.morriesokemosford.com

1830 W. Grand River Ave.

Okemos, MI 48864

Nature's 92

(517) 295-3674

www.natures92lc.com

112 S. Washington Sq.

Lansing, MI 48933

Nubian Jewelry LLC

(616) 755-8288

www.nubian-jewelry.com

112 S. Washington Sq.

Lansing, MI 48933

Recruit Specialized Staffing

(517) 347-9019

www.recruitspecialized.com

2199 Jolly Road, Suite 150

Okemos, MI 48864

Risky Studios

(517) 708-8481

www.riskystudioslansing.com

301 MAC Ave. 103

East Lansing, MI 48823

Simply Balanced Accountants

(517) 897-3144

www.simplybalancedaccountants.com

200 E César E. Chávez Ave

Lansing, MI 48906

Soccer Kickers

(619) 502-0147

www.soccerkickers.com

21620 Rosedale Street

Saint Clair Shores, MI 48080

Sylvia's Sudsery

(989) 942-2032

www.sylviassudsery.com

112 S. Washington Sq.

Lansing, MI 48933

Tap Truck Mid Michigan

(517) 203-9371

www.taptruckmidmi.com

TWIGS To Work In Grateful Service

(517) 927-0153

www.twigsinc.org

The Wellness Institute of Michigan

(517) 347-4645

www.wellnessinstitutemi.com

2149 Jolly Road, Suite 500

Okemos, MI 48864

Chamber Milestones

Shinberg LTB Agency - A Division of Acrisure

75 Years

Fifth Third Bank

45 Years

IGT

35 Years

Bethany Christian Services of Michigan

5 Years

Art Craft Display, Inc.

60 Years

Capital Insurance Services, Corp.

40 Years

L.D. Clark Companies

35 Years

Los Tres Amigos

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!

May 2023

5/3

ATHENA WIN Girls Night Out Series
Wednesday, May 3, from 5:30 to 7:30 p.m.
The Plant Professionals, 16886 Turner Road,
Lansing

Create and take a spring floral arrangement with help from The Plant Professionals. All flower arrangement items will be included with your registration fee. Cookies, juice and water will also be provided, but feel free to bring your adult beverage of choice!

Cost: \$35 for ATHENA WIN members, \$45 for future members

5/4

Business Education Series: Building Trust and Improving Transparency in a Hybrid World
Thursday, May 4, from 10 to 11:30 a.m.
Lansing Regional Chamber, 500 E. Michigan Avenue, Suite 200, Lansing

Building Trust and Improving Transparency in a Hybrid World is a crucial topic in today's business landscape. During the Business Education Series on Thursday, May 4, Emmie Musser, future of work strategies, TechSmith, will discuss the challenges faced by businesses in building trust and transparency in a hybrid world, explore strategies to overcome them including the importance of clear communication and regular updates, and the need to establish and maintain strong relationships. Musser will share practical, evidenced-based tips on policies, workplace communication norms, and technology that can be used to help mitigate some of the biggest pain points of a hybrid work environment.

Cost: No cost for LRCC members, \$25 for future members

5/9

Lansing Economic Club
Tuesday, May 9, from 11:30 a.m. to 1:30 p.m.
Kellogg Hotel & Conference Center, 219 S. Harrison Road, East Lansing

The May Lansing Economic Club will welcome Brian Murray, creative director for EA Sports. Murray is a multiple Emmy and Cannes Lion award-winning Director of Photography with more than 17 years of cinematic experience. Brian currently works as a Senior Director at Electronic Arts in Orlando, Florida, working on games such as MADDEN, NCAA Football, PGA Golf, FIFA and more. Brian uses his extensive and varied experience to usher EA Sports into the cinematic future of gaming for the more than 600 million active players and fans across the globe.

Cost: No cost for Lansing Economic Club members, \$55 for LRCC members, and \$75 for future members. A table of eight is \$425

5/9

May Member Mixer
Tuesday, May 9, from 4:30 p.m. to 6:30 p.m.
Jackson Field, 505 E. Michigan Avenue,
Lansing

We are proud to co-host the May Member Mixer with the Greater Lansing Convention & Visitors Bureau in celebration of Tourism Month! Located in the heart of downtown Lansing, Jackson Field is the home of the Lansing Lugnuts and a first-rate baseball facility.

Cost: This event is offered at no cost

5/10

Annual Dinner
Wednesday, May 10, from 5 to 8 p.m.
Kellogg Hotel & Conference Center, 219 S. Harrison Road, East Lansing

Join hundreds of Lansing Regional Chamber members and prominent decision-makers to celebrate the success of our region's business and community leaders. Every year, we recognize the small businesses, entrepreneurs and exceptional organizations that make an impact in the Lansing region.

Cost: \$95 for LRCC members, \$140 for future members

5/18

MDOT Construction Virtual Update
Thursday, May 18, from 1 to 2 p.m.
Zoom

During this update, you'll hear directly from MDOT officials about the progress of ongoing projects in our region, as well as their plans for future improvements. You'll also have the opportunity to ask questions and provide feedback on how MDOT can better support your transportation needs and concerns.

Cost: No cost for LRCC members, \$10 for future members

5/24

Business Education Series: SB 504 Loan & Government Contracts
Wednesday, May 24, from 10 to 11:30 p.m.
Lansing Regional Chamber, 500 E. Michigan Avenue, Suite 200, Lansing

During this two-presentation dynamic program, you will learn about SBA 504 Loan by the Michigan Certified Development Corporation (MCDC) and Government Contracts by APEX (formerly PTAC Procurement Technical Assistance Centers). APEX accelerators program provides the education and training to ensure that all businesses become capable of participating in federal, state, and local government contracts. MCDC is a non-profit certified by the US SBA to administer the SBA 504 Loan Program in Michigan. The SBA 504 loan

provides small businesses with low-rate, long-term loans for building purchases, construction, and machinery and equipment.

Cost: No cost for LRCC members, \$25 for future members



Pints & Politics

**Wednesday, May 24, from 4:30 to 6:30 p.m.
Kelly's Downtown, 220 S Washington
Square, Lansing**

The Lansing Regional Chamber of Commerce Pints & Politics event is an annual gathering where business and political leaders come together to connect. The event is typically held at a local pub or brewery and provides an informal setting for attendees to network and engage in candid conversations about politics and policy. The goal of Pints & Politics is to foster a stronger relationship between the business community and elected officials, as well as to provide a platform for meaningful dialogue and collaboration.

Cost: No cost for LRCC members, \$25 for future members

Business Roundtables

For more than 30 years, we have led monthly roundtable meetings for business, community and government leaders to share what is going on in our community and collaborate on ways to advance our region. We're proud to now offer our business roundtable series in Delta Township, East Lansing/Meridian Township and Lansing. Together, our business community and local elected officials can shape the future of our region and leave a lasting impact on our regional prosperity. We would love to see you at our upcoming business roundtables.

LRCC Delta Township-Eaton County Business Roundtable

- Wednesday, May 3 from 9 to 10 a.m.
- The Venue by Eleven 11 Events, 5660 W. Saginaw Highway, Lansing

LRCC Lansing-Delhi Township Business Roundtable

- Wednesday, May 10 from 9 to 10 a.m.
- BWL REO Town Train Depot, 1201 S Washington Ave BWL REO Town Train Depot

LRCC East Lansing-Meridian Twp. Business Roundtable

- Wednesday, May 17 from 9 to 10 a.m.
- MSUFCU HQ2, 3899 Coolidge Road, East Lansing

Thank You Renewing Members

- | | |
|--|---|
| Absolute Solar | Krimson, LLC |
| Accident Fund Holdings (AF Group) | LAFCU |
| Active Living for All (ALFA) | Lansing Regional Sister Cities Commission |
| American Office Solutions | Liquid Web, Inc. |
| Big Brothers Big Sisters | McCall Hamilton |
| Bridgehaus Strategies | Michigan Association of School Boards |
| Buddy's Pizza - Okemos | Michigan First Credit Union |
| Capital City Market | Mid-Michigan Mortuary Transportation Inc |
| Capital Region Community Foundation | Newkirk Electric |
| Care Free Medical, Inc. | Origami Rehabilitation |
| Chick-fil-A Lansing | RC Contractors |
| Colliers International | Rehmann |
| Community Quarterly | Resch Strategies |
| Curvaceous Lingerie | Robert Half International |
| D&K Truck Co. | Royal Alliances |
| Davies Project for Mid-Michigan Children | Sam Eyde Management Company, L.L.C. |
| Delta Retirement Center | Seniors Helping Seniors |
| Executive Living, Inc. | Spectrum Consulting Group |
| First National Bank of Michigan | Tandem Studios |
| Foster Swift Collins & Smith, P.C. | Thatch Computer Consulting |
| GM - General Motors Lansing Operations | Theroux Development Co., Inc. |
| Gorsline-Runciman Funeral Homes | Thrun Law Firm, P.C. |
| Granger Group | Tri-County Regional Planning Commission |
| H Business Development & Consulting | Truscott Rossman |
| Honigman, LLP | Volaris Lansing |
| Hooked | Williams Auto World |
| Jungle Jane Promotions | WSYM - Fox 47 |

Lansing Regional Chamber Announces Recipients of Community Service, Outstanding Small Business, Diversity Star and Legacy Awards

RECIPIENTS TO BE HONORED AT THE LRCC ANNUAL DINNER ON MAY 10

The Lansing Regional Chamber of Commerce (LRCC) has announced the recipients of four major awards, which will be presented at the LRCC's upcoming Annual Dinner on Wednesday, May 10.

The award recipients include:

- **James Herbert, Neogen Corporation, Community Service Award**
- **F.D. Hayes Electric Company, Outstanding Small Business Award**
- **CASE Credit Union, Diversity Star Award**
- **Comerica Bank, Legacy Award**

"All four of our award winners have established remarkable legacies in our region. It is a privilege for the Chamber to recognize these well-deserving individuals and organizations," said Tim Daman, president and CEO, LRCC. "Jim Herbert has built an incredible legacy as a leader in business and philanthropy. F.D. Hayes Electric has established a century of being one of Michigan's leaders in their industry. CASE Credit Union is building a legacy as a leader in diversity, equity and inclusion. Comerica Bank continues its longstanding commitment in helping grow business and our region as a whole."



Herbert

Community Service: James Herbert, Neogen Corporation

James Herbert was one of the founders and longtime CEO of Lansing-based Neogen, which specializes in food and animal safety as well as life sciences and toxicology. In addition to building a global leader in the industry, Herbert and his team helped rejuvenate urban neighborhoods in the Lansing region through



Annual Dinner
CONNECT. GROW. THRIVE.

the transformation of former school buildings into office and research facilities. Jim and his wife Judith, both cancer survivors, donated \$2.5 million towards the construction of the Sparrow Herbert-Herman Cancer Center. The couple later donated an additional \$5 million, which is the largest gift in the history of Sparrow Health Systems, to fund advances in the diagnosis and treatment of cancer through genomics and precision medicine.

"We look at what we've done as a way to give back," said Herbert. "In the bible it says 'to him who much is given, much is expected.' We were certainly given a lot and we've been trying to give some of that back."



Doherty

Outstanding Small Business: F.D. Hayes Electric Company

F.D. Hayes Electric Co. celebrates 100 years in business in 2023. One of the trademarks of their longevity has been the commitment to family values, which has held true through four generations. Now, with President & CEO Megan Doherty at the helm, F.D. Hayes is a family-run



and woman-owned business that remains one of Michigan's leading residential and commercial

electrical and data communications businesses. F.D Hayes Electric was a 2021 Awardee of the Michigan Celebrates Small Business 50 Companies to Watch. The company has received numerous other awards including the Associated General Contractors Marvin M. Black Excellence in Partnering Award for the Magnesium Products of American project in Eaton Rapids.

“This was a massive milestone for us this year, but this award is incredible,” said Megan Doherty, president & CEO, F.D. Hayes Electric Co. “I know there were brilliant companies nominated. Being chosen is such a tremendous honor and even just being considered among them is an honor in itself.”



Benson

Diversity Star Award: CASE Credit Union

The LRCC and the Lansing Economic Area Partnership (LEAP) have joined forces to create this award honoring organizations that champion diversity, equity, and inclusion in the workplace and the Lansing regional community.



CASE Credit Union believes in the importance of diversity in the small business community and sees DEI as catalysts for positive change and growth in their communities. Diversity is one of CASE's deeply-rooted core values. The company strongly believes in treating every person who walks through their door with fairness and respect. CASE Credit Union strives every day to nurture a safe and welcoming work environment for all our employees, members and community partners. The company believes developing a diverse workforce enhances

its ability to engage with their whole community and gives employees the power to innovate in the name of enhancing the customer experience.

"I am beyond proud to continue to serve the underserved," said Jeff Benson, CEO, CASE Credit Union. "At CASE, anyone walking in or a part of our team should feel welcome and this award helps show we are doing just that."

Legacy Award: Comerica Bank

The Legacy Award was created to recognize organizations for their long-time commitment as dedicated members and investors in the Lansing Regional Chamber of Commerce. LRCC proudly recognizes Comerica Bank,



Nugent

a Chamber member and investor for 84 years, for their engagement with the LRCC and their steadfast commitment to our region. Comerica continues to make vast contributions which can be seen through the thousands of businesses they have helped grow and the community organizations they continue to support across the region.

“Being a long-time member of the Chamber has given us a venue to connect both with existing clients as well as prospects for future business,” said Christopher Nugent, vice president and commercial relationship manager, Comerica. “We are also very proud of the Small Business Financial Education Series that we sponsor which is providing valuable information to help grow many local businesses.”

The LRCC Annual Dinner takes place on Wednesday, May 10 from 5 to 8 p.m. at the Michigan State University Kellogg Hotel and Conference Center. Questions can be directed to Ashlee Willis at michiganpremierevents@lansingchamber.org. Tickets are \$95 for LRCC members and \$140 for future members. Registration and additional information can be found at www.lansingchamber.org.



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Juneteenth Celebrations Slated for Greater Lansing

Numerous celebrations are scheduled throughout the region to mark the end of slavery in the United States. June 19, 1865, marked the moment when the last of America's enslaved population learned of their freedom two and a half years after they were legally emancipated. Juneteenth is considered the longest-running African American holiday.

The 30th Annual Lansing Juneteenth celebration takes place at St. Joseph Park in Lansing on June 16 and 17.

On June 15, the student winners of the Cordell Henderson Essay Competition & Scholarship Program will be announced. The Program which was kicked off in February will present awards and scholarships to students in several categories. A special program honoring the students will feature Michigan Supreme Court Justice Kyra Harris Bolden as keynote speaker.

"We are grateful to be able to put that on with the help of sponsorships from Olivet College and Lansing Community College," said Marilyn Rogers, Chair, Lansing Juneteenth Celebration. "Students will also share what they have learned about the Juneteenth Celebration and how it represents freedom."

In an effort to bring more people together, the Juneteenth committee has added a 5KRun/Walk/Roll on Saturday morning June 17 at J.W. Sexton High School. That event is followed by a parade, also at Sexton. The parade Grand Marshals are James Bibbs and Alan Haller. Bibbs' career spans more than five decades, having coached athletes on every level, high school, AAU club sports, collegiate, national and international teams. Bibbs coached men's track and field at Michigan State University and was the first black head coach at the university and the first black head coach in the Big Ten conference. Alan Haller is vice president and Director of Intercollegiate Athletics at Michigan State University.

The Lansing Juneteenth Celebration is also bringing back a Job Resource Fair that was highly successful last year. That event is held in conjunction with Capital Area Michigan Works! and Lansing NAACP. A Health Fair has been added which will feature information about careers in health care and information about how to live a healthier life.

An entire area has also been set aside for children's activities, including arts and crafts and a play area. There



will also be entertainment throughout the event including a jazz concert to end the festivities on Saturday, June 17.

"We have a cause and a purpose to help educate our community during this outstanding weekend of events," said Rogers. "There is something for everyone at the Lansing Juneteenth Celebration."

A complete rundown of events including times and locations can be found at www.lansingjuneteenthcelebration.org.

The 3rd Annual 517 Juneteenth Celebration is a unique opportunity for the region to celebrate Black culture, expression and experiences. The event, which takes place June 15 to 18 is expected to attract thousands to the REO Town corridor. Ourspace (517) works as a bridge that connects Black arts and culture to the Lansing community at-large, creates platforms to promote Black-led businesses, provides high quality programming that is free and accessible, and much more. For more info: www.ourspace517.com/517junteenth.

The 3rd Annual Meridian Freedom Fest is a four-event celebration which takes place over two weekends. Events will be held on Friday, June 9 as well as Friday, June 16 to Sunday, June 18. For more info about sponsorships and the timing of events visit: www.meridian.mi.us/about-us/calendar/meridian-freedom-fest.

"Black American lives and Black African freedoms are exhibited through all the celebrations in the region," said Amber Clark, Neighborhood and Economic Development Director, Meridian Township. "It is great to be part of a community that wants to celebrate when America decided to stop something that negatively impacted so many lives and start treating people the way they should be treated."

Michigan State University has also planned a Juneteenth Celebration on Friday, June 16. For more info: inclusion.msu.edu/awards/Juneteenth/index.html.

Michigan Premier Events will host a Juneteenth Reception Celebration on Friday, June 9, at the Lansing Center from 6 to 8 p.m. The upscale, semi-formal attire celebration will feature Live Jazz by 496 West, heavy appetizers and awards celebration program. More information and registration can be found at www.eventbrite.com/e/juneteenth-reception-celebration-registration-616837566767. ●

Lansing Pride Expecting More than 4,000 on June 17

Lansing Pride, the community-based, non-profit organization in its second year of supporting the area's LGBTQIA+ community, will host the 2023 Lansing Pride Festival in Old Town Lansing on Saturday, June 17. Building on its over 3,000 attendees last year, this year's event will add more vendors, more performances, and expectations of an even larger crowd. The festival will overlap with the 2023 Lansing Juneteenth Celebration, allowing attendees to recognize the history and connections of the Black LGBTQIA+ communities.



Dowd, Board President, Lansing Pride. "There are silos in Lansing, different organizations doing a lot of great work. This is an opportunity for everyone to come to the table and celebrate all the success we've had."

Prior to the June 17 event, members of Lansing Pride will join Michigan Pride for a rally on June 4 at noon at the State Capitol. All these events are part of Pride Month.

Dowd hopes that events like Lansing Pride will spark interest from people from outside the area who may be

curious as to whether Lansing might be a place for them to locate.

"Inclusive means people see a region where people like them live, work and play," said Dowd. "Inclusive doesn't mean that one day a year we're a nice place to go. We want to represent a community that no matter who you are you recognize this is a space where you fit and you belong and you see other people that are just like you in that same space."

For more information, visit www.lansingpride.org.

The festival is free to all and will feature food, live music and performances, and more than 100 vendors. Entertainment will include bands, dance groups and a family area with plenty of activities including sidewalk chalk and face painting. The festival will close out with a free concert.

"It is really Lansing Pride's mission to be a catalyst not only for people in Lansing in the LGBTQ community but for all organizations working in this space to come together with a collaborative voice," said Ben

A healthier take on health care coverage



You want your employees to get the care they need — and so do we. At Blue Cross, we work hard to provide the best coverage in Michigan. With more plan options, more efficient, higher quality care, and access to no-cost programs such as Coordinated Care Core, a Blue Cross plan adds up to smarter care and better coverage for you and your employees, so you can attract the best talent, and keep it too.

Visit bcbsm.com/employers to see what a Blue Cross plan can do for your business.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

W007955

Downtown Lansing Welcomes New Middle Village Micro Market Merchants



DOWNTOWN LANSING INC.

A new round of Middle Village Micro Market merchants set up shop and debuted in the shared retail space at 112 S. Washington Square in Downtown Lansing on Saturday, March 18. Middle Village Micro-Market is a shopping experience that fosters local entrepreneurship. Each year the program invites local small businesses to open retail storefronts in the heart of Downtown Lansing, giving them the chance to test their concepts and perfect their products, all while growing their brand and customer base.

This one-stop retail store was first created by Downtown Lansing Inc. with the support of Lake Trust Credit Union. The program helps remove barriers to store ownership while creating strong, viable businesses that add local jobs and improve the local economy in a significant way.

As part of the program, each merchant attends the Small Business Learning Series, a monthly training series tailored to small business development. The Small Business Learning Series partners with Lake Trust Credit Union, the Capital Region Small Business Development Center, The Lansing Regional Chamber of Commerce, Allen Neighborhood Center, and Lansing Regional Smart Zone to provide educational programming across industries.

2023 Middle Village Micro Market retailers include:



- **Coco Bella Fashion Boutique:** Fashion focused on empowering women through their clothing choices.
- **Ornamaloo:** An artisan jewelry & vintage pottery boutique.
- **The Goldmine:** An Artist Umbrella Production
- **2 Blondes & a Brush:** Home décor, gifts, and hand-painted furniture.
- **Sylvia's Sudsery:** Luxurious artisan soaps that make your bath a spa experience.
- **Nubian Jewelry:** Bringing Nubian culture and fashion to the people.

"Downtown Lansing Inc. is proud to support small businesses with a special focus on women and BIPOC-owned businesses and offer retail entrepreneurs a shared space to sell their products. We are excited to share that 100% of past Middle Village Micro Market graduates are still in business and 80% have opened permanent storefronts in the Lansing Region," says Julie Reinhardt, Director of Downtown Community Development. Middle Village Micro Market is proudly powered by Lake Trust and is open Tuesday to Saturday, 11 a.m. to 7 p.m. ●



We were thrilled to see so many members of the Greater Lansing business community make new connections at the April Member Mixer. We also had a pleasure of hosting a ribbon-cutting ceremony before the mixer to celebrate the opening of **Consumers Credit Union's** new branch at 6935 S. Cedar Street in Lansing. Join us for our next Member Mixer co-hosted with the Greater Lansing Convention and Visitors Bureau at the Lugnuts Stadium on Tuesday, May 9. Register at lansingchamber.org.



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Students Coding & Earning Certification Thanks to Partnership between GLPS, Eaton RESA, Great Lakes Reality Labs and Unity

Grand Ledge Public Schools, Eaton RESA, Great Lakes Reality Labs, and Unity are thrilled to announce that students at Grand Ledge High School will learn to program using the Unity software platform and will be able to earn professional certification.

Grand Ledge Public Schools, Eaton RESA, Great Lakes Reality Labs and Unity are proud to have partnered to enhance the programming class taught by Tracy Clark. Grand Ledge High School students will learn to code while also improving valuable skills like problem solving, collaboration, creativity, and critical thinking. At the end of the class, students can take an exam to earn a “Certified User: Programmer” designation. This certification is awarded directly from Unity and is well-recognized within the industry.

“Students are benefiting a lot from this partnership,” said Tracy Clark. “Tommy [Truong] from Great Lakes Reality Labs and Israel [Macias] from Unity have helped me prepare to teach the course and give students an excellent experience.”

Unity is the world’s leading platform for content creators. Its comprehensive set of software solutions supports them through the entire development lifecycle as they build, run, and grow immersive, real-time 2D and 3D content for mobile phones, tablets, PCs, consoles, and augmented and virtual reality devices.

“Learning Unity is an incredible opportunity for students and gives them a leg up when applying for high-demand programming jobs or game development jobs,” said Israel Macias from Unity. “Unity is used to develop more than 50% of mobile games, and people played at least one game made with Unity on over 3 billion devices.”

“Our partnership began this fall.” said Bill Barnes, Superintendent of GLPS. “Jim Curran, founder of Great Lakes Reality Labs, and Sean Williams, superintendent of Eaton RESA, invited our school team to tour Haptix Studios’ digital experience lab and motion capture studio. That visit inspired us to collaborate and develop a pilot program to give students the opportunity to learn skills and earn industry credentials in high school for the jobs of tomorrow.”

“Partnerships between schools and businesses make experiences better for students,” said Jim Curran,



founder of Great Lakes Reality Labs. “We hope this successful pilot with GLPS will encourage other schools to partner up and provide courses in the booming world of virtual and augmented reality technologies.”

Almost 60 GLHS students started Tracy Clark’s programming class on March 20, 2023, when GLHS’s third trimester began. ●

 The advertisement features a vibrant toucan bird perched on a mossy branch. The text is arranged as follows:

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Older Americans Month: Don't Underestimate the Economic and Political Muscle of Those 50 and Older

By: Paula D. Cunningham, AARP MI State Director

Why do we pause each May to celebrate Older Americans Month and recognize the contributions and achievements of older adults? AARP is glad you asked, although our answer may surprise you.

The theme of the monthlong celebration is Aging Unbound, which offers an opportunity to explore the many unique and diverse aging experiences. Yes, older adults make a difference every day as volunteers, employees, CEOs, parents, grandparents, mentors, and advocates. They offer their time, talents and experience to the benefit of communities. This is wonderful isn't it? But what you may not realize is that those among us who are 50 and older are driving the economic engine of our state ... and that's a fact.

The Longevity Economy® Outlook published by AARP shines a light on the numbers that show the power of that engine which is expected to drive economic growth for the next 30 years. It's true. The 50-plus crowd across



Envato/ seventyfourimages

both our peninsulas contribute 40%—or \$213 billion—of the state's total Gross Domestic Product (GDP). Their activities support 2.5 million jobs and generate \$149 billion in wages and salaries. And their contribution to the GDP is forecast to reach \$654 billion in 2050—almost 42% of the state's projected GDP. In fact, the purchasing power of Michigan's 50-plus population will generate tax revenue for decades to come.

If that surprises you, there's even more.

Older Michiganders are also a driving force with their Goliath influence on public policy. That power and influence comes from one thing that older Michiganders do very well and in huge numbers: they vote. In the 2022 November General Election, Michigan voters 50 and older flexed their muscle big time at the ballot box, representing a whopping 60.17% of the total votes cast. And that means exactly what you think it means ... policy makers pay attention when this age group raises its voice. The issues that matter to them are the same issues that should matter to all of us.

Throughout May as we pause to celebrate the enormous contributions of older Americans, it is appropriate that we also take the opportunity to raise awareness about those issues impacting older Michiganders, like the rising costs of prescription drugs, saving for retirement, affordable housing, caregiving and more. AARP is dedicated to enhancing the quality of life for all of us as we age and is working with elected officials and policy makers to advocate for issues that matter. We invite you to join us. ●

To learn more about our efforts, please read the 2023 AARP Michigan State Legislative Agenda or visit our website at aarp.org/mi.

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Martin Commercial Report Highlights Opportunities and Challenges in the Mid-Michigan Commercial Real Estate Market

Martin Commercial Properties has released its biannual Market Insights Report detailing the status of Mid-Michigan's real estate market in the industrial, office and retail sectors. The report covers the second half of the past fiscal year (H2 2022 – October through March) and provides in-depth analysis of vacancy rates, lease renewals, typical lease rates and more.



Martin

The report showed that industrial vacancies in Greater Lansing remains at one of the lowest rates the area has historically seen, averaging 3.5%, which is an increase from 1.7% in the previous quarter. The average market vacancy for office space remained flat. Rental rates were also largely unchanged.

In the retail sector, vacancies dropped slightly on a quarter-to-quarter basis. New national chains and mom-and-pop eateries were in abundance during this period. Examples include Crumbl Cookies at Marketplace at Delta Township and the Joe's on Jolly restaurant located near Jolly & I-96. The Lansing Mall continues to shed vacancies; recent leases include Daily Dealz, The Venue and Zap Zone. Activity is bustling along Lake Lansing Road. The corridor is slated to welcome a new 22,000 sq. ft Dave & Busters; 2,225 sq. ft Panda Express; and 4,500 sq. ft McAllisters, while Wellnow Urgent Care and Chipotle are under construction just east of US-127. ●

"We're seeing an interesting dynamic play out as Mid-Michigan businesses continue to adjust to the realities of the post-pandemic environment," said Martin Commercial Properties CEO Van Martin. "Industrial space remains scarce which is driving up rates, and the retail sector is showing resiliency with quite a lot of activity in the market. But, there is plenty of uncertainty in the market for office space as businesses take a cautious approach to their lease renewals."

ITC Holdings & RetroDuck Celebrate 20th Anniversary

Congratulations to two members of the Lansing Regional Chamber of Commerce celebrating their 20th anniversary in business.

ITC HOLDINGS CORP. is the largest independent electricity transmission company in the United States. ITC provides transmission grid solutions to improve reliability, expand access to markets, allow new generating resources to interconnect to its systems and lower the overall cost of delivered energy. ITC is based in Novi, Michigan. For further information visit www.itc-holdings.com. ITC is a subsidiary of Fortis Inc., a leader in the North American regulated electric and gas utility industry. For further information visit www.fortisinc.com.

RetroDuck was originally conceived as a website housing thousands of iron-on transfers the company acquired in 2003 from warehouses on the East Coast. RetroDuck is a full-scale custom apparel operation and ships t-shirts all over the world every week. Since its original acquisition of vintage iron-ons, they have amassed a collection of over 400,000 transfers. RetroDuck has good reason to believe that this is the largest collection in existence. Though RetroDuck no longer offers vintage t-shirts, this is still a point of pride for the company. For further information, visit www.RetroDuck.com. ●

Chamber Events

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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.





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The Future of Work: Trends for 2023 and Beyond

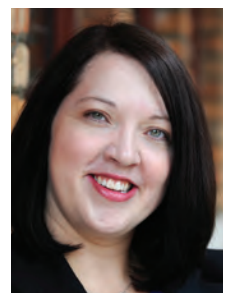
The Covid pandemic disrupted our lives in unprecedented ways.

In the workplace, the pandemic sparked a structural shift in where work takes place, accelerating a pre-Covid trend towards remote work for many employees. As we have emerged from the dark days of the pandemic, there has been a dramatic shift in the competitive talent landscape, as millions of workers across the country left their jobs in pursuit of what they felt would be more fulfilling opportunities.

Since organizations and their employees began a return to more “normal operations” by the fall of 2021, employers and employees have been grappling with what the future of work will look like. A report from McKinsey & Company cites three broad trends it says will continue to reshape the workplace in 2023 and beyond:

- Remote work and virtual meetings are here to stay, but perhaps at lower levels than during the pandemic;
- E-Commerce including telemedicine and shift to online transactions will continue to accelerate;
- The pandemic has accelerated the adoption of digital technologies including automation, robotics and artificial intelligence.

“There is a lot of data over the past several years that have shown that productivity often times goes up when individuals are working remotely,” said Carrie Rosingana, CEO, Capital Area Michigan Works! “Not all industries can do the hybrid or remote option, but it remains a very strong trend that we are seeing.”



Rosingana

“The world of work has forever changed, and I don’t think any of us know where that final result is going to end up,” said Amy Casciotti, vice president human resources at East Lansing-based

TechSmith. “We as employers need to keep experimenting and evolving our approaches to work to ensure that we are listening to the voice of our employees.”

“The theme is the shift that we have seen from work-life balance to life-work balance,” said Julie Mann, chief human resources officer, Neogen.

“In order to have life-work balance and be able to offer that as an employer you have to get creative as to what that looks like.”



Casciotti

FOCUS Magazine spoke with industry leaders in manufacturing, health care, education, technology and financial services, as well as HR and workforce development leaders to gain some insight in how they view emerging trends in the workplace.

TALENT. TALENT. TALENT

When surveying the workplace landscape in 2023, the overarching theme that is immediately evident is the ability to attract and retain the best talent. This is not a new challenge. Regular member surveys conducted by the Lansing Regional Chamber of Commerce going back several years before Covid identified talent concerns as the leading issue among employers.

Rosingana says an emerging trend that is taking place in the talent attraction arena is employers placing less of an emphasis on candidates with specific degrees and instead focusing more on skill sets.

“By moving to that more skills-based approach, it is really opening up the audience of potential candidates that an employer can find,” said Rosingana. “I think because talent attraction and retention is such a major issue, we are seeing employers looking at their approach to hiring in a different way.”

There has been considerable publicity about the concept of “quiet quitting” where frustrated employees become disengaged and lose motivation to invest extra effort into the job. Some employers have turned to what is known as “quiet hiring” where they are adding new skills and capabilities without adding new full-time employees.

“We’re seeing where employers are looking internally at where they might identify someone with a specific skill set to help complete a project,” said Rosingana. “Employers might also look at restructuring or shifting some of the traditional roles employees previously had.”

Rosingana says it is important for employers looking at a “quiet hiring” approach to be upfront, honest and transparent with staff. It is also important to offer complete explanations as to why the employer is considering a particular approach if an employee’s role

is expanded or revised, including whether the change is short-term, project-based, or a long-term restructuring.

TechSmith is a global leader in video editing and screen capture software. The company recruits talent in five states which opens more opportunities for remote work. TechSmith recently opened a new corporate headquarters on the Michigan State University campus which is helping the company leverage its already strong connection with MSU and tap into a rich talent pool for internships and staff positions. Casciotti says in addition to recruiting talent for today’s market, TechSmith takes a longer-term view.

“When we look at college recruiting it isn’t always for a position we have today,” said Casciotti. “We have employees here who didn’t intern with us when they were in college or come to work for us right out of college, but who had exposure to our company and heard good things about us during the college recruiting process and later sought out a position here.”

TechSmith’s work to build a long-term talent pipeline also involves staying relevant and engaged in the community. The company invests heavily in STEM learning programs locally and understands that ensuring a diverse talent pipeline extends far beyond responding to current needs and takes considerable strategic foresight.

The stress on employees during the pandemic may have hit the health care industry the hardest. Nancy McKeague, executive vice president, operations, Michigan Health & Hospital Association (MHA), says that workforce is the top concern of all hospital employers. She notes that currently in Michigan there are 27,000 open hospital jobs, 8,500 of those in nursing.



McKeague

“As a result of those staff shortages, we’ve been forced to close 1,700 beds since 2020 despite an increased demand,” said McKeague. “The stress on the workers that remain in the hospital or any other health care setting is exacerbated by the shortage of personnel for relief shifts. That is what can result in a higher nurse to patient ratio than is desirable.”

MHA has formed several coalitions to work with employers in multiple industry sectors to try and rebuild the workforce. McKeague says MHA has formed partnerships with community colleges and other organizations that train health care workers. They have increased outreach efforts into the high schools to expose students to careers in health care they may not have considered. MHA is also doing a lot of work in hospital human resource management to develop strategies to provide health care workers with more flexibility.

The use of robotics is becoming a fixture in many industries, including Eaton Rapids-based manufacturer Dowding Industries.



“We’ve been looking at how we can reduce mandatory overtime, shorten shifts and provide more opportunities for job sharing,” said McKeague. “It’s all hands-on-deck effort to see what we can do to provide a more stable supportive work force for those doing that sort of work.”

At Eaton Rapids-based metal fabricator Dowding Industries, the commitment to talent development the past 7 to 8 years has been on building a stronger culture. Company President Jeff Metts says the organization has been more diligent in screening job candidates and using assessments to help determine if the individual will be a good fit on the team. Dowding has also significantly bolstered its commitment to training.



Metts

“We’re as interested in building people as we are in building parts,” said Metts. “It is a two-way street. The more we can get out of them, the more they can get out of us. It is a partnership and it has really been working well.”

Metts says the industry turnover rate is between 42 to 45 percent, however, at Dowding they have been able to drive the turnover rate down to about 12 percent.

“Nobody leaves. We’ve made it a family atmosphere. Everybody’s ideas count,” said Metts.

As employers continue to wrestle with how to balance

the desires of more employees for remote and hybrid opportunities, many have come to accept the importance of flexibility in how the workplace will operate in the future. Though half the workforce has little or no opportunity for remote work, most experts say that hybrid work-set-ups are likely to continue.

Lansing-based Neogen Corporation is a world leader in food and animal safety as well as life sciences and toxicology. The company has worked to refine its talent attraction strategies to include finding new sourcing channels. Neogen also benefits from having a good story to tell potential recruits.

“I tell our recruiting team there is incredible talent out there, but they can be hard to find and they don’t know about us. We need to be creative so talent learns about us and seeks us out,” said Mann. “We have a very good story that resonates with talent relative to how we protect the world’s food supply and the people and animals we care about.”



Mann

Ingham Intermediate School District Superintendent Jason Mellema says schools have become serious about a grow your own approach to developing talent. 48 ISD’s across the state are working on developing a Talent Together Initiative, which is an apprenticeship program which would give people with a bachelor’s degree an opportunity to go through a federally registered program to become educators.

The Future of Work: The Trends for 2023 and Beyond

“The world of work has forever changed, and I don’t think any of us know where that final result is going to end up. We as employers need to keep experimenting and evolving our approaches to work to ensure that we are listening to the voice of our employees.”

dress code for team members working in person and better highlighting of employee benefits, which can be found at lafcu.com/careers.

WELL-BEING AT WORK

One of the most prevalent themes from the Covid pandemic was the alarming growth in mental health challenges being faced in the workplace. Remote work has resulted in worker isolation and loss of connectedness which has been a significant driver of emotional and mental health issues. Increasingly, leaders and managers have grown to recognize the importance of supporting mental health and emotional well-being of their employees.

Health care workers, who were on the frontlines of the pandemic experienced the most dramatic rise in stress, anxiety, burnout and depression. Three years into the pandemic, McKeague says people’s resilience is at an all-time low and in many cases the stress is just starting to show up.

“People delayed care during the pandemic and we have a shortage of psychologists and psychiatrists,” said McKeague. “In addition to the stress on our own staff members, we are seeing an in-flux of patients who need mental health and behavioral health treatment being taken in through the emergency room, which is not the best place for people with those challenges to be treated, with little privacy and a shortage of providers.”

McKeague says it is not uncommon for hospitals to be holding 20, 30 or 40 patients a day for observation who really need to be placed in a behavioral health setting but space is often not immediately available, which is creating more crowding in emergency departments. These conditions create a challenge not only for the patients and families but also for staff.

“Staff went from being a hero during the pandemic to experiencing increased incidents of violence against health care workers and now being fearful for their safety and well-being while they are at work,” said McKeague.

During the pandemic, the Ingham Intermediate School District used grant funds to hire three mental health specialists to support the local school systems with the Ingham ISD. In three years, that service has grown to eight specialists, who have attended to more than 550

“We’ve become much more engaged in trying to solve the problem rather than saying it is someone else’s responsibility,” said Mellema. “We believe this type of program has an equity focus, as it can be beneficial in breaking down barriers for many who may have financial hardships or who have limited opportunities to higher education.”



Mellema

In the financial services arena, LAFCU has implemented a number of strategies to connect with the potential talent pool. The Credit Union conducted its first onsite job fair which Chief Marketing Officer and Chief Diversity Officer Kelli Ellsworth Etchison called quite successful. LAFCU has also started hiring people who do not have a prior background in the industry.

“When I started in this industry you had to be in the industry to get hired,” said Ellsworth Etchison. “We are open to hiring from outside the industry and focusing on attitude not necessarily aptitude. We are also using recruiters in some situations.”



Ellsworth Etchison

Ellsworth Etchison says that LAFCU has also strengthened both its social media and traditional media communications efforts. The organization has also implemented an employee referral program, a relaxed

The Future of Work: The Trends for 2023 and Beyond

referrals this year and continue to have an ongoing waiting list.

As for staff members, Ingham ISD has instituted several well-being programs including monthly gratitude activities, sharing information about wellness resources and continuing to build relationships. The school district has also started a mentorship program for new staff. Mellema says the number of job applicants for each position the district has available has dropped dramatically so it is incumbent on Ingham ISD to do more to ensure that each new hire is successful.

“The research is clear. If you get off to a bad start you typically don’t stay long,” said Mellema. “In education, if we need a smooth transition for all staff from day one because it impacts kids. We are trying to make sure that when we hire people, we provide the right ecosystem to support them so they can be successful.”

In order to build a thriving and resilient culture and attract and retain the best talent, organizations must emphasize the importance of self-care for every team member and intentionally build a culture that places the highest priority on work-life balance. Rosingana says that older generations were brought up with the mentality that you did whatever it takes to get the job done. Millennials and Gen Z are actively looking for work/life balance.

“Building a culture that values a work/life balance can bring a lot of good things to an organization,” said Rosingana. “It is important for our employees to have that balance in their lives. The younger generations are being more vocal and more thoughtful in making sure they are bringing this issue to the forefront as they are looking for opportunities to be hired into an organization and it offers employers an opportunity to communicate how work/life balance works within their organization to positively impact hiring and retention in the workforce.”

TECHNOLOGY AND THE ADVENT OF THE DIGITAL ECONOMY

Covid helped accelerate the move to the digital workplace, which is not only shaping where and how we work, but is also changing the nature of roles and skills required in the 21st century workplace. There are concerns that humans may be pushed out of the workplace by Artificial Intelligence (AI) and robots, but a recent report from Gartner offers the encouraging outlook that digitalization of the workforce is on track to create 133 million new roles, in many cases occupations that didn’t exist.

Contrary to popular belief, robots are not replacing workers and are in fact leading to more hiring overall. Dowding Industries has successfully incorporated more than two dozen robots into its manufacturing operations. Metts says that is intentional so they can keep their employee base at around 200 employees which he says is important to maintain the family atmosphere.

“We haven’t lost a position as a result of robots,” said Metts. “In fact, we are creating better jobs because now we need people with the technical and robotic skills.”

Experts view 2023 as a defining year for the integration of AI in the workplace. ChatGPT, a language model created with the purpose of holding a conversation with the end user was rolled out to the public in late 2022 and gained 1 million subscribers in less than a week.

Research from Aberdeen Strategy Research shows that a majority of those in the workforce think AI will be a net positive in terms of job growth. 60% of respondents believe AI will automate tasks that enable them to focus on more strategic initiatives. Additionally, 54% believe AI will have a positive impact on their line of work. Attorney Taylor A. Gast of Foster Swift Collins & Smith PC says that all businesses should at least be keeping abreast of what’s going on with AI.



Gast

“Artificial Intelligence right now is impacting some industries more than others,” said Gast. “At the end of the day, AI is essentially a development that is going to impact how all businesses operate.”

Gast recommends attending educational sessions to learn more about AI. He says many industry trade groups are offering AI trainings.

“To the extent that a business feels they could or should just ignore the developments here, I would say they might be missing out on an opportunity for increased efficiency and better outcomes,” said Gast.

Jason Mellema says a major technology challenge for education revolves around cyber security. He pointed to a recent cyber-attacks at Lansing Community College and the Jackson Intermediate School District as evidence of the need for heightened security.

“I recently learned that up to 80 percent of all cyber security attacks are now focused on schools,” said Mellema. “It is important to recognize that safety and security is more than just a topic of what has physically

been done but includes protecting our digital resources as well as the mental health and well-being of staff and students.”

One of the shifts that technology is creating in health care will be an increased reliance on telemedicine.

“It has especially been successful with younger people,” said McKeague. “They are very comfortable with online conversations, especially in behavioral health settings involving psychologists and psychiatrists. They like to be able to stay at home to receive that sort of care and avoid having to encounter any of the stigma that unfortunately all too often attaches itself to obtaining those services.”

ORGANIZATIONS WILL CONTINUE TO ADVOCATE FOR DEI

Organizations of all shapes and sizes have made sustained efforts to advance the cause of diversity, equity and inclusion (DEI) in their culture. The commitment to DEI is allowing employees and companies to thrive and perform better. A report from Accenture shows that U.S. Companies are leaving \$1.05 trillion on the table by not being more inclusive. Analysts found that companies where employees felt more engaged were more likely to demonstrate higher profit growth. Closing the gap by 50 percent, or making employees feel more included, led to a 33 percent increase in global profit growth.

“In just seven years Generation Z will make up 30 percent of the workforce,” said Ellsworth Etchison. “Gen Z rated working for an organization that is diverse and inclusive among their top three priorities, according to Gallup. The future of the workforce is expecting DEI to be a priority for their employer.”

Despite the compelling business case for DEI, many organizations report receiving pushback from employees who feel alienated by or even resent their organization’s DEI efforts. Additionally, recent layoffs around the country are wiping out some of the diversity gains of the past few years. Nevertheless, experts say the positive benefits of DEI far outweigh those concerns and will cause organizations to remain steadfast in their DEI Commitment.



Employers are employing new tactics to recruit talent. LAFCU recently had considerable success with its first ever jobs fair.

“Companies that have not made DEI a priority or have identified that as the first place to cut, that’s a shame,” said Ellsworth Etchison. “Striving for an environment of being better human beings and respectful to others no matter our differences, just makes sense.”

OTHER TRENDS

One key term that comes up when talking with experts about the future of work is flexibility. TechSmith’s Casciotti says achieving a balance in how work is done will continue to be a high priority for both employees and employers. Finding a path forward won’t come from broad stroke reactive policy changes, but rather through experimentation.

One example of this experimental mindset is when TechSmith’s employees asked to have “fewer, better meetings,” leadership listened — and they initiated a month-long experiment that sought to drastically minimize meetings for the entire month and seek a greater understanding of which meetings were imperative to keep moving forward. The 2022 experiment was called “Async-First in July”.

The Future of Work: The Trends for 2023 and Beyond

“We hypothesized that adopting an Async-First culture would have a positive impact on employee satisfaction, job attitude, productivity, and innovation by offering greater flexibility and more dedicated ‘think’ time,” said Casciotti. “We found that over 15 percent of employees felt more productive, and over 85 percent of them also noted through survey’s that they would consider replacing future meetings with an asynchronous approach moving forward.”

Neogen’s Mann says a key driver for employees will be how much the employer focuses on career pathways and career development.

“Candidates today don’t want to join a company where they don’t know how they are going to be able to grow,” said Mann. “Growth comes from our colleagues taking their unique talents and applying it to our mission. Having an impact in the workplace grows each person’s skills and helps them to influence something larger than themselves. Neogen is a place where our team members can grow and live out a shared purpose.”

Ellsworth Etchison says LAFUCU has a coaching management style and feels it is important for employers to learn how employees best work and coach to that style, which she says will lead to a more engaged workforce. She says it is also important to make sure that organizations celebrate their employees, through programs like an Employee Appreciation Day. She also says organizations need to ensure they have an inclusive program when it comes to getting input not only from management but also from front-line staff.

“It is important that we are listening to the employees that are out there doing the work,” said Ellsworth Etchison. “People want to feel they are doing meaningful work and they want to feel they are being heard and that management is listening and taking into consideration their ideas.”

The Covid pandemic created a massive disruption on how we do work. There is a great deal of uncertainty as to how the future of work is going to play out. Employers and employees who can successfully manage the continuing disruptions are most likely to come out on top. ●

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Cargo Ramp Expansion Project Officially Underway at Capital Region International Airport

The Capital Region International Airport (LAN) held a groundbreaking ceremony on April 11, 2023 to officially start the cargo ramp expansion project to expand the existing cargo ramp to accommodate current needs and future cargo operations at LAN. The project was announced in March 2022 after LAN received more than \$8 million in funding from the Federal Budget Bill for fiscal year 2023.

“The cargo ramp expansion project will allow us to expand our cargo operations at the airport and give us the ability to better accommodate current demand and future growth as well as diversify our revenues,” said Nicole Noll-Williams, president and CEO of the CRAA. “This project could not have been done without the support of our local, state and federal partners and we want to thank them for their continued support and are looking forward to completing the project later this fall.”

The cargo ramp expansion project is expected to cost an estimated \$13.3 million. The project will be funded through a combination of federal and state earmarks, Airport Improvement Program (AIP) funds, Airport Infrastructure Grant funds, and state and local match dollars. The project is expected to be completed late fall 2023.

“The Capital Region International Airport plays a vital role in Michigan’s economic success by providing safe, reliable, and efficient services for businesses and travelers,” said U.S. Senator Gary Peters. “After hearing directly from folks about the importance of ensuring LAN can meet growing demand, I was pleased to help secure this federal support to get the project underway. Not only will it expand cargo operations, the project will help spur local economic growth and create jobs for Michiganders.”

“I am so excited to see the results of the investments I fought for and such great progress underway at my home airport! These funds are an important investment in Port Lansing and will strengthen mid-Michigan’s role as a central hub for imports and exports in the region,” said U.S. Sen. Debbie Stabenow. “This investment in the airport’s infrastructure will be a catalyst for new businesses, new jobs, and economic growth.”

Approximately 63.5 million pounds of cargo is moved through LAN annually, and cargo operations continue to grow each year. Expanded infrastructure is necessary to accommodate current operations and support



continued growth. This project is anticipated to provide approximately 63% more cargo ramp space, which is needed especially during the first and fourth quarter.

“With expanding airline options and increasing services, Lansing’s Capital Region International Airport continues to be a huge economic driver for mid-Michigan,” said U.S. Rep. Elissa Slotkin. “With more and more cargo moving through Lansing, this federal funding for the ramp will help ensure that LAN continues to support new development in the Tri-County region and the livelihoods of so many Michigan workers and families.”

The economic impact of this project is also important for the region.

“The expansion of the cargo ramp at the Capital Region International Airport is a critical investment in our region’s infrastructure that will help to support economic growth and job creation for years to come. As businesses continue to expand and operate in a global economy, having the necessary infrastructure to transport goods and products efficiently is essential, and the cargo ramp expansion will ensure that our region remains competitive and attractive to businesses,” said Tim Daman, president & CEO of Lansing Regional Chamber of Commerce.

This project is expected to create hundreds of both short-term construction jobs in variety of disciplines needed to complete the project, and long-term jobs. The expansion will give current cargo operators at LAN the ability to create and maintain jobs, as well as provide opportunities for other companies to expand their cargo operations in the mid-Michigan region utilizing the facilities at LAN. ●

LRC-PAC Focuses on 2023 City Council Races in Lansing and East Lansing

The Greater Lansing region's two largest municipalities have important city council races in 2023. As the region's only business political action committee focused on the Greater Lansing region, the Lansing Regional Chamber Political Action Committee (LRC-PAC) knows how important it is that your voice is represented at every level of government. Part of its efforts is to provide you with important political information via the quarterly LRC-PAC newsletter. The Q1 newsletter breaks down the important city council races in Lansing and East Lansing that will happen this fall. Visit www.lansingchamber.org/lrc-pac to view the newsletter. ●

LANSING CITY COUNCIL ELECTION BREAKDOWN

Key Dates for the City of Lansing

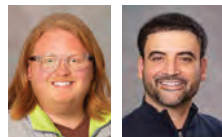
- **Filing Deadline for Candidates:** April 25, 2023
- **City Primary Election:** Aug. 8, 2023
- **City General Election:** Nov. 7, 2023

City Council Offices Up in 2023

- **Council Member At-Large** (Two Positions)
 - Current officials: Carol Wood and Patricia Spitzley
 - Top four vote-getters in the primary move to the general election
- **First Ward Council Member**
 - Current official: Ryan Kost
 - Top two vote-getters in the primary move to the general election
- **Third Ward Council Member**
 - Current official: Adam Hussain
 - Top two vote-getters in the primary move to the general election



WOOD SPITZLEY



KOST HUSSAIN

Special Notes:
All city council seats are non-partisan.

SCHOR STICKS WITH LANSING

Lansing Mayor Andy Schor has decided to end his exploration of a congressional bid for the 7th district, opting to continue his focus on leading the city of Lansing. Mayor Schor announced his exploratory committee when Congresswoman Elissa Slotkin revealed in February that she will be running for the U.S. Senate seat in the 2024 election cycle. Long term U.S. Senator and Lansing resident Debbie Stabenow will not be seeking re-election in 2024.



SCHOR

"Serving as Mayor of our great capital city is an honor and I feel it's important to focus my time and energy on Lansing."
- **Andy Schor, Mayor**

EAST LANSING CITY COUNCIL ELECTION BREAKDOWN

Key Dates for the City of East Lansing

- **Filing Deadline for Candidates:** July 25, 2023
- **City General Election:** Nov. 7, 2023

City Offices Up in 2023

- **Council Members At-Large** (Three Positions)
 - The following council member seats are up in 2023:
 - **Mayor:** Ron Bacon
 - **Council member:** Jessie Gregg
 - **Council member:** Noel Garcia, Jr.



BACON



GREGG



GARCIA

Special Notes:
All city council seats are non-partisan.
For the city council election in the City of East Lansing, the winners are determined by those with the most votes. The city does not have a primary like the City of Lansing.

The Lansing Regional Chamber-Political Action Committee (LRC-PAC) works to elect local officials to city councils, township board, county commissioner, and the state legislature that align with Chamber members' priorities.

As the region's only political action committee, we know how important it is that your voice is represented at every government level. To make that happen and continue our success, we need community investors like you to contribute to our efforts.

Support the LRC-PAC by donating today!

Make your donation today via credit or debit card by visiting lansingchamber.org/lrc-pac and clicking on the Donate button at the bottom of the page.

MDOT to Provide Update on Ongoing Construction Projects

Infrastructure Week is from May 15 to 19. The week highlights the importance of infrastructure. A top policy priority focus area for the Lansing Regional Chamber of Commerce (LRCC) is infrastructure, because of this it is important to stay informed about the state



of our transportation infrastructure and how it affects our businesses and communities. That's why the LRCC is excited to invite you to a virtual construction update by the Michigan Department of Transportation (MDOT) on Thursday, May 18, from 1 to 2 p.m. via Zoom. During this update, you'll hear directly from MDOT officials about the progress of ongoing projects in the Greater Lansing region and their plans for future improvements. You'll also have the opportunity to ask questions and provide feedback on how MDOT can better support your transportation needs and concerns. ●

Encouraging State Lawmakers to #LoveLansing Like a Local

The Greater Lansing Convention & Visitors Bureau and the

Lansing Regional Chamber of Commerce were able to deliver welcome bags to all 148 state legislative offices, which included visitor information as well as treats from local favorites such as American Fifth, Cravings Gourmet Popcorn, Fabiano's Candies, and The Peanut Shop! A special thank you to our generous sponsors including Lansing Board of Water & Light, McCall Hamilton Advocacy & Public Affairs, and the Capital Council of Governments. ●



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New “ATHENA Lansing” Tab on LRCC Website: Empowering Women Leaders in the Lansing Region

The ATHENA Lansing tab is a new section of the Lansing Regional Chamber of Commerce's (LRCC) website that is specifically focused to provide information on empowering women leaders in the Lansing region. This new tab, located on the homepage of www.lansingchamber.org, provides resources related to the ATHENA Women's Interest Network (WIN), ATHENA PowerLink and the ATHENA Leadership Award. These programs support and empower women leaders, business owners and women staff in the Lansing region.

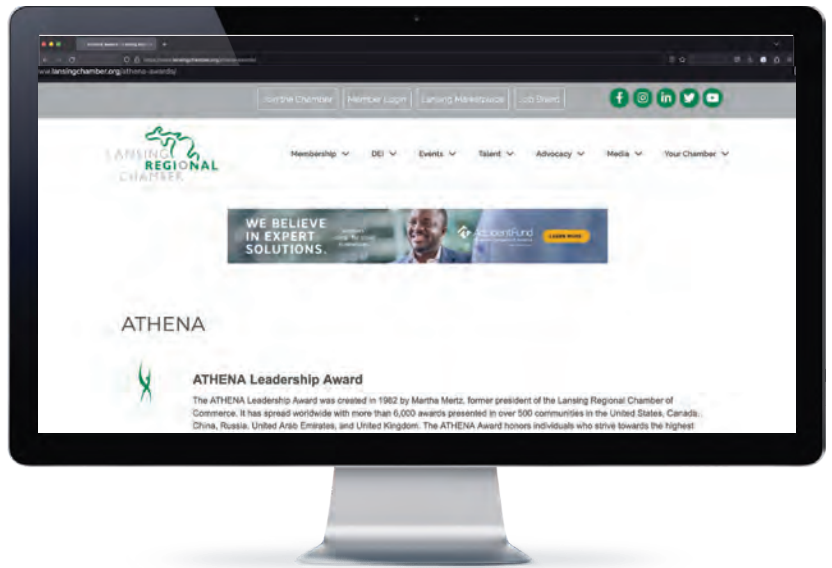
ATHENA WIN is a network of women business and community leaders who to share knowledge, experience, and resources to advance women's leadership and professional development. The WIN program offers a variety of resources and programming, including workshops, training sessions, networking events and more.

The ATHENA PowerLink program offered through the LRCC provides women business owners with access to a panel of expert advisors who provide guidance and support in areas such as finance, marketing, and operations. This program is designed to help women-owned businesses achieve specific business growth goals in the Lansing area.

Finally, the ATHENA Leadership Award is an annual recognition program that honors recipients who have demonstrated excellence in leadership, community service and mentoring. The ATHENA Leadership Awards are an important part of the LRCC's efforts to recognize and celebrate the contributions of individuals who are supporting the growth of women in the Lansing community.

The ATHENA Lansing tab on the LRCC's website will provide easy access to information about these programs, as well as resources and programming that are specifically geared towards women leaders, business owners and staff. The goal of the tab is to assist employers in the Lansing area recruit, engage and retain talented women by highlighting the valuable resources and support available through the ATHENA programs.

The ATHENA Lansing tab is an important resource for women in business in the Lansing area, and a valuable tool for employers who are committed to supporting and developing women all roles throughout your organization.



For more information on ATHENA Lansing, please contact the LRCC Talent Development Manager Sarah Bakken at sbakken@lansingchamber.org.

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Capital Region Support Package Essential

The Lansing Regional Chamber of Commerce and more than a dozen regional and statewide organizations have joined together to embrace the Capital Region Improvement Support Package. This package includes funding requests to the state of Michigan for projects and services that will combine to provide proactive steps to revitalize Lansing's central city and the region. Support for this package is necessary to provide for anticipated growth coming to our region in the next few years.

Among the key items in the proposed package is \$15 million to help kickstart the development of the Michigan Training Innovation Center right here in Mid-Michigan. Using federal COVID relief dollars that remain unspent, we can use one-time money to create a growing hub of knowledge, creativity and leadership for future generations.

Tim Daman, president & CEO, Lansing Regional Chamber of Commerce and Jason Mellema, superintendent, Ingham Intermediate School District recently authored an article in the Lansing State Journal in which they touted the potential the Innovation Center offers the region.

"Here in Lansing we are creating learning content that can keep building our state's future. We're not alone in recognizing the power of XR technologies. In adopting the CHIPS and Science Act of 2022, Congress identified "immersive technologies" as a key focus area. The act funds billions of dollars for research and investment. Regions that have the infrastructure and partnerships in place will benefit greatly.

After all, what's more compelling to a young person — the opportunity to practice welding, the culinary arts or other vocational experiences in an immersive, interactive environment, or simply being lectured about it? The research agrees: according to the National Training

Laboratory, students learn best through experience and simulation, retaining more than 75% of the information versus 5%-10% after hearing a lecture. Even better, virtual content is 100% replicable and affordable once it's been created. This allows for solutions accessible to all.

We're eager to partner with state policy leaders to ensure we can continue to transform the lives of students – and our economic future – through virtual and augmented reality.

We're asking the Michigan Legislature for \$15 million to help kickstart the development of the Michigan Training Innovation Center right here in mid-Michigan." ●

VISIT [BIT.LY/3XOA2UW](https://bit.ly/3XOA2UW) OR SCAN THE QR CODE TO DOWNLOAD THE CAPITAL REGION OVERALL FUNDING REQUEST BREAKDOWN

NEW HIRES



Sampson

Tri-Star Trust has expanded their Lansing team by adding **Rachel Sampson** as relationship associate. Her role is focused on supporting and stewarding

all relationships in and around Tri-Star Trust Bank, including relationships between clients and the bank, colleagues in our Lansing office and across the state, or Tri-Star and community organizations and leaders.



Ellsworth



Porter



Hunsanger



Meister



Heath

Triterra, a Michigan-based Environmental Consulting Firm, is pleased to announce the addition of three new staff members and two interns to its team: **Brooke**

Ellsworth joins Triterra as an accounting specialist; **Nick Porter** has been hired as an environmental technician; **Brianna Hunsanger** joins Triterra as an environmental

scientist; In addition, Triterra has welcomed two interns, **Jessica Meister**, and **Casey Heath**.



Mohamed

developer at their Okemos office. Thaj brings a wealth of experience and expertise to the team, having worked in the information technology field for 15+ years, including experiences with Accenture Technology Solutions in Lansing and Allegiance Health in Jackson, Michigan.

Committed to innovative education solutions for students transitioning from high school to college, education expert **Lisa Siegal** joins the **Eaton Regional Education Services Agency (RESA)** as director of Early College for the Capital Region Technical Early College. Before joining Eaton RESA, Siegal served as early middle college manager with the Michigan Department of Education where she oversaw similar programs across the state.



Adams



Guillen

Consumers Credit Union has added several new team members. **Sarah Adams** is eager to put her 16 years of financial industry experience to work in assisting Consumers members and supporting her team at

the Delta Crossing office in the Lansing market. Office Manager **Rudy Guillen** of the Woods Lake office, which is set to open later this spring, has more than 18 years of leadership experience and 15 years of experience working in the financial services sector.

Kentwood Office Furniture has announced that **Tim Shields** will take over as CEO and president. Shields comes to Kentwood Office after over two decades with Herman Miller and MillerKnoll. He most recently led the integration and transformation for Herman Miller's acquisition of Knoll for the America's contract business. Shields has an extensive background in the office furniture industry, having been involved in every aspect of the industry from sales leadership to dealer distribution to leading a dealer.



Hunter

Melissa Hunter joins **Triterra** as their director of due diligence. She is located in the Kalamazoo area and will be overseeing projects statewide. With over ten years

of experience in environmental consulting, Hunter will assist clients in evaluating and managing environmental risks associated with property transactions.

AWARDS



The **Eaton Regional Education Services Agency** and the **Child Abuse Prevention Council Of Eaton County** honored six

Champions for Children, presenting them with awards during a ceremony to recognize their commitment to helping children in Eaton County: **Wayne Dismuke**, football coach, Eaton Rapids High School; **Dan Korte**, cubmaster, Cub Scout Pack 645/657 in Grand Ledge; **Stephanie Leatherman**, foster care worker, Eaton County; **Mark O'Neill**, volunteer, Court Appointed Special Advocates (CASA) for Children; **Marlene Promer**, begindergarten teacher, Holbrook Elementary, Grand Ledge and **Tammy (Tami) Nixon**, functional independence program teacher, Charlotte High School.

A Medical Assistant at **Sparrow Medical Group Urology** who recently helped a patient receive possible life-saving care has been honored with the Sparrow Speak Up Award for advocating on behalf of patient and caregiver safety. **Brittney Grove** noticed the patient

had begun to slur her speech and showed signs of confusion, symptoms not present when she was initially brought in. Grove immediately notified a nearby nurse who called 911. In less than an hour, the patient was transported to the hospital and diagnosed with a Transient Ischemic Attack, or TIA, a temporary blockage of blood flow to the brain.

A **Sparrow Clinton Hospital** nurse was recently honored with the DAISY Award for compassionate care and dedication to helping patients. Med/Surg nurse **Cory Mygrants, BSN, RN**, was named a



Grove



Mygrants

DAISY honoree based on a letter from a patient's family member, recognizing his extraordinary bedside manner and identifying him as "Supernurse." According to the letter, Mygrants patiently devoted time to the patient and even helped the patient shave while in the hospital.

Publicom, Inc., a full-service marketing communications firm, has won five national awards in the 20th Annual Service Industry Advertising Awards competition,

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MEMBERS ON THE MOVE



with three entries receiving Gold Award distinctions. Award winners are: LAFCU – Electronic Advertising – Shields Up! Campaign (Gold Award); LAFCU – Equality & Diversity Promotion – DEI Internal Campaign (Gold Award); LAFCU – Total Public Relations Campaign – Pathway to Financial Transformation (Gold Award); MSU Honors College – Other: Misc. Collateral – Admissions Brochure (Silver Award) and LAFCU – Total Public Relations Campaign – Spot the Savings (Bronze Award).

An **E.W. Sparrow Hospital** oncology nurse has been recognized with the DAISY Award for her compassion and outstanding contributions to cancer care.



Mason

Staci Mason, BSN, RN-BC, who works on the hospital's Medical Oncology Unit, consistently goes the extra mile to impact the lives of those with cancer and their families. Whether it's working proactively to ensure patients receive timely treatment or contacting colleagues on her day off to check on patients, Mason does what it takes to care for and advocate for her patients, every time.

Sparrow is proud to announce recognition for a host of



Baker

outstanding medical providers who have distinguished themselves for their highly skilled care and for protecting the community during challenging times. Recognized as Sparrow Physician of the Year is **John Baker, M.D.**, who has been instrumental in Sparrow's Behavioral Health team. For the first-ever Advanced Practice Provider Award, the honoree is Nurse Practitioner **Mary Boudreau, DNP, MSW**, of Sparrow Medical Group Senior Health. Boudreau exemplifies what it means to be an outstanding nurse leader, caring for patients on all levels. The annual Physician Leadership Award is given to **Yaohong Tan, M.D.**, of Sparrow Medical Group Pathology, who has maintained a consistent focus on expanding lab services for the community.



Rathbun

Ben Rathbun of **The Rathbun Agency** has been recognized as one of the 35 under 35 Rise Award Winners. The annual RISE Awards recognizes top rising talent in the insurance industry.

State Rep. Angela Witwer (Delta Township) announced the winners of her Small Business of the Month and Teacher of the Month competitions. **Ms. Molly Buffington**, a teacher at Pottsville Elementary School, the March Teacher of the Month. Dimitri's Restaurant is the March Small Business of the Month winner. Dimitri's is a family-owned, family-friendly restaurant located in Delta Township. They have been in business for nearly five decades.

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Ingham ISD Superintendent, Jason Mellema, presents a scholarship check to Emaleigh Keast from the Wilson Talent Center's Culinary Arts program.

Thirty-five seniors from a variety of Career & Technical Education programs offered at the Wilson Talent Center (WTC) on the campus of **Ingham Intermediate School District** have earned over \$20,000 in scholarships. Scholarship monies were donated by various business and community partners, memorial foundations as well as staff and retirees. The scholarships were presented on March 14 at the annual Wall-of-Fame & Awards Dinner attended by over 160 guests.



Noll-Williams

The **Lansing Community College Foundation** has selected **Nicole Noll-Williams** as the 2023 Distinguished Alumni. Noll-Williams has served as the president and CEO of the Capital Region Airport Authority since 2021. As CEO, Noll-Williams is responsible for operating the Capital Region International Airport and Mason Jewett Field.

DISTINCTIONS

The U.S. Centers for Disease Control and Prevention (CDC) Foundation has awarded a \$100,000 grant to **Sparrow** Forensic Pathology Services, which operates the local medical examiner's office, to help spearhead a new national collaborative to improve data

sharing for death investigations. Sparrow is among only seven entities throughout the country to receive the grants, intended as the first step toward the over 2,000 "medicolegal death investigation" offices nationwide sharing more information about probes into unnatural, unexplained and unwitnessed deaths.



Piper

Follow the Piper, a business that promotes Lansing tourism, celebrates founder **Amy Piper's** 10-year anniversary as a Greater Lansing Certified Tourism Ambassador (CTA). Piper was Greater Lansing's 2022 CTA Star of the Year.

Financial Technology, Inc. has been named to the National Association of Plan Advisors' list of the nation's top defined contribution (DC) Advisor Teams with Assets under Advisement over \$100 Million. This represents the sixth consecutive year of recognition for the East Lansing based firm. Established in 1980, Financial Technology provides comprehensive retirement plan services including investment management and research, recordkeeping and plan administration.



Samuel

The Aspen Institute College Excellence Program (Aspen) announced recently that **Dr. Seleana Samuel**, senior vice president for business operations at **Lansing Community College** is one of 35 leaders selected for the 2023-24 class of the Aspen Rising Presidents Fellowship. This

program, delivered in collaboration with the Stanford Educational Leadership Initiative, prepares the next generation of community college presidents to transform institutions to achieve higher and more equitable levels of student success.

PROMOTIONS



McCarty

Kris McCarty, an inspiring and innovative leader who has improved patient care throughout her career, has been named President of **Sparrow**

Clinton Hospital. McCarty has served as interim leader of the hospital since last June and was given the permanent position after a nationwide search. She succeeds Beth Daugherty, who retired last year. McCarty has been with Sparrow for 17 years, having previously served as Vice President of Patient Experience for Sparrow Health System, Director of Mary Free Bed Rehabilitation Hospital at Sparrow, and Director of Rehabilitation Services.



Bitely

Martin Waymire announced the promotion of **Adam Bitely** to vice president of public affairs. Bitely led Martin Waymire's efforts with Michigan's EITC Coalition

to successfully expand Michigan's earned income tax credit (EITC) from 6 to 30%. He also leads client teams for the Michigan Infrastructure and Transportation Association, Michigan Future Inc., Michigan Consensus Policy Project, Michigan Alliance for Student Opportunity, and the Virginia Association of Nurse Anesthetists.



Robinson

Congratulations to **Mariam Robinson** who was promoted to director of membership engagement & advocacy at **Ngage Management**.

She will assist

clients in strategic and intentional member engagement while supporting advocacy efforts. Mariam was also selected to participate in a year-long advisory group to focus on Gen Z and Millennial demographic of the American Nurses Association membership. Working with colleagues from other chapter/state nursing associations, Mariam and other members of the advisory group will collaborate on ways to recruit and retain members from this segment of the nursing population.

WIELAND is excited to announce the following promotions: **Blake Simon** to senior project manager; **Brock Smith** to senior project manager; **Steven Imhoff** to senior project manager; **Mitch Lorenz** to site superintendent and **Larry Holley** to project manager. WIELAND thanks and congratulates these well-deserving individuals for their enormous contributions to the team.



Grost

Bekum America (BAC) is pleased to announce that **Terry Grost** has been promoted to the manager of the after sales group reporting to Steve London, president and

COO. Grost will be overseeing very important areas of customer service, spare parts and machine rebuilds. Terry is one more employee in BAC's long list of employees to rise through the

ranks to a managerial level position, increasing the company's impressive list of "home grown" managers (officers, directors, managers and supervisors) to approximately 70% of its leadership team advancing up the BAC ladder.

BOARD OF DIRECTORS & EXECUTIVE COMMITTEE UPDATES



Rishar

AARP Michigan announced the appointment of **Lorri Rishar** as its new state president, the top state volunteer post within the organization's influential

network of volunteers. As the nation's largest nonprofit, nonpartisan organization, AARP's state presidents work in partnership with their respective state directors, staff and volunteers to lead AARP's important advocacy and programmatic work. Rishar replaces outgoing volunteer state president Chris Holman who served in the role since 2016.

Ele's Place Capital Region is pleased to announce the appointment of two new community board members—**Travis Stoliker** from Saddleback BBQ and Slice by Saddleback, and **Gayle Fisher** from Auto-Owners Insurance. Gayle is stepping in to fulfill the position of Denise Williams, who has served Ele's Place for six consecutive years. Ele's Place is grateful for Denise's amazing service and looks forward to their continued relationship with Auto-Owners Insurance through Gayle.

COMPANY NEWS

MSU Federal Credit Union (MSUFCU) recently concluded another successful Blue Mondays concert season. The 2022-23 jazz concert series drew 1,032 attendees and 151 students from Michigan

State University's College of Music. The Blue Mondays performances are a component of the MSUFCU Jazz Artist in Residence Program, a partnership with the College of Music that offers instruction, collaboration and performance opportunities with some of the world's best jazz musicians. MSUFCU was pleased to welcome their members music, students, and the community to their Headquarters campus to enjoy four evenings of live music.



Louis (L) and Max (R) Boyang, long-time members of the Arts Council, have used their artistic abilities to create collaborations and give back to the community, including raising money to raise awareness of childhood cancer. They are a perfect example of why it is important to support young creatives and their artistic endeavours.

The **Arts Council of Greater Lansing** announced the launch of Young Creatives Mentorship, a unique one-on-one opportunity for Greater Lansing youth to work with professional artists in individual sessions that will offer guidance, resources and first-hand experience to aspiring artists. The pilot program will pair vetted Arts Council-affiliated, working artists with interested aspiring art students through an application process and will provide an eight-week mentoring course. For more information on this opportunity and other Arts Council programs, contact Taylor Haslett at taylor@lansingarts.org.

Sparrow and U-M Health have received the necessary regulatory approvals to partner after announcing their plans in

December to create the premier statewide system of care. Sparrow has more than 120 sites of care and is one of the largest health systems in Michigan, with about 10,000 caregivers and approximately 600 employed primary-care providers and specialists. With the addition of Sparrow, University of Michigan Health now oversees more than 200 care sites across the state and has grown to be a \$7-billion organization.

MSU Federal Credit Union and the Desk Drawer Fund are excited to announce the winner of the Q1 2023 Desk Drawer Fund Member Raffle. On Friday, March 10, 2023, Michelle Wilcox was randomly selected as the Q1 2023 grand prize winner of \$20,000. The Q1 raffle saw 2,504 tickets sold, with a total amount of \$41,080 raised. Half of the funds raised will be donated to the Desk Drawer Fund and invested back into the communities the Credit Union serves. By purchasing a raffle ticket, Credit Union members are supporting the Desk Drawer Fund's mission to contribute to the public good and make a positive impact in our communities.



McNeal

Edward McNeal III of Chromatin Productions will be one of the panelists discussing the current state of marketing during the The 2nd Annual MiMOB Summit

is happening on May 11, 2023. The event is presented by **Amy Zander of Zeedia Media**. The location has changed to THE VENUE, a beautiful space hosted by Eleven 11 Event Center.

Helen DeVos Children's Hospital (HDVCH), part of Corewell Health™, will be upgrading, expanding and bringing new pediatric specialties to the Lansing region and will be partnering with **McLaren Greater**

Lansing to enhance care in the new hospital's Birthing Center by providing pediatric hospitalists and neonatal nurse practitioners. These services will be located on McLaren's new health care campus, within the University Health Park, and are set to open Summer of 2023. HDVCH, known for its expert care, is committed to bring their vast list of children's services to the Lansing area.

Publicom, a full-service marketing communications firm, is celebrating two significant accomplishments: its 44th year in business and the launch of its new website. **Publicom.com** has been given a fresh look and feel that is not only visually engaging but gives visitors the opportunity to review the firm's full suite of integrated services as well as a robust portfolio that features samples of the firm's work across different mediums and industries. All are encouraged to visit the new website and take a look around.

Sparrow Forensic Pathology Services has released its 2022 annual report on drug-related deaths in five counties in which Sparrow serves as Medical Examiner. Highlights of the report include declines in total drug-related deaths and in opioid- and heroin-related deaths, and increases in cocaine, stimulant-related and amphetamine/methamphetamine-related deaths. The report, and other Forensic Pathology findings, can be found at Sparrow.org/omereports.

MSU Federal Credit Union's (MSUFCU's) foundation, the Desk Drawer Fund, celebrated its fourth anniversary on April 1, 2023. Named after the desk drawer out of which MSUFCU was founded in 1937, the Desk Drawer Fund was established in 2019 with a mission to empower members, employees, and businesses to contribute to a universal well-being by investing in our local communities. The founding idea that we can make a difference together remains true today through

the work of the foundation and the donors who support it.



ProRoma is pleased to share that their scent library has officially been updated, offering three new unique scents including "Happy Days," "Artesian," and "Citrus Wood." ProRoma is also pleased to share the release of their new commercial diffuser, The ProRoma Tower. An aesthetic device that compliments any space that believes that their décor is important. It's a perfect addition to any retail space, residential property, or service provider.

Mahabir Wellness is pleased to now accept Cigna Medical Health Insurance for Mental Health services along with other major mental health insurance. Additional services now provided include Next for Natural Noninvasive Non-Toxin Skin Care and Dermal Stamping from Gold 22.

Maner Costerisan is pleased to announce the launch of a new division, giving its clients access to a full suite of consulting services, including strategy and planning, risk management, transactional consulting, as well as litigation and data analytics support. Maner's new consulting services division combines the firm's expertise and track record of success in financial management with the unique skill sets and certifications of its team members to provide its clients with a deeper level of strategic and financial guidance. ●



LANSING REGIONAL CHAMBER

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