

FOCUS

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

JULY 2023

Greater Lansing's Tourism Industry on the **Comeback Trail**

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Positive Steps Towards Getting Lansing on the Right Track

Similar to many cities across the country, the City of Lansing's recovery from COVID remains a work in progress. Downtown Lansing continues to redefine itself in large part due to a slower than expected return to in person work for State of MI employees. While challenges remain, there are some encouraging signs that suggest Lansing is moving towards better times.

Recent polling from Advanced Greater Lansing identified the top concerns of city residents likely to vote in this year's city elections.

Poll findings show that 22.4% of respondents cite public safety as the most important issue for city leaders to address. Though 41.5% of those surveyed said they believe the city of is on the wrong track, that is a sharp improvement from just one year ago when 55% said the city was headed in the wrong direction. The number of people who feel Lansing is headed in the right direction increased in the past year from 28% to 33.2%.

Public safety has slowly become a top issue for residents over the past several years. This underscores the importance of prioritizing and investing in strategies that enhance safety measures and strengthen community policing initiatives.

The poll also indicated that roads are the second most significant issue for residents. The condition of our infrastructure greatly impacts our daily lives and our economy. It is crucial that we continue to advocate for increased funding and sustainable solutions to improve our roads and transportation network.

These issues and others identified in the poll are critical to our ability to create more businesses and jobs in the city. Investment in addressing key issues is vital. That's why we are working with the Capitol Caucus to secure funding for critical infrastructure and economic development projects supported by more than a dozen regional organizations including the Lansing Regional Chamber of Commerce. The projects are part of the \$500 million dollar Capital Region Improvement Support Package (CRISP) and will provide a much-needed boost in the efforts to revitalize Lansing's central business district.

In addition to much-needed investment, it is equally critical that our elected officials understand the voter concerns and are willing to work collaboratively with stakeholders in the region to address these issues. The Lansing Regional Chamber of Commerce Political Action Committee has endorsed four candidates in this year's Lansing City Council elections for whom we urge your support. We believe that Tamera Carter (At-Large), Trini Lopez-Pehlivanoglu (At-Large), Ryan Kost, 1st Ward, and Adam Hussain, 3rd Ward, are leaders who can be difference-makers in driving positive progress for Lansing.

We all have a stake in the revitalization of our region's central city. We cannot have a healthy region without a healthy city of Lansing. It is important that we all do our part to support local businesses. To that end, I encourage you to read this month's feature story on tourism and join us in supporting the Greater Lansing Convention and Visitors Bureau's Love Lansing Like a Local campaign. There is something for people of all ages. Whatever your passion, we have it all in the Lansing region! ●



TIM DAMAN
PRESIDENT AND CEO
LANSING REGIONAL
CHAMBER OF COMMERCE



While challenges remain, there are some encouraging signs that suggest Lansing is moving towards better times.

July 2023

7/11

JULY MEMBER MIXER

Tuesday, July 11, from 4:30 to 6:30 p.m.

Diversified Insurance Group,
154 S. Larch Street, Suite B, Lansing

Connect with and get to know fellow Chamber members and business professionals in the Greater Lansing area on July 11 at the July Member Mixer hosted at Diversified Insurance Group.

Cost: This event is offered at no cost.

8/9

ATHENA WIN GIRLS' NIGHT OUT: KAYAKING DOWN GRAND RIVER

Wednesday, Aug. 9, from 4:30 to 7:30 p.m.
Dimondale Canoe & Kayak, 9995 Billwood Highway, Dimondale

Take a trip down the Grand River with the Girls Night Out Committee. Dimondale Canoe & Kayak will transport you to Danford Island Park launch site, which includes several lagoons to paddle around in, as you head down the river.

Cost: The event is \$25 for ATHENA WIN members and \$35 for future members.

August 2023

8/8

AUGUST MEMBER MIXER

Tuesday, Aug. 8 from 4:30 to 6:30 p.m.

Gravity Smokehouse & BBQ, 2440 Cedar Street, Holt

Expand your network and connect with business professionals in the Greater Lansing area at the August Member Mixer hosted at Gravity Smokehouse & BBQ.

Cost: This event is offered at no cost.

Info Hub

LRCC members have unparalleled access to company and staff profiles on the LRCC website. To access and update this information at any point, visit lansingchamber.org and enter your username and password. If you have not yet signed into the site, please follow the simple password reset instructions.

Call (517) 487-6340 with any questions.



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Michigan Dental Association
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Sparrow Health System to Become University of Michigan Health-Sparrow, Effective April 1, 2024



Sparrow Health System will become University of Michigan Health-Sparrow, effective April 1, 2024, as part of Sparrow joining the Michigan Medicine clinical network, according to health system officials.



Sparrow leaders say they have selected the new name to leverage the strength of the University of Michigan worldwide brand with the historical significance of the Sparrow brand.

“University of Michigan Health-Sparrow reflects a partnership going forward, building on the equity of both brands,” according to James Dover, Sparrow President and CEO. “Sparrow has an unmatched reputation in Mid-Michigan while U-M Health is the preeminent health system in Michigan. The new name highlights a continued commitment to bringing patients the right care at the right time at the right place, closer to home.”

Sparrow joined University of Michigan Health in April 2023, contributing significantly to what is now a \$7.8-billion organization, the second largest health system in the state.

The new names of the individual Sparrow entities will be:

- E.W. Sparrow Hospital ► **University of Michigan Health-Sparrow Lansing**
- Sparrow Carson Hospital ► **University of Michigan Health-Sparrow Carson**
- Sparrow Clinton Hospital ► **University of Michigan Health-Sparrow Clinton**
- Sparrow Eaton Hospital ► **University of Michigan Health-Sparrow Eaton**
- Sparrow Ionia Hospital ► **University of Michigan Health-Sparrow Ionia**

Sparrow will continue to be known as Sparrow Health System in internal and external communications until April 1, 2024, when the new name becomes official. ●

Chamber Milestones

Lake Trust Credit Union

40 Years

M3 Group

20 Years

PM Environmental, Inc.

20 Years

Diversified National Title Agency

15 Years

Pratt & Whitney AutoAir, Inc.

15 Years

City of St. Johns

10 Years

Clinton County Board of Commissioners

10 Years

Home Builders Association of Greater Lansing

10 Years

Innovare (formerly Corporate Office Interiors)

10 Years

Klug Law Firm

10 Years

Michigan Polymer Reclaim, Inc.

10 Years

Okemos Marathon

10 Years

Town and Country Auto Service Center LLC

10 Years

AT&T

5 Years

PK Companies

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!



Albert EL Fresco Brings Family Friendly Fun to Downtown East Lansing

An innovation that started as a result of the Covid pandemic has become a popular, family friendly destination in downtown East Lansing. Albert EL Fresco is a pedestrian-friendly area located along Albert Avenue, between Abbot Road and M.A.C. Avenue. The space features outdoor seating and tables, rocking chairs, hammocks, decorative lighting, shade amenities, games and more.

It all began in 2020 after Covid forced everything to shut down. City officials heard from members of the public for a desire to have outdoor gathering areas.

“It was very bare bones at first,” said Matt Apostle, community and economic development specialist, City of East Lansing. “It was metal picnic tables and was set-up solely for the safety component.”

A combination of a crowd funding campaign, support from the Downtown Development Authority and Downtown Management Board spurred the concept to a new level in 2021.

“We decided to move forward with much brighter and more attractive space,” said Apostle. “We modified barricades into planter boxes and transformed whiskey barrels into holders for sail shades. We also added various types of seating including rocking chairs and

Adirondacks as well as turf grass. In 2022 and 2023, the city has invested in sturdier infrastructure that can be brought back every year. It is now a community staple.”

Albert EL Fresco has brought a sizeable amount of foot traffic to downtown East Lansing between the months of May and August, when traffic from Michigan State University students is down.

This year, the city has focused on adding more weekly programming. Every Thursday is game night which includes a variety of activities and games, including giant Connect 4, cornhole, giant Jenga, ping pong, giant chess and more. In addition to live music visitors can also look for the East Lansing Public Library's Library on the Go mobile pop-up library. Other special events that take place in Albert EL Fresco each year include the Community Chalk Walk, the Greater Lansing Area Moms (GLAM) Jam Summer Kickoff event, East Lansing PRIDE, and the Moonlight ExtravaGRANDza.

“We are excited to have this space become more entrenched in the identity of East Lansing and particularly the downtown,” said Apostle. “We think it is a great space and that the public should come down and enjoy it.” ●



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Holy Cross Services: Meeting the Needs of Michigan's Children

By: Jocelyn Bellhorn, Kolt Communications, Inc.

75 years ago, Holy Cross Services (HCS) was founded to meet the needs of Michigan children with nowhere else to turn.

HCS has a mission to bring hope, promote change and help people live free, healthy, and productive lives. HCS specializes in the empowerment and trauma recovery of children and families engaged in the child welfare system. They also support neighbors, veterans, and community members to end their episodes of homelessness. Their success in delivering on that mission is the reason recently appointed HCS President & CEO, Susan Rosas, came on board this year.

"I am so thrilled to be a part of Holy Cross Services, not just because of our incredible history and impact across Michigan, but because this team has the heart to help people find safety and strength through connection," said Rosas.



Rosas

One of the most visible and impactful services HCS provides in the Lansing region is the New Hope Community Center, located at 430 N. Larch in Lansing. Since HCS took over the Center in 2018, New Hope has been providing free meals, emergency shelter, veterans housing and more.

New Hope Community Center is one of the region's largest homeless shelters and it is the area's only 'low-barrier' facility – which means New Hope eliminates as many barriers as possible to ensure all neighbors have access to emergency shelter. The New Hope Community Center in Lansing provides:

- **Community Kitchen** – Serves over 250 meals per day including breakfast, lunch, and dinner for anyone in the community who needs help.
- **Day Center** – Provides a warm, safe space to rest, recharge and access case management.
- **Emergency Shelter** – Overnight shelter for individuals with nowhere to turn.
- **Family Sheltering** – Ensures families with children remain together during an episode of homelessness.
- **Veterans' Housing** – Shelter and support for veterans experiencing homelessness so they can transition to permanent housing.



To support operations and spread awareness about New Hope, HCS hosts an annual fundraising event titled Homeless No More (HNM) that has been

supported in a big way by the community. The March 2023 HNM fundraiser raised \$311,000 to operate the New Hope Community Center and gathered approximately one hundred attendees. The committee includes Holy Cross board members, donors, and community members.

"We envision a Michigan where family and home are certainties for everyone. That encompasses having our children with their parents and families in safe places. Our goal is to ensure that everyone has somewhere to stay, a safe home to be in," said Alexis Dye, director of communications for Holy Cross Services.



HCS provides residential treatment services for Michigan's children who are in the foster care and juvenile justice system. Residential treatment is available in Saginaw at St. Vincent youth home. Older youth aged 16 – 19 receive care in Holy Cross Services' Independent Living Program (ILP) in Saginaw and Flint. Licensing and adoption services for parents and children occur around the state.

Holy Cross Services continues to adapt and grow to meet the ever-changing needs of the community. As a result, HCS is currently fundraising to build out two additional floors at the New Hope Community Center in Lansing. This will enable HCS to provide more services to the growing unsheltered community.

Please visit www.holycrossservices.org/donate to learn more about how you can support their efforts. ●

Ingham Health Plan Celebrates 25 Years

Ingham Health Plan (IHP) is celebrating their 25th anniversary of serving thousands of Ingham County residents who are uninsured and in need of health services.

IHP has delivered healthcare access to over 85,000 low-income, uninsured residents in Ingham County since the plan's creation in 1998. These residents don't qualify for Medicaid, Medicare, or have other health insurance.

People with annual household income up to 250% of the federal poverty level (i.e. household of 1 earning up to \$36,450, household of 2 earning up to \$49,300, etc) can get basic access to medical, dental, and pharmacy services. With IHP, members can go to a doctor for office visits, preventive services and mental health support; receive specialty services and outpatient labs, x-rays and tests; get the medicines needed to manage health conditions; and see a dentist. IHP contracts with local providers to deliver these health services.



"Ingham Health Plan is undoubtedly a valuable resource and connector for people facing barriers to care. Through IHP, underserved residents within Ingham County can access critical, timely and affordable healthcare services that meet their unique needs.

Ingham Community Health Centers appreciates its long-standing partnership with IHP. We are committed to a long-term partnership that creates access to a higher quality of life for underserved residents in Ingham County," says Kris Drake, MHA, FACHE, Executive Director of Ingham Community Health Centers.

Today, IHP continues to serve as a safety net for uninsured residents in Ingham County. As thousands of Medicaid beneficiaries are at risk of losing health coverage due to annual renewal, IHP may be an option to ensure healthcare services are uninterrupted. Eligible applicants can enroll online or in person by appointment. For more information, visit www.ihpmi.org or contact 866-291-8691. ●

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Payne Rosso: Honest Hard Work Pays Off

By: Cionne Casanova, Kolt Communications, Inc

Payne Rosso, known for its consistent quality in representing building specialty products, celebrates its 100-year anniversary since its founding in 1923. Emil Kuelske, owner and president of Payne Rosso, reflected on how the company got to where it is today.



Cultivating relationships is something Payne Rosso takes pride in and has been able to secure work with big contractors because of it. With these expanded connections also come more opportunities. Payne Rosso has been able to work not just in the Lansing area but now in many parts of Detroit such as the renovation of the train station due to their positive word of mouth.

“Since getting started in 1923, we’ve only had a handful of owners (myself included) run the company and because of that we’ve been able to keep our values in line with our work ethic,” said Kuelske.



Kuelske

Payne Rosso does contracting on a range of interior work such as restroom dividers, folding walls that create banquet rooms, and custom glass work. They take pride in providing only the best for their clients.

When asked what was in store next for Payne Rosso, Kuelske says, “Well, my gameplan is to retire, but until then we’re going to keep on keeping on or steady as she goes as they say. We’ve had a lot of business analysts come in and approach us on what would be the best course of action but at the end of the day we’re a small company who pride ourselves in the work we do.”

With a century of success under their belt, the small team is committed to hard and honest work which keeps clients coming back. Even with some of the bumps that come in the bid market, the company finds a way to stay on top and show clients they have the expertise and know how to make a great and quality product.

“Honesty, hard work, and consistency is what defines us and I’m glad to know that others say the same,” said Kuelske. ●

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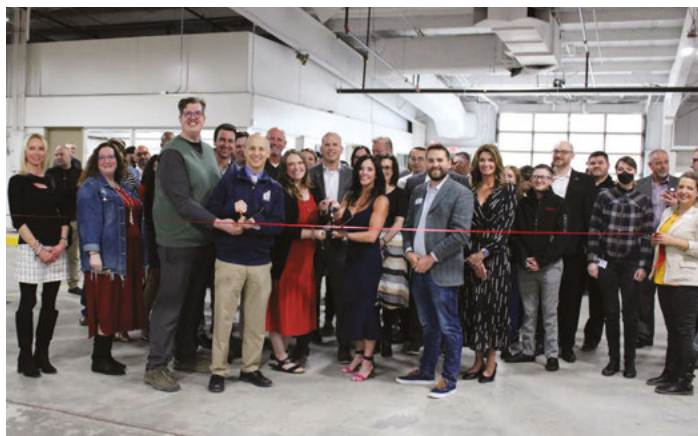
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McAlister's Deli celebrated the relocation of their store with a grand opening and ribbon-cutting at 2129 Lake Lansing Rd, Lansing. The \$1.2 million remodel includes an extended parking lot, fully renovated interior, and a new drive-through pick-up option.



LaFontaine Collision Center of Lansing had a ribbon-cutting for their new location at 2727 Prospect Street in Lansing Township. The new location grows the capacity of their body shop and will allow for more growth. LaFontaine is a family-owned business with over 30 locations in Michigan.



Tap Truck Mid Michigan held a ribbon-cutting ceremony at **Cleats Bar & Grille** to celebrate their opening. Their vintage 1955 Dodge Panel Truck featuring Five customized taps that dispense beer, seltzer, or cider, has been completely restored into a stunning mobile bar that adds a touch of class to any event.



The Lansing Economic Club welcomed **Michigan State University** Interim President Teresa K. Woodruff, P.h.D on June 9. Dr. Woodruff's presentation focused on how MSU is leading the region forward through community partnerships and its substantial positive impact on the Greater Lansing region and state and discussed how MSU students, alumni, and staff, have a shared purpose and drive by bringing people together and helping change the world.

The CROWN Act Signed Into Law

The CROWN Act has achieved a significant milestone as it has successfully passed both the State Senate, with a vote of 33-5, and the State House of Representatives, with a vote of 100-7. The Lansing Regional Chamber of Commerce (LRCC) has been a staunch supporter of this legislation. Governor Whitmer signed the CROWN Act into law at local small business Moneyball Sportswear.

"This passage of the CROWN Act represents a remarkable stride in the right direction," emphasized Steve Japinga, Senior Vice President of Public Affairs at LRCC. "By embracing this legislation, we send a powerful message that Michigan is dedicated to fostering an environment where diversity, inclusion, and equal opportunity flourish. Through such actions, we attract and retain talented individuals from all backgrounds, ultimately strengthening our businesses, communities, and economy as a whole."

State Senator Sarah Anthony, representing Lansing, reintroduced the legislation known as The CROWN Act, which stands for "Create a Respectful and Open World



Photo credit: State Senator Sarah Anthony

for Natural Hair." This proposed law aims to prohibit discrimination by expanding state statutes to recognize an individual's hair as a characteristic of race. It is worth noting that Michigan is one of the 30 states that currently lack protection for traditionally black hairstyles.

The LRCC actively supports this legislation, recognizing its potential to help businesses establish more inclusive and equitable workplaces. ●

10 Black Entrepreneurs Named to LEAP's 2023 Elevate Cohort

In February 2022 Lansing Area Economic Partnership (LEAP), with support from PNC Foundation and in partnership with Best Practice Consulting Solutions, launched Elevate, a new entrepreneurial support program focused on revenue, profitability, and prominence.



The program involved empowering, refining, enhancing and scaling eight Black businesses in a 6-month accelerator program with individualized business assessment, customized workplan development and one-on-one technical assistance.

Elevate's main goal is to help Black business owners improve and maximize operational efficiency and heighten business sophistication to drive increased profitability and revenue. The Elevate program

strives to not only raise awareness of this deficit, but to provide Black business owners with resources and programming that has historically been hard to access due to systemic barriers.

Congratulations to the 10 outstanding entrepreneurs selected for the 2023 Elevate cohort:

- Takudzwa Chiduma, Open Arms Link
- Adrian Joseph, Goodfellas Bagel Deli
- Phyllis M. Williams, MA, LLPC, Peace & Harmony Counseling Services, LLC
- Blake Matthews, Paradiso Productions
- Melissa Moore, Moore Vision Optical Boutique
- Joshua Southern, Risky Studios
- Jacqueline Taylor, Little Dreamers Daycare Center
- Kelly West, The MilesWest Group
- Dearthra Westfall, Nature's 92
- Dymon Wilson, Sista Stu

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Nate Powell
Farm Bureau
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Michigan



Devin Smith
General Motors -
Lansing Grand
River Assembly



Taylor Bass
Granger Waste
Services



Kristy Doak
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Convention &
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Melissa Nay
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Food Bank



Angela Wright
Independent
Bank



**Christopher
Eveleth**
Jackson National



**Melissa
Whiteman**
LAFCU



Tony Heriford
Lansing Board of
Water & Light



Tracy Strudwick
Lansing Board of
Water & Light



Scott Taylor
Lansing Board of
Water & Light



**Claire
Drolshagen-
Puck**
Lansing Board of
Water and Light



Melissa Keeley
Lansing Christian
School



Leah Melicher
Lansing
Community
College



Daniel Rials
Lansing Regional
Chamber of
Commerce



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LPL Financial rep.
LAFCU & Astera
Credit Union



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Jessica Diener
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Venus Myles
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The Christman
Company



April Johnson
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Interested in Participating in
the 2023–2024 Leadership
Lansing Program?

Applications available online
at lansingchamber.org.

Lansing Regional Chamber to Recognize & Develop Talent in Greater Lansing

The Lansing Regional Chamber of Commerce (LRCC) is seeking nominations for the ATHENA Leadership Award and the 10 Over the Next Ten Awards. LRCC is also seeking applicants for the 2023-24 Leadership Lansing cohort.



ATHENA Leadership Award

The ATHENA Leadership Award honors individuals who strive towards the highest levels of professional accomplishment, excel in their chosen field, have devoted time and energy to their community, and pave paths for other women to follow. Applications available at www.lansingchamber.org/athena-lansing.

Nomination Deadline: Friday, Sept. 15



10 Over the Next Ten Awards

In partnership with Lansing 5:01, this award ceremony celebrates Greater Lansing's top young professionals who are anticipated to contribute to the community

significantly over the next 10 years. The winners are selected based on professional achievement and community involvement.

Nominees must be 35 years old or younger and worked in the tri-county region for a minimum of two years (as of Oct. 1 of the current year). Applications available at www.lansingchamber.org/10-over-the-next-ten-awards/.

Nomination Deadline: Friday, Aug. 4



Leadership Lansing

Applications are now available for the 2023-24 Leadership Lansing cohort. Entering its 9th year, Leadership Lansing is a program designed to help equip the next generation of community leaders. 295 outstanding leaders have completed the program in the past eight years. Applications available at www.lansingchamber.org/leadership-lansing.

Application Deadline: Friday, Sept. 15 ●

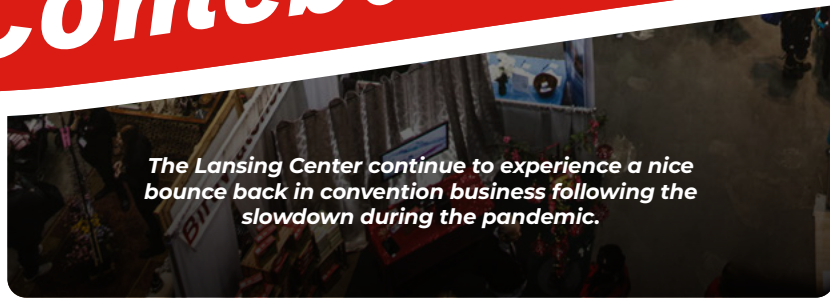
ATHENA WIN Girls' Night Out



On May 3, ATHENA WIN (Women's Interest Network) held a Girls' Night Out event at The Plant Professionals, located at 16886 Turner Rd, Lansing. The women attending were able to create beautiful flower arrangements while networking and sharing laughs together. Kathy Valentine, president of The Plant Professionals and Deb Ottinger, floral designer, were on hand to help with the arrangements and educate the group on all things floral. It was a full-circle ATHENA Lansing evening, as Kathy was the very first ATHENA PowerLink recipient in 2006! It was great to see first-hand how that program strengthened her professional development and helped the company grow into the business it's become today! ●



Greater Lansing's Tourism Industry on the Comeback Trail



The economy of Greater Lansing has always been

viewed as being built on the foundation of manufacturing, state government and Michigan State University. In recent years other sectors have moved to the forefront, most notably insurance, healthcare, technology, and transportation to name a few.

One industry that deserves more attention as an economic driver of the regional economy is tourism. An economic impact study conducted in 2018 by Anderson Economic Group showed the local tourism industry generates over \$682 million in spending at local businesses and employs nearly 11,000 local residents. The region welcomes 5.3 million visitors annually and contributes more than \$29 million a year in sales tax revenue to the state of Michigan.

Julie Pingston, president & CEO of the Greater Lansing Convention and Visitors Bureau (GLCVB), notes the Anderson report was conducted pre-pandemic. She expects to have the numbers updated in another year after the industry has more fully recovered from the pandemic. Like most urban areas in Michigan, Lansing's rebound has been a bit slower than other areas.



Pingston

"A lot of our emphasis as a destination is based on meetings and conventions, amateur sporting events and business travel," said Pingston. "All of those have been slower to come back than leisure travel for people going to a beach

destination or out into the woods someplace."

Signs of a rebound are occurring. Hotel occupancy in the region in 2022 was 53.2%. In the pandemic year of 2020, those numbers had dropped as low as 17%. In 2019, the occupancy number stood at 61.6%. One important marker the community hit in 2022 was selling one million rooms in local hotels in a night.

"That's always been an aspirational number that we actually hit for the first time in 2018, so it was great to get back to that number again," said Pingston.

Pingston says the industry started to see some real progress in the fall of 2022 when attendance at meetings and conventions started to pick up. Michigan State University's return to the campus brought students, visitors and families to campus for various events.

The foundation of the key meetings and convention business in the region is the Lansing Entertainment and Public Facilities Authority (LEPFA) which operates the Lansing Center, acts as landlord for Jackson Field and also operates Grosbeck Golf Course, Silver Bells in the City and numerous other events downtown. LEPFA drives economic impact by bringing people both in and out of the region downtown to spend dollars.

"The other way we drive economic impact is by the people we bring downtown building up other businesses around our entities," said Scott Keith, President & CEO, LEPFA. "We want the events to drive more business and activity around the region."

Covid completely shut down the meetings and events industry for several months. Keith says the initial bounce back was strong because people wanted to get back together.

“Some industries are continuing to struggle whether it is due to staffing or how the economic climate is doing,” said Keith. “For the most part, we have seen everything bounce back to around 80%. It could go higher, but we don’t expect it back to 100% until 2025.”

Keith says plans are in the works that will spur activity including upgrades to the Lansing Center, including improved technologies. Another focus will be improving food service operations including more “grab and go” stations which have become popular for meeting attendees. LEPPA is also looking at a new master plan for Grosbeck, as the golf industry has enjoyed a resurgence coming out of Covid.

Regional Attractions Make Their Mark

Lansing has several major draws that attract visitors to the region. The State Capitol has always served as an anchor for the region’s tourism industry, drawing an estimated 250,000 visitors per year.

The impact of the Capitol is most noticeable by the dozens of school buses parked downtown during the school year as students and teachers from around the state come to learn about state government and visit the Capitol building. The desire to connect with state government is a major driver of the region’s meeting and convention business and significantly impacts local restaurants and hotels. In July of 2022 the state opened a new \$40 million underground welcome center on the north side of the Capitol. Heritage Hall features a 40,000-square-foot visitor center, meeting rooms and educational exhibit.

Much like the State Capitol drives tourism, so does Michigan State University, which attracts students, staff and faculty from around the world. The lure of major college athletics is evident to anyone who drives through East Lansing on a football weekend or at the sold out Breslin Center during basketball season. Culturally, since 1982, MSU’s Wharton Center for Performing Arts draws crowds from the entire state. When Wharton hosts mega-hit Broadway shows like Wicked or Lion King, up to 42% of the tickets have been purchased from outside the tri-county area.

The Eli and Edythe Broad Art Museum at MSU has become a leading statewide attraction as a center for contemporary



Keith



Fankhänel



Larson

art. The Broad Museum’s latest attraction, which opened in June, is entitled *Shouldn’t You Be Working: 100 years of Working from Home*. The exhibition considers the domestic sphere as an ever-changing site of labor. Computers, the Internet, and mobile phones have enabled a variety of new labor practices, an unprecedented amount of which are situated within the home: white-collar home offices, self-employed social media influencers, the hidden labor of coders and offshore renderers now coexist with traditional domestic work by nannies, caretakers, and homemakers.

“Michigan State University was a pioneering institution of higher learning, which, in the late 19th century, began to look at homemaking—working from and in the home—

as a serious profession,” says MSU Broad Art Museum Associate Curator Teresa Fankhänel. “This legacy endures today in the university’s curriculum and in the physical layout of the campus. Who works in the home and the type of work that is performed, however, has changed tremendously, not least due to technological advances in computation and the internet. The show explores what it means to work from home, past

and present—between new-found freedom and total surveillance, and between traditional domestic labor and the high-tech gig economy.”

Impression 5 in downtown Lansing is a major draw for students and families. In 2018-19 Impression 5 had 170,000 visitors, an all-time high.

“We saw visitors from all but two counties in the state of Michigan and all 50 states,” said Erik Larson, executive director, Impression 5. “Those numbers went down during the pandemic, but we are starting to see a nice surge and we are creeping back up to near pre-pandemic levels.”

Impression 5 just finished celebrating its 50th anniversary and has completed a successful capital campaign in which it raised \$5 million. Impression 5 has always prided itself on building its own exhibits and will continue to do so.





Greater Lansing's Tourism Industry on the Comeback Trail

Some of the funds from the capital campaign will be used to bring in travelling exhibits. Impression 5 just finished hosting DC Super Heroes which was an exhibit from the Children's Museum of Indianapolis. In May, Impression 5 opened Doc McStuffins based on Disney Junior's Peabody Award-winning television series. Doc McStuffins: The Exhibit will run through Sunday, Sept. 24. The highly interactive English and Spanish bilingual experience will transport kids and families from Doc's backyard clinic to the McStuffins Toy Hospital. There, families are invited to help Doc perform check-ups and diagnose toy patients, while learning about healthy habits, compassion, and nurturing care as they explore as "doctors-in-training".

Potter Park Zoo is another family favorite, attracting an average of 180,000 visitors per year. The Society Executive Director of Potter Park, Amy Morris, says the Zoo offers something different as an attraction.

"We offer people the opportunity to be in the middle of a city and connect with nature," said Morris. "Our goal is to encourage conservation of animals and the natural world. Our hope is that all of our guests get that experience when they walk through the gates."

This year, Potter Park has initiated conversation education stations throughout the Zoo.

"Not only do visitors get to tour the Zoo and look at the animals, they get an opportunity to engage with people and receive additional information about conservation status of the animals and steps they can take at home to improve the environment," said Morris. "We feel that has changed the experience of coming to the Zoo."

The summer is prime time for visitors at the Zoo. Among the numerous special events on tap are the annual Zoo Days on July 11 & 12. Visitors can enter the family friendly event for a reduced admission of \$2. July 20 from 5 until 8 p.m. is an adults only event, Zoo Nights, which is a casual, happy hour-style event that will feature tastes from local restaurants and beverage companies. Visitors can see the zoo after-hours, visit with the animals, and enjoy yard games with friends all while savoring tasty treats.



Old Town Lansing, on the city's north end, is a cultural and creative district that offers unique experiences through special events and eclectic shops and is a significant contributor to the regional tourism industry.

Old Town Lansing has 54 first-floor store fronts, 31 of which are unique retail boutique spaces. There are 14 restaurants, five art galleries and Urban Beat, a music venue that showcases the diverse music culture of the region. The River Walk connects Old Town to the rest of the city. The area is also known for its festivals including the Scrapfest on July 14 and Jazz Fest on Aug. 3.

Sports is Big Business

The love of sports has a significant impact on the local tourism industry. Michigan State athletics drive visitors from both

within the region and from around the country to local hotels, restaurants, and other attractions.

In recognition of the importance of sports in tourism, GLCVB created the Greater Lansing Sports Authority in 2007. The Authority hosts 80-100 amateur sporting events a year. Last year, those events brought 50,000 athletes and more than 230,000 spectators to the region.

"It's been extremely successful for us in terms of having these regional or national events take place here and then they keep coming back," said Pingston. "Our team is extremely dedicated to going the extra mile to make our community stand out."

The Michigan Trapshooting Association in Mason has hosted national events bringing in people from all over the country. The Lansing Center in downtown Lansing, which is typically fairly quiet in the summer, will be filled in the month of July with sporting events including a major youth wrestling event and the National Horseshoe Pitchers Association World Championships. In May, the region hosted the NCAA Men's Division 1 Regional Golf Championship at Eagle Eye Golf Course in Bath Township. Next year, Forest Akers Golf Course will host the NCAA D1 Regional Golf Championship. In June, the Michigan High School Athletic Association hosted state tournaments for baseball, softball and soccer all over the same weekend at MSU facilities.



Morris



Krumnow



Martin

The GLCVB also helps visiting athletic teams connect to regional attractions during their visit. A favorite has been High Caliber Karting and Entertainment in the Meridian Mall. High Caliber bills itself as Michigan’s number one indoor action and entertainment park features high-speed go kart racing, axe throwing, rage rooms, the Battle Field, games and more. The GLCVB Sports Authority has found High Caliber as an attractive draw visiting sports teams looking to relax during their visit.

“We offer a different, more action-packed experience to individuals who want to go home with a really great memory of team bonding and lifelong memories,” said Jacki Krumnow, High Caliber Karting’s master of mischief.

A particular draw at High Caliber these days is combat karting which is a hybrid of virtual reality inside an actual go kart.

“You get to battle your friends on the go kart track and slow them down with sci fi weaponry,” said Krumnow. “It is the next evolution of combat karting.”

Love Lansing Like a Local

The GLCVB created the Love Lansing Like a Local campaign during the pandemic to encourage people locally who weren’t doing much travelling at the time to visit local attractions. As the campaign has expanded, it is also intended to reach out to people travelling from outside the region.

“Many people that come to our community are here visiting friends and family,” said Pingston. “By highlighting all the things to do in the region, people know what they can experience with friends and family while they are here.”

The GLCVB recently launched the new digital Lansing Experience Pass. The pass allows users to get discounts and accumulate points as they check in to various Greater Lansing attractions, museums, outdoor recreation spots, arts venues, and family-friendly activities. The pass is free and available all year. The digital pass can be acquired at www.lansing.org/experience-pass.

When visiting local attractions, passholders can receive discounts and accumulate points for decals, socks, playing cars, t-shirts and more.



Love Lansing Like a Local

SUMMER SCHEDULE

July 3 – Arts & Culture

July 10 – Sports & Leisure

July 17 – Golf

July 24 – Outdoor Recreation

July 31 – Restaurants

Aug. 7 – Farmers Markets

Aug. 14 – Lansing Craft Beverage Pass

Learn more about the Love Lansing Like a Local Summer campaign and the Lansing Experience Pass at www.lansing.org.

Love Lansing Like a Local highlights all the attractions in the region by categories. Each week during the summer a specific theme is highlights. For example, the theme for the week of July 3 is arts and culture. Whether you're on the Lansing River Trail and encountering all the creativity of this year's Art Path or planning a visit to the MSU Broad Art Museum for some contemporary exhibits, you can find art of every genre throughout our community. Local artists display their talents at numerous festivals and events throughout the year. Meghan Martin, executive director of the Arts Council of Greater Lansing, says the arts provide a boost to local business by bringing additional people into an area. The Arts Council Lansing invests in local culture by providing grants to artists.

“Every dollar that we are putting into it, we get ten-fold in tourism and local business dollars,” said Martin. “It really is an opportunity for us to work with local artists and encourage any work they are doing in a creative capacity.”

One of the artistic highlights of the summer is the Annual Arts Night which the Arts Council hosts in Old Town. It is a monthly event on the first or second Friday of the month from May through October. Arts Night Out is a free



Greater Lansing's Tourism Industry on the Comeback Trail

walkable event that partners local artists with business in Old Town, to show their work in non-traditional spaces.

One of the local staples on the cultural scene is the Music in the Park series sponsored by the Grand Ledge Chamber of Commerce. Music in the Park is a free concert series that takes place every Thursday evening through August 17 from 7 until 9:00 p.m. at beautiful Jaycee Park along the river in downtown Grand Ledge. Families enjoy the opportunity to picnic, music and a really nice atmosphere.

"We have music for all ages and interest and of all different genres," said Amy Hoyes, CTA, executive director of the Grand Ledge Chamber of Commerce. "It brings the community together to sit and connect with each other in an open park area. You can bring your own food or enjoy some of the vendors we have on site each week."



Hoyes

Learn more about the Music in the Park series at www.grandledgechamber.com.

A National Leader in Sensory Friendly Attractions

Since 2018, GLCVB has been working to make the community more sensory friendly for visitors traveling on the autism spectrum. Working with the Mid-Michigan Autism Association, local organizations including Potter Park Zoo, Lansing Art Gallery and Impression 5 are among attractions creating sensory friendly programming. The Wharton Center for the Performing Arts continues to provide sensory friendly performances every year.

"We're extremely happy that this all came back after the pandemic because that could have easily gone away," said Pingston. "Everyone made it a priority and it remains a big part of our community focus."

The Lansing region is gaining national recognition for its work in this area. TravelAbility, a national magazine for people with accessibility needs, has designated the Lansing region as one of the top 3 destinations in the country for travel for those on the autism spectrum.

GLCVB trained over 1,000 front-line employees in the tourism and hospitality industry to serve guest with

Potter Park Zoo attracts an average of 180,000 visitors per year. This year, Potter Park has initiated conversation education stations throughout the Zoo.



accessibility needs. GLCVB is currently conducting an accessibility inventory of all the services available in the local hospitality inventory, so visitors to the region will be able to go online and plan ahead according to what each facility offers. This fall, GLCVB plans a tourism accessibility summit which will include additional training for those in the industry to be better equipped to meet the accessibility needs of their guests.

"The goal is for our destination to be welcoming to ALL," said Pingston.

An Eye Towards the Future

Challenges remain as the industry continues to dig out from the pandemic and like many industries is facing a workforce shortage for which there is no short-term solution.

Despite the challenges, industry leaders feel the region is very well-positioned for a robust future.

"Long term for the region we are primed for great success," said LEPA's Scott Keith. "We have new hotels and new attractions happening. We are always strong because we are the seat of state government and we have a large major university. Those things attract conventions and entertainment offerings. Being in the center of the state is great for easy access."

"I think all of us understand that we need to continue to strengthen the cultural and tourism assets to keep pushing that forward," said Impression 5's Erik Larson. "I feel like we have a really great foundation to build upon. We are creating some really special, unique things that are Lansing specific and those are things that we should be proud of." ●

"An economic impact study conducted in 2018 by Anderson Economic Group showed the local tourism industry generates over \$682 million in spending at local businesses and employs nearly 11,000 local residents. The region welcomes 5.3 million visitors annually and contributes more than \$29 million a year in sales tax revenue to the state of Michigan."

10TH

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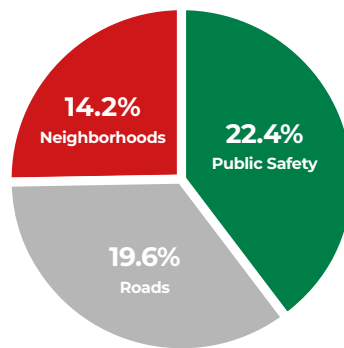
Advance Greater Lansing Poll Identifies Public Safety as the Most Important Issue Among City of Lansing Voters

MORE THAN 40 PERCENT OF VOTERS SURVEYED SAY THE CITY IS HEADED IN THE WRONG DIRECTION

A poll commissioned by Advance Greater Lansing shows that public safety is the leading concern among voters in the city of Lansing. The poll of citizens who are likely to vote in the 2023 Lansing City Council election was conducted by Greenlee Consulting. Poll findings show that 22.4% of respondents cite public safety as the most important issue for City Council members to address followed by roads (19.6%) and neighborhoods (14.2%). Other significant issues that emerged in the survey were housing, homelessness, job creation/opportunities, taxes and business corridors.



ADVANCE GREATER LANSING



“These finding validate the trends we have seen over the past couple of years,” said Tim Daman, president & CEO, Lansing Regional Chamber of Commerce (LRCC). “These poll results provide valuable insights into the concerns and preferences of Lansing residents ahead of the upcoming City Council elections.”

Perhaps reflecting frustration over perceived inaction on leading issues in the city of Lansing, 41.5% of voters surveyed said they feel the city of Lansing is headed in the wrong direction. 33.2% say they believe the city is on the right track. The poll results come just weeks before Lansing voters head to the polls to determine the make-up of the next Lansing City Council.

“Candidates and policymakers should take note of these findings to better understand the priorities of the electorate and address the pressing issues that matter most to the community so we can get the city back on the right track,” said Steve Japinga, senior vice president for public affairs, LRCC.

The issues identified all have a direct impact in growing business and jobs in the City of Lansing. ●

About Advance Greater Lansing: *Advance Greater Lansing is a non-profit organization (501 c4) whose mission is to advance the growth of the Greater Lansing region by fostering collaboration, innovation and sustainable development while creating a vibrant and inclusive community that attracts business, talent and enhances the quality of life for all residents.*

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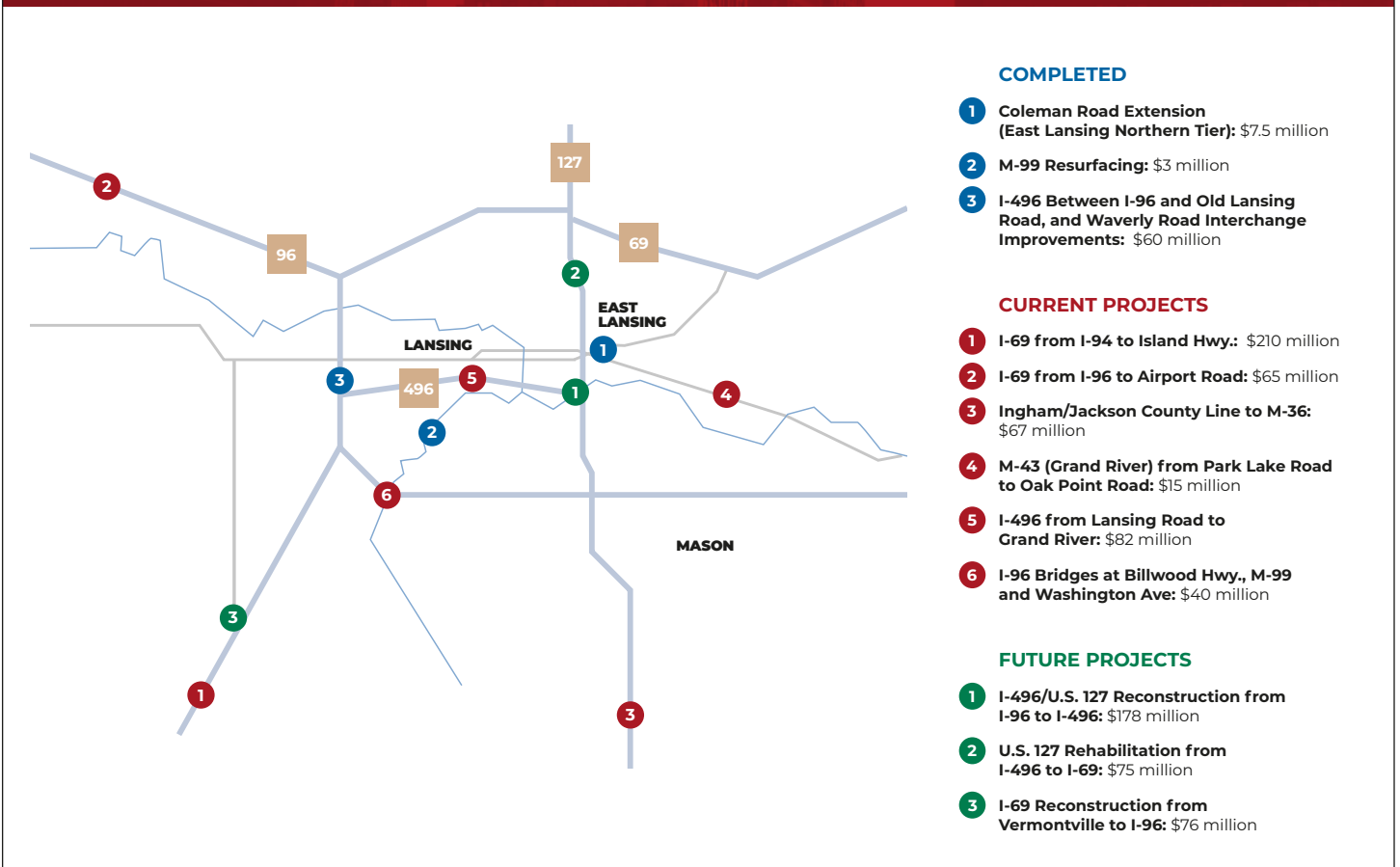
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REGIONAL INFRASTRUCTURE PROJECTS

Infrastructure, roads, and bridges investment totaling more than \$800 million through 2028.
*MDOT-Rebuilding Michigan Program



Road Construction Updates in the Greater Lansing Region

In May, the Lansing Regional Chamber of Commerce (LRCC) organized a virtual construction update session with the Michigan Department of Transportation (MDOT). During this informative session, MDOT officials provided LRCC members with updates on the progress of ongoing projects in our region, along with their plans for future improvements. A significant amount of infrastructure investment, totaling \$800 million, is currently underway in the Greater Lansing region until 2028.

Notable ongoing projects include:

- I-69 from I-94 to Island Hwy.: This project has a budget of \$210 million.
- I-69 from I-96 to Airport Road: This project has a budget of \$65 million.

- Ingham/Jackson County Line to M-36: This project has a budget of \$67 million.
- M-43 (Grand River) from Park Lake Road to Oak Point Road: This project has a budget of \$15 million.
- I-496 from Lansing Road to Grand River: This project has a budget of \$82 million.
- I-96 Bridges at Billwood Hwy., M-99, and Washington Ave: This project has a budget of \$40 million.

The LRCC's virtual construction update provided valuable insights into these ongoing projects, keeping LRCC members informed about the region's infrastructure developments and the significant investments being made to enhance transportation in our area. ●

Get to Know the LRC-PAC Endorsed Candidates for Lansing City Council

The Lansing Regional Chamber of Commerce Political Action Committee (LRC-PAC) has announced its endorsements for the upcoming 2023 Lansing City Council races. The Primary Election is scheduled for Tuesday, Aug. 8, while the General Election will take place on Tuesday, Nov. 7. Endorsed candidates include:

- **Tamera Carter**, At-Large
- **Trini Lopez-Pehlivanoglu**, At-Large
- **Ryan Kost**, 1st Ward
- **Adam Hussain**, 3rd Ward

Tamera Carter, a proud Lansing resident for two decades and a 2005 graduate of Michigan State University, has outlined her priorities as gun violence and safe neighborhoods, economic development, housing insecurity and homelessness, and equity and inclusion. She actively contributes to the community, serving on the Impression 5 Board of Directors, as a Board member at Tabernacle of Lansing and Downtown Lansing, Inc.

Trini Lopez-Pehlivanoglu, who grew up in Lansing and is now raising her own family in the city's Southwest side. She obtained her bachelor's degree from Cleary University in 2020. Over the years Trini's work ethic and skillset led her to serve as senior executive management assistant in the executive office of the Michigan Department of Attorney General. She is passionate about community service and currently serves on various boards and committees, including the Cristo Rey Community Center Board of Directors,



Carter



Lopez-Pehlivanoglu



Kost



Hussain

Secretary of Ingham County Equal Opportunity Committee, Secretary of Southwest Action Group, City of Lansing Board of Ethics - Third Ward Representative, and Member of Michigan Latino Leadership Network.

Ryan Kost has long been an active member of his community, advocating for neighborhood issues even before his election to City Council in November 2022. As the representative of Lansing's First Ward, Ryan takes pride in being the first openly gay candidate elected to serve this ward. Additionally, he serves his community as a board member of the Eastside Neighborhood Organization, Friends of Bancroft Park, and Foster Your Neighborhood.

Adam Hussain, first elected to council in 2015, represents Lansing's Third Ward. He has previously served as City Council President in 2022 and Vice President in 2020 and 2021. Adam is a prominent advocate for change in southwest Lansing, particularly focusing on the renovation of Logan Square. In 2023, Council Member Hussain is involved in various committees and boards, including the Committee of the Whole as a member, Chairperson of the Committee on Public Safety, Vice Chairperson of the Committee on City Operations, and Vice Chairperson of the Ad Hoc on Homelessness and Solutions.

You can learn more about the LRC-PAC, the endorsement process, and the endorsed candidates in the LRC-PAC Q2 Newsletter available at lansingchamber.org. ●

What is the Lansing Regional Chamber-Political Action Committee?

The Lansing Regional Chamber-Political Action Committee (LRC-PAC) is the bi-partisan political action committee of the Lansing Regional Chamber of Commerce, organized to maintain a pro-business, pro-growth outlook among elected officials in the Greater Lansing region.

The LRC-PAC stays involved in monitoring many election races, including races for U.S. Senate, U.S.

House, Gubernatorial, state House, state Senate, Ingham, Clinton and Eaton County Commissions, local township boards, City Councils, Lansing Community College Board of Trustees, and local school boards.

To learn more about the LRC-PAC, visit www.lansingchamber.org/lrc-pac. ●

Lisa Fisher Named Lansing Regional Chamber Ambassador of the Year

By: Hailey Kenward, Kolt Communications

The Lansing Chamber of Commerce (LRCC) Ambassador of the Year award was granted to Lisa Fisher during the LRCC Annual Dinner on May 10.

Lisa Fisher is the owner of Lisa Fisher Associates, a professional growth and development firm. The company provides coaching and training with customized programs based on the needs of the client and their definition of success. Their goal is to enhance current and future business leaders' skills.



Fisher

Fisher, having lived in the area all her life, has a deep connection with the businesses and community in Lansing. During the 2008 recession, she watched businesses leave and close their doors and developed a plan to bring what she was doing on a global level to a local level.

Fisher decided to join the LRCC with the goal of finding different ways of giving back to the Lansing community. She put in her application for the Ambassadors Program as a way to wholeheartedly commit to being there to support businesses in the Lansing community.

As an ambassador, Fisher attends grand openings, LRCC events and ceremonies, and reaches out to different businesses to provide support. "My favorite part of being an ambassador is meeting new people," said Fisher. "I get to learn about all of the organizations and people which support this community in such a wonderful way."

Outside of her work with the LRCC, Fisher leads a local young professional coaching group. She also hosts a podcast called "Adventures in Business" with co-host Amy Zander. The podcast highlights different local entrepreneurs and non-profit organizations.

Fisher is also the liaison between the recipient of the ATHENA PowerLink award, the advisory panel the recipient has chosen, and the governing board.

"It has been a great opportunity to work with women in our area through the ATHENA PowerLink program," said Fisher. "I am a big proponent for leading and developing people. When I was approached to join the program, it checked a lot of boxes for me. As a female entrepreneur, I enjoy helping others succeed. Whenever I can put tools

and opportunities in front of others to achieve their definition of success, I put my all into it."

Fisher also volunteers often with different organizations and works to collaborate and bring in speakers to provide opportunities and support to local business leaders.

With all of the ways that Fisher supports and helps the Lansing community, this award is well deserved.

"To be voted on by your peers is amazing, it is such an honor to be recognized in this way," said Fisher. "It came as a shock for me to receive this award. I am so grateful for my peers who voted for me to receive this honor and the recognition I have been awarded. I love the Lansing community and look forward to continue serving it in the capacity I have been."

For more information about Lisa Fisher, visit www.coachlisafisher.com. ●

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NEW HIRES



Barton

Mason Public Schools has selected **Randy Barton** as the district's new assistant superintendent of academic services. He officially started on July

1, 2023, after departing Ovid-Elsie Area Schools where he served as superintendent.

Moonsail North is excited to announce the additions of **Nick Skorupski** and **Cecelia Zambrano**. Skorupski joins the team as a marketing coordinator. Zambrano will serve as graphic design intern.



Taylor

Maner Costerisan has launched a new consulting service to support its government clients in strengthening their fiscal and operational structures. **Rod Taylor**

has been hired to lead Maner's newly developed municipality consulting services team and serve as the firm's senior governmental consultant. Taylor brings nearly 30 years of experience to Maner Costerisan.



Murshak

Foster Swift Collins & Smith PC welcomes attorney, **Mikhail "Mike" Murshak**, to the firm. Mike is a licensed patent attorney and has extensive experience in a wide range

of intellectual property matters including patent, trademark strategy and acquisition, and general IP and business counseling including

preparation, prosecution, and licensing.



Davis

of personal finance and investment planning, David brings a wealth of knowledge to the team.

With over 10 years of experience in the financial industry, **David Davis** joins local growing firm **Full Circle Financial Planning**. With a deep understanding of

AWARDS



Diaz

E.W. Sparrow Hospital and Sparrow's Community Hospitals honored thousands of nurses during Nurses Week (May 6-12), celebrating the impact they've had on countless lives through their passion, compassion, skills, and commitment. **Sparrow Mother Baby Center** nurse **Ines Srkalovic, RN, BSN**, earned the DAISY Award for demonstrating nursing excellence. **Jo Ellen Hansen, RN**, a registered nurse in Sparrow's NICU, was given Sparrow's first-ever DAISY Lifetime Achievement Award. At **Sparrow Carson Hospital**, Medical Surgical Services nurse **Jodie Diaz, RN**, was named as its 2023 Nurse of the Year. **Sparrow Clinton Hospital** is celebrating honoree **Robert Beals, RN**, for his selflessness and providing compassionate care to surgical patients. **Sparrow Eaton Hospital** recently celebrated Med Surg nurse **Morgan Truba**, as their Nurse of the Year. At **Sparrow Ionia Hospital**, Medical Surgical nurse **Tanya Koetje, BSN, RN**, was selected as 2023 Nurse of the Year.



Koetje

Sparrow Speciality Hospital honored superhero nurses **Zachary Medler, RN, BSN**, and **Evan Rudnicki, RN, BSN**, for their continued journey with patient **Michael Bryde**, who suffered a traumatic brain injury when a tree limb hit him in the head in 2016.



On Thursday, May 6, **Scott Westenberg**, automotive technology instructor, and **Lindy Daman**, College and Career Preparation Coordinator, were honored at the Association for Career and Technical Education (ACTE) Region 1 Conference in Newtown, Pennsylvania. Westenberg received the 2023 ACTE Region 1 Lifetime Achievement Award and Daman received the 2023 ACTE Counseling and Career Development Professional of the Year Award. Both Westenberg and Daman are on staff at the **Wilson Talent Center**.



LCC President Dr. Steve Robinson was recently recognized by Phi Theta Kappa Honor Society with the prestigious Paragon Award. Awarded to college presidents that have served

in their role for less than three years, the Paragon Award recognizes college presidents who have shown support for student success initiatives that lead to more robust pathways of completion, transfer and employment.



John Baker, M.D., medical director of Sparrow's Behavioral Health, was recently named Sparrow's 2023 Physician of the Year and Nurse Practitioner **Mary Boudreau, DNP, MSW**, of Sparrow Medical Group Senior Health earned Sparrow's first-ever Advanced Practice Provider Award. The annual Physician Leadership Award was given to **Yaohong Tan, M.D.**, of Sparrow Medical Group Pathology.



Romero

Health Alliance's 2022 Outstanding Hispanic/Latino Caregivers. This award is given annually to a caregiver who has made a significant impact in the life of a patient, exceeded expectations in carrying out their responsibilities, and demonstrated exceptional professionalism in the workplace.

Jillian Armstrong from Milford High School and **Mark Bonney** from Detroit School of Arts were named Outstanding Performers in a Leading Role at the 11th annual Sutton Foster Awards at Detroit's Fisher Theatre on

Victoria Romero, Labor & Delivery Department certified surgical tech, first assistant at **McLaren Greater Lansing**, has been recognized as one of the Lansing Latino

Sunday, May 21. The award, named in honor of Michigan's own Broadway star, Sutton Foster, is a celebration of outstanding achievement in individual artistry, vocal, dance, and acting performance for two leads in a high school musical theatre production. The Sutton Foster Awards is a part of **Wharton Center** Institute for Arts & Creativity, supported by MSU Federal Credit Union, Piper & Gold Public Relations, with additional support from Nancy Passanante.



Publicom Inc., a full-service marketing communications firm, won three awards in the 40th Annual Healthcare Advertising Awards competition, the largest and most prestigious health care advertising awards program nationwide. The

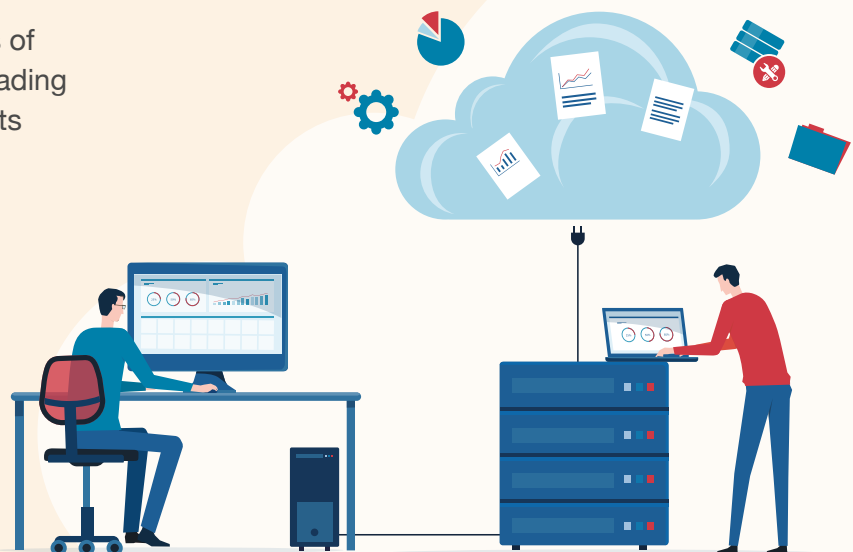


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Okemos-based firm received the awards for Smile America Partners, a dental service organization that brings dental care to students at schools across the country: Gold Award: Email Creative, "Dentists Day Recognition"; Silver Award: Email Creative, "Dental Assistants Week Recognition" and Merit Award: Special Video – Over 2 minutes, "In-School Dental Program Recruitment".



Zimmerman

Christina Zimmerman, RN, was selected as **McLaren Greater Lansing's 2023 Nurse Excellence Award Winner.** Zimmerman works in the intensive care unit,

where nurses have a high level of compassion and critical thinking. Zimmerman has been a registered nurse with McLaren Greater Lansing for more than 20 years and often goes above and beyond for not only her patients, but all the patients in the hospital.



Big Brothers Big Sisters Michigan Capital Region has been recognized as a 2022 Big Brothers Big Sisters of America (BBBSA) Quality Award Winner. Every year, BBBS agencies are recognized by BBBSA Nationwide Leadership Council, made up of local Big Brothers Big Sisters agency leaders and board members, for excellence in the organization's signature 1-to-1 youth mentoring program.

Michigan Community Capital (MCC) recently accepted three awards from two industry organizations. Two of the awards were from the

2023 Novogradac Journal of Tax Credits Community Development QLICIs of the Year Awards, including; Real Estate QLICI of the Year for The Freelon at Sugar Hill and Small Business QLICI of the Year for Detroit Food Commons. MCC also received the 2023 Tax Credit Award for Lofts on Rowe from the Michigan Historic Preservation Network.

Sparrow Carson Hospital is proud to recognize **Jennifer Barker,** a patient care technician in the Emergency Department, as their Caregiver of the Quarter. Barker was nominated for going above and beyond with the care she provides patients in the Sparrow Carson Emergency Department.

The **Potterville School District** is one of the 19 districts in the country to receive the National Showcase Schools award from Capturing Kids' Hearts for the 2022-2023 school year. This is Potterville Middle and High School's first time being recognized for creating a safe and supportive environment for students and staff. In Michigan, only two schools were selected for this honor.



McClain

Sparrow Carson Hospital recognized Nurse Educator and Excellence Coordinator **Mary McClain, RN,** as a DAISY Nurse Leader, representing extraordinary nursing. McClain has been a registered nurse for 24 years and has worked at Sparrow Carson since April 2007. McClain has served in a multitude of roles, including ED nursing, medical surgical nurse, nursing supervision, and currently serves as the nursing educator and excellence coordinator.

Two **Wilson Talent Center** Business & Risk Management students have earned national scholarships from Invest - Insurance Education



for Future Leaders. **Samantha Snider,** a senior from Leslie High School, and **Dominic Casali,** a senior from Mason High School, are the recipients. Both students are second-year students in the Business & Risk Management program at the WTC.

517 Business and Life, which is produced and published monthly by **M3 Group,** recently earned a gold Hermes Creative Award in the print media/publications category for the magazine's December 2022 issue. The honor comes on the heels of a 2002 platinum MarCom Award that *517 Magazine* won earlier this year for print media publications. The Hermes Creative Awards is an annual international competition administered by the Association of Marketing and Communication Professionals.



Samuels

In an emotional ceremony, an **E.W. Sparrow Hospital** caregiver was recently recognized for singing "How Great Thou Art" to help ease the fears of a cancer patient approaching the end of his life. **Clausyl (Oliver) Samuels,** a patient care technician, brought the patient to tears while singing the song during treatment. According to the patient's granddaughter, "He was waiting for a sign from God that things were OK and that he was waiting for him." Sparrow's Starfish Award celebrates caregivers who provide extraordinary, compassionate, and skillful care every day.

DISTINCTIONS



Origami Rehabilitation is excited to congratulate **Jenn Force**, residential manager, and **Michael Hagen**, outpatient program manager, for completing Peckham, Inc's iThrive Leadership Development Program! iThrive is an intensive program spanning over six months. Participants attend lectures, shadow other leaders, engage in leadership panels, and present a capstone project.

Four longtime doctors and a physician assistant who have made a mark in improving the community's

healthcare were recently inducted into the **Sparrow** Hall of Fame. This year's inductees include **Joel Cohn, M.D.**, Sparrow TCI; **Shirin Doshi, D.O.**, Sparrow Family Health Center – Central; **Subhash Gupta, M.D.**, Anesthesia and Pain Management Consultants and **Kevin J. Liu, D.O.**, L.O. Eye Care.



Shelter

Origami Rehabilitation would like to recognize **Kacy Shelter, PT, DPT, CBIS**, physical therapist, for completing a dry needling course.

Dry Needling is a treatment performed by a physical therapist to help address pain and muscle tension and restore function.

The highly skilled Obstetric Anesthesia team at **E.W. Sparrow**

Hospital has once again earned a Center of Excellence designation from a national organization, placing Sparrow among the top health systems in the country. Sparrow earned the designation from the Society for Obstetric Anesthesia and Perinatology.

Potterville Public Schools is thrilled to announce that both Potterville Elementary and Potterville Middle/High Schools have been designated Capturing Kids' Hearts (CKH) National Showcase Schools for the 2022-23 school year. This is the first time this designation has been given to Potterville Middle/High School and the third time that Potterville Elementary has received this honor. This remarkable achievement highlights the dedication and hard work of the staff, students and the entire Potterville community.

E.W. Sparrow Hospital has achieved the highest ranking possible for its

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care of pregnant and new moms from the Michigan Alliance for Innovation on Maternal Health (MI AIM), highlighting their efforts to ensure expecting mothers and our youngest patients receive the highest quality care in Mid-Michigan.

PROMOTIONS



Majeske

Custom Built Design & Remodeling is thrilled to announce the promotion of **Sara Majeske** to the position of sales manager. With her extensive

experience and outstanding leadership skills, Sara is perfectly positioned to spearhead sales growth alongside her team, while consistently delivering exceptional client service. In everything Sara and the Custom Built team do, they aim to positively impact families.



Lorenz

WIELAND, an ENR top 400 Construction Management headquartered in Lansing, has announced the appointment of **Edward Lorenz** as chief executive officer, effective

June 1, 2023. Lorenz has worked in the construction industry since 1995. He joined WIELAND as a senior project manager in 2014 and became an equity partner in 2018. He was named managing director in 2020.

BOARD OF DIRECTORS & EXECUTIVE COMMITTEE UPDATES

Ingham Intermediate School District elected two members to its five-member Board of Education on Monday, June 5, 2023, at its biennial election. Incumbents, **Lori Zajac** (Holt) and **John C. Wolenberg**

(Haslett) were re-elected to six-year terms. Zajac and Wolenberg serve alongside other Board Members including **Nancy Stanley** (Mason), **Michael Flowers** (Lansing) and **Erin Schor** (Lansing).



Kramer

The **American Council of Engineering Companies/Michigan** has announced **Jon Kramer, PE**, from OHM Advisors as its 2023-2024 President. Jon Kramer, PE, joined architecture, engineering and planning firm OHM Advisors as a 19-year-old intern and has held numerous leadership positions, including VP of Engineering, OHM's first-ever COO and now as president, in which he has applied a big-picture, forward-thinking philosophy across the firm's growing regional footprint of 18 offices.



Choe

The **Sparrow Health System Board of Directors** has added two outstanding new board members who are leaders in their fields at Michigan Medicine. **Dr. Hae Mi Choe** is associate chief clinical officer for quality & care innovations and serves as associate dean and clinical professor at the University of Michigan College of Pharmacy. **Kimberly Ross** joined Michigan Medicine in 2017 as chief government relations officer. She was previously a lobbyist and policy advisor for Dykema Gossett, PLLC.

The **Dr. Martin Luther King Jr. Commission of Mid-Michigan** is



(L to R) **Elaine Hardy**, chair; **Tristan Wright**, vice chair; **Tony Baltimore**, 1st vice chair; **Kelli Ellsworth Etchison**, secretary; and **Steve Japinga**, treasurer.

pleased to announce the unanimous decision to reappoint its leadership for another year. **Elaine Hardy**, the longest-serving chairperson in the MLK Commission's 40+ year history, has been unanimously approved to continue her invaluable leadership. The following individuals have also been reaffirmed in their positions: **Tristan Wright**, vice chair; **Tony Baltimore**, 1st vice chair; **Kelli Ellsworth Etchison**, secretary; and **Steve Japinga**, treasurer.

During the **Eaton Regional Education Service Agency** Board of Education elections, two members were elected to fill six-year terms on the Board. **Mark Rushford** was elected to represent Maple Valley Schools and **Alex Gonzalez** will serve as the district representative for Charlotte Public Schools. Other Board members include **Denise DuFort**, Grand Ledge Public Schools; **Debbie Roberts**, Eaton Rapids Public Schools and **Jack Temsey**, Potterville Public Schools.

The **Ingham Health Plan Corporation** has named the following community partners to the Board of Directors: **Michelle Beebe**, Small Business Association of MI; **Justine Bell**, Cedar River East; **Rebecca Douglas**, Lansing School District; **Matt June**, Peckham; and **Simar Pawar**, Ingham County Commissioner.



Hesche

Sparrow Ionia Hospital is pleased to welcome community leader **Ryan Hesche** to their Board of Directors for a three-year term. Hesche

is managing realtor for Greenridge Realty in Saranac and Lowell.



LAFCU recently held a graduation ceremony for the 2022–2023 cohort of its award-winning, comprehensive personal finance course, Pathway to Financial Transformation. The Michigan credit union offered the eight-month, 16-module course free of charge to both LAFCU members and nonmembers. Graduates of the 2022–2023 Pathway to Financial Transformation cohort include **Elizabeth Ronning**, Lansing; **Renola Wells**, Waterford; **Alex Morris**, Waterford; **Cyrene Irelan**, Jackson; **Belynda Williams**, Eaton Rapids;

Denise Clark, St. Johns; and **Don DeBaptiste**, Rockford.



Smith

The **Lansing Area Veterans Coalition** is excited to announce that **Inetta Smith**, business development manager for **NovaCare Rehabilitation**, has been selected chair of the Coalition. She is the proud daughter of a World War II U S Army Air Corp Veteran, the mother of an active U S Army Recruiter and the widow of a U S Army Vietnam Veteran. Her passion is making sure resources are available and accessible for veterans and their families.

COMPANY NEWS

Origami Rehabilitation is pleased



Hunt

to recognize speech-language pathologist **Lindsay Hunt, MA, CCC-SLP, CBIS** for her commitment to her discipline and the continued education of others. In recent months Lindsay has given four presentations titled “Communication Disorders: Best Practices for Supporting Participants in Mindfulness-Based Yoga and Group Discussion Program for Brain Injury,” “Understanding the Brain: Injuries and Helpful Strategies,” “Love Your Brain Yoga: A Comprehensive Introduction to An Evidence-Based Clinical Yoga Program,” and “Inspire Attention: An Interdisciplinary Approach.”

Leaders and caregivers with **Sparrow’s** Clinical Research Institute

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joined Lansing Economic Area Partnership, VentureWell, and 20 medical startup companies from across the country to discuss what it takes to adopt innovation into a clinical setting. The three-day work session was the kickoff to a larger 12-week national cohort that's designed to prepare startups for partnerships and investment, and launching their high-impact medical device, diagnostic, or software.



High Caliber Karting & Entertainment is currently planning their second annual First Responder's Appreciation Day for July 18 and is seeking other local companies to step up to the plate. This particular Appreciation Day invites firefighters, police officers, EMTs, emergency dispatchers, and nurses into the entertainment facility for a day of free fun with an All Access Pass. Interested businesses can find lots of different ways to step up to join this community initiative this July. This is a brand new addition to the Appreciation Day and interested parties can reach out to events@highcaliberkarting.com.



The first construction project funded by **Potterville Public Schools'** \$28 million bond passed in August 2021, is now complete with the opening of the new Early Childhood Center addition connected to Potterville Elementary School. The community recently joined Potterville Public Schools leadership and Board of

Education members as well as Michigan Representative, Angela Witwer to cut the ribbon on this project, which broke ground in August 2022.

ABC Greater Michigan Chapter hosted its Great Lakes Bay Regional Fundraiser to Benefit Make-A-Wish Friday, April 21, at the Great Hall Banquet & Convention Center in Midland. Approximately 240 guests joined the community in honoring children bravely facing their health challenges. This year's event raised \$30,000 for Make-A-Wish Michigan. A wish granting helps kids look past their limitations, families overcome anxiety and entire communities experience more joy. Most importantly, wishes can improve a child's quality of life.



Watzke

Office on Aging's Matter of Balance course. The Matter of Balance course is an award-winning evidence-based program designed to manage falls and increase activity levels in older adults.

Origami Rehabilitation is pleased to recognize **Aimee Watzke, PT, DPT, CBIS**, physical therapist, for sharing her expertise and presenting at the Tri-County



McLaren Greater Lansing, subsidiary of McLaren Health Care System, and MSU Health Care have partnered to bring one of the largest imaging facilities to mid-Michigan. Through this joint venture, MSU Health Care has relocated its imaging services, previously at the

Clinical Center at 804 Service Road in East Lansing, to the new MSU Health Care at McLaren Greater Lansing Outpatient Imaging Center. This state-of-the-art facility utilizes 22,632 sq. ft. of space located in the Izzo Family Medical Center, situated on the McLaren Greater Lansing Health Care Campus within the University Health Park.

The community at **Wharton Center for Performing Arts** is mourning the loss of the Center's founding Executive Director, **Kenneth C. Beachler**. Beachler led Wharton Center from 1981-1992 and was a vital force for its launch as a leading performing arts center. Beachler was a dedicated Spartan, graduating with honors from Michigan State University in 1963 with a degree in Communication and Media Studies. His many accomplishments included being an announcer and Music Program Director at WKAR radio and an on-air host for WKAR TV. His close relationship with MSU President Clifton R. Wharton and wife Dolores led to his eventual role as Wharton Center's first Executive Director.



Parks

Congratulations to **Brittany Parks Process Consulting** on reaching the significant milestone of one year in business. This remarkable achievement is a testament to the dedication and expertise of services that BPPC offers. If you're looking to optimize your operations and take your business or organization to the next level, consider partnering with Brittany Parks Process Consulting.

Mercantile Bank announced the creation of a new wholly owned subsidiary, Mercantile Community Partners, that will expand its ability to provide financing solutions for community development projects. Their new team members bring



Cauzillo



Scudder



Fillmore

expertise in Low-Income Housing and Historic Tax Credit equity financing, which will allow Mercantile to be a “one-stop-shop” for lending and tax credit investment. **Emily Cauzillo** will join as vice president and director of mercantile community partners. **Peter Scudder** will join as vice president, financial reporting manager. **Zac Fillmore** will join

as a credit analyst supporting the growth of Mercantile Community Partners.

The Karmanos Cancer Institute at **McLaren Greater Lansing** has once again been accredited by the American College of Radiology (ACR) as a Center of Excellence. The accreditation comes after a thorough, rigorous, and all-encompassing on-site review by board-certified radiation oncologists and medical physicists. Their review confirms that the Karmanos Cancer Institute at McLaren Greater Lansing has, and continues to effectively use, the latest technology to provide cancer treatments that are precisely targeted at a tumor, while minimizing any radiation to the tissue and organs surrounding it.

Mahabir Wellness is offering a new product. Rainforest Frequency Natural Skin Safe Treatments including fresh botanicals and

medical grade products are now being offered. It’s an amazing package for lifting and brightening and returning face, neck back to its healthy point without invasive chemicals or surgeries or down time!



Capital Area Housing Partnership officially broke ground on revitalizing the historic Walter H. French Junior High School in Lansing. The \$35 million redevelopment project will transform the vacant structure into 76 affordable housing units, a childcare center, and a new headquarters for the nonprofit organization. The facility is slated to be fully operational in 2025. ●



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