

# FOCUS

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

**FEBRUARY 2024**

# THE ROAD AHEAD

**Regional Infrastructure Improvements  
Pave the Way for Long-Term Economic Growth**

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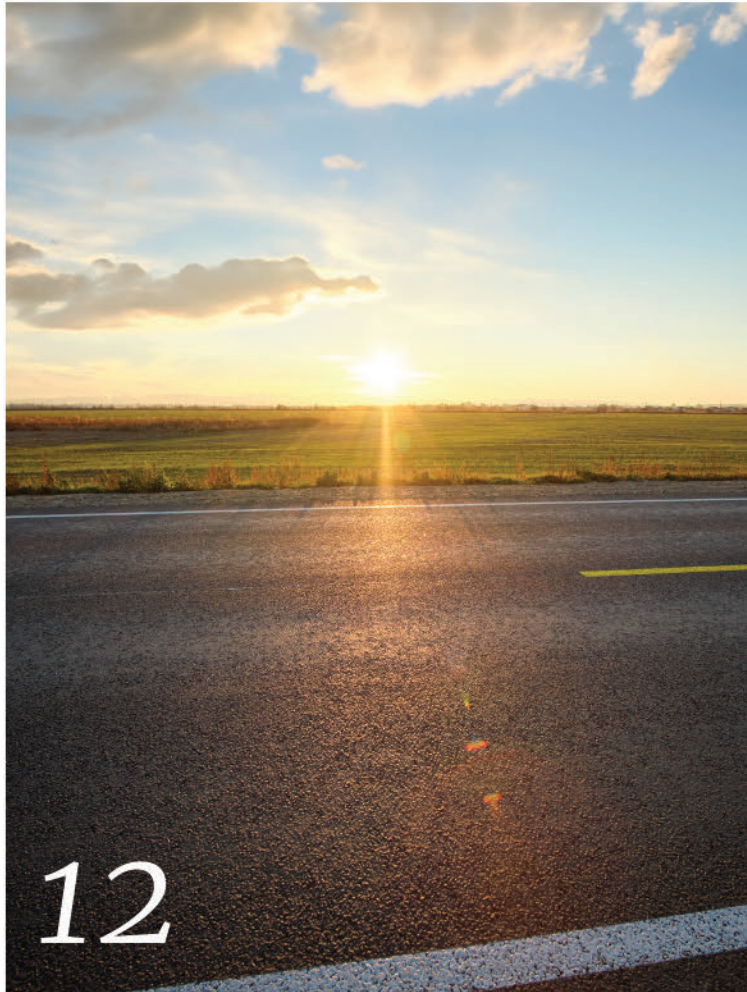
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LANSING REGIONAL CHAMBER  
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# My Gratitude to Ross Woodstock

Generally, we utilize this space to provide thought leadership on issues impacting our region, expand on monthly feature stories or highlight the great work of many of our member businesses. This month is a personal message of gratitude to one of the best individuals I've had the opportunity to work with.



Woodstock

As we move full speed ahead into 2024, I'd like to take this opportunity to offer some words of appreciation for Ross Woodstock. He's been a constant presence in the Lansing Regional Chamber of Commerce during my career here and a person I appreciate as a friend, colleague and mentor.

Ross has been a leader within the Chamber since 1989 when he began his first of two terms on the Chamber board. He served as a public relations and leadership consultant for the

Chamber from 2005 until the end of 2023 and continues to co-facilitate our talent initiative Leadership Lansing as he has since its inception in 2015.

His partnership with the Chamber has been extensive and multilayered, including the growth and development of this publication. Where FOCUS Magazine is today is a direct result of Ross' influence and expertise as a strategic thinker, leadership consultant and executive coach.

He's counseled us through countless press releases, business advocacy initiatives, and public relations efforts. His guidance has been instrumental to the growth of the Lansing Regional Chamber.

As Ross transitions his priorities to furthering his executive coaching business and advocacy for unpaid family caregivers, I want to thank him for lending his talents to FOCUS, the Chamber, the greater Lansing region, and me.

In some instances, it's the highest compliment to an individual. You're being mentored, and you don't even know it. Then, one day, you realize what a profound impact someone has had on you, both personally and professionally. Ross has mentored me for the last 18 years, helping me build the foundation for my own leadership and decision-making. For that, I can't thank him enough. ●



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



**In some instances, it's the highest compliment to an individual. You're being mentored, and you don't even know it. Then, one day, you realize what a profound impact someone has had on you, both personally and professionally."**

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](https://lansingchamber.org) and enter your username and password. If you have not yet signed into the site, please follow the simple password reset instructions.

**Call (517) 487-6340 with any questions.**

## February 2024

2/2

### FIRST FRIDAY PUBLIC AFFAIRS CALL UPDATE (VIRTUAL)

Friday, Feb. 2, from 11 to 11:30 a.m.  
ZOOM

Join us every First Friday of the month for an insightful briefing on policy and political developments impacting the business community. Hosted by LRCC Public Affairs Senior Vice President, Steve Japinga, these monthly calls are designed to keep our members informed and engaged.

**Cost:** This event is offered at no cost.

2/13

### FEBRUARY MEMBER MIXER

Tuesday, Feb. 13, from 4:30 to 6:30 p.m.  
Royal Scot, 4722 W. Grand River, Lansing

Join us for an evening of networking and collaboration at the February Member Mixer hosted by Royal Scot! Take a tour of their new space that features a golf simulator, a bar and seating. Enjoy appetizers, beer and wine while you connect, share insights, and build valuable relationships with fellow business professionals.

**Cost:** This event is offered at no cost.

2/14

### FEBRUARY LANSING ECONOMIC CLUB

Wednesday, Feb. 14,  
from 11:30 a.m. to 1:30 p.m.  
Kellogg Hotel & Conference Center,  
219 S. Harrison Road, East Lansing

In partnership with the Dr. Martin Luther King Jr. Commission of Mid-Michigan, the February Lansing Economic Club will welcome Kevin D. Richardson, Member of the Exonerated 5. Richardson is an advocate for criminal justice reform and uses his personal experience with false coercions and unjust convictions to bring about change. He has partnered with the Innocence Project, a non-profit organization dedicated to exonerating wrongfully convicted people through DNA testing.

**Cost:** This event is offered at no cost for Lansing Economic Club members, \$55 for LRCC members, and \$75 for future LRCC members. A table of eight is \$425.

2/22

### DIVERSITY, EQUITY & INCLUSION SERIES: CONSIDERATIONS FOR INCLUSIVE & EQUITABLE POLICIES AND PROCEDURES IN THE WORKPLACE

Thursday, Feb. 22, from 10 to 11:30

Lansing Regional Chamber of Commerce, 500 E. Michigan Avenue, Suite 200, Lansing

During the February DEI Series, 3 Kind Perspective, LLC, will help participants critically assess their organization's

equity practices by examining the employee handbook, identifying key stakeholders in policy development, gauging employees' awareness of their rights, and evaluating current processes. Key takeaways include recognizing the necessity for representation across operational levels, acquiring innovative strategies for equity-focused policy work, and adopting a global perspective in policy writing and implementation.

**Cost:** Tickets are offered at no cost for LRCC members and \$25 for future LRCC members.

2/28

### BUSINESS EDUCATION SERIES: LEVEL UP LIVE! WORKPLACE COMMUNICATIONS WORKSHOP

Wednesday, Feb. 28, from 10 to 11:30 a.m.  
Lansing Regional Chamber of Commerce,  
500 E. Michigan Avenue, Suite 200, Lansing

It's undeniable that 2023 served as a pivotal year—a collective reset after the disruptive wave of the pandemic transformed workplace norms. Now, as the dust settles, we stand on the precipice of a remarkable era—the Tech Revolution. Join TechSmith for this engaging session focused on the following topics:

- Building Trust and Transparency in a Hybrid and Remote World
- Engagement Strategies for Distributed Teams: Strengthening Team Culture
- Hands-On Work Session: Create and Send Your First Video

**Cost:** This event is offered at no cost for LRCC members and \$25 for future members.

## VIRTUAL BUSINESS ROUNDTABLES

### Delta Township – Eaton County

Wednesday, Feb. 7, from 9 to 10 a.m. via ZOOM

### Lansing – Delhi Township

Wednesday, Feb. 14, from 9 to 10 a.m. via ZOOM

### East Lansing – Meridian Township

Wednesday, Feb. 21, from 9 to 10 a.m. via ZOOM

### Clinton County

Wednesday, Feb. 28, from 9 to 10 a.m.  
via ZOOM

## Thank You Renewing Members

Air Lift Company  
 Auto-Owners Insurance Co.  
 Black Wall Street of Lansing  
 Campgrounds-R-Us  
 Capital Region International Airport  
 Carbidex  
 Change Media Group  
 DBI We Do Office  
 Dowding Industries  
 DTN Management Co.  
 Enterprise Logistics + Solutions  
 Financial Technology, Inc.  
 Gongwer News Service Michigan  
 Grand Traverse Pie Company  
 Greater Lansing Association of REALTORS  
 GreenStone Farm Credit Services  
 Güd Marketing  
 Hayhoe Asphalt  
 Human Resource Management Services, LLC  
 Huntington National Bank  
 JEM Cleaning LLC  
 Jessica Artibee Agency - Farm Bureau Insurance  
 Lansing Board of Water & Light (BWL)  
 Lansing Brewing Company  
 Lansing Family and Lifestyle Medicine  
 Liberty Coin Service  
 Liberty Title Agency  
 Lyle D. Hepfer & Co., PC  
 M3 Group  
 MacIntyre & Cowen ReMax Grand River  
 Mead & Hunt

Michigan Creative  
 Mid Michigan Medicare  
 Moonsail North  
 Morton's Fine Catering  
 Northfork Estate  
 Paradise Funeral Chapel Administrative Center  
 Payne-Rosso Company  
 Peabody Group, The  
 Plante Moran, CPAs  
 Playmakers  
 PNC Bank  
 Potter Park Zoological Society  
 Providence Consulting  
 Quality Dairy Company  
 Romanow Building Services  
 S & S Die Co.  
 Salvation Army - Lansing Capitol Area, The  
 Sohn Linen Service  
 Spare Time Entertainment Center and Escapology Lansing  
 Sparrow Health System  
 SpringHill Suites by Marriott  
 Stonehedge Apartments  
 The Ticket Machine  
 Timber Lake Apartments  
 Union Bank  
 United Hospitality Group East Lansing, LLC  
 Warren - St. Mary Investment LLC  
 Washington Avenue Advisors  
 Wieland  
 WILX  
 WSYM - Fox 47  
 Yeo & Yeo CPAs & Advisors  
 Zeeb Animal Hospital

## Chamber Milestones

### Lansing Ice & Fuel Company

70 Years

### MessageMakers

30 Years

### A/C Electric

15 Years

### Pleune Service Company

15 Years

### Sunrise, SRL

15 Years

### BRD Printing, Inc.

10 Years

### Dewpoint

10 Years

### Total Health Dentistry - Susan Maples, DDS

10 Years

### Burkett Agency - Farm Bureau Insurance

5 Years

### Custom Built Design & Remodeling

5 Years

### Fuerstenau Agency - Farm Bureau Insurance

5 Years

### Harbor Strategic Public Affairs

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!*

## Welcome New Members

### Eastbrook Homes

(616) 512-0924

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

1188 East Paris Ave SE, Suite 100  
 Grand Rapids, MI 49546

### Prevention Network

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[www.preventionnetwork.org](http://www.preventionnetwork.org)

3815 W. St. Joseph St., Ste. A500  
 Lansing, MI 48917

### Pure Roots LLC

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

515 N. Larch St.  
 Lansing, MI 48912

### Tuff Shed

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[www.888tuffshed.com](http://www.888tuffshed.com)

34425 Schoolcraft Road  
 Livonia, MI 48150

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## Ross Woodstock: Three Decades of Dedicated Partnership with the Lansing Regional Chamber

**R**oss Woodstock has been a stalwart in the Lansing business community and a steady presence within the Lansing Regional Chamber of Commerce (LRCC) for more than three decades, lending his time and expertise in management, consulting, and communications. While he could have focused his energies on any number of causes, Woodstock said the LRCC always felt like the right place for him to be.

"I've always believed in the importance of a Chamber and what it means to the community," he said. "It was just a natural fit for me. I've been real fortunate to be connected to a lot of really great people who just made it a worthwhile experience."

Woodstock began his career in radio and television, including a decade as president and general manager of CBS affiliate WLNS-TV. He joined Kolt Communications in 2003. He's worked as an executive coach, leadership consultant, and keynote speaker, and authored the book, "Lead to Lift Up Others: Leadership Insights From a Caregiver's Journey."

Woodstock served on the LRCC board twice – first from 1989 to 1991, and then from 1998 to 2005 – and served as a consultant for the LRCC from 2005 until the end of 2023.

He took on FOCUS Magazine in 2009, then little more than a Chamber newsletter. The proliferation of social media and the efforts of LRCC staff have helped to grow the magazine's readership, he said, as he leaves FOCUS in the able hands of Tandem Studios.

Woodstock will continue to co-facilitate the LRCC's talent initiative, Leadership Lansing. Since its inception in 2015, he and co-facilitator Susan Combs have guided 295 community leaders through the eight-month workshop program. The 2024 cohort is its largest to date, with 51 aspiring community leaders learning how to better apply their leadership skills to their organizations and the Lansing region.

Woodstock said he's pleased that Leadership Lansing has attracted professionals from a cross-section of the regional economy in industries such as healthcare, financial services, technology, and education.

"It's really amazing to see the energy and the intelligence and the enthusiasm that the people that come through our program have," Woodstock said. "You just get a feeling when being around these outstanding leaders that the future of Lansing is in really good hands."



**You just get a feeling when being around these outstanding leaders that the future of Lansing is in really good hands.” — Ross Woodstock**

Woodstock's business acumen has grown to include advocating for unpaid family caretakers, a role he took on 17 years ago following his wife's stroke. As baby boomers begin to age, Woodstock stresses that the number of family caregivers in the U.S. will grow, creating a challenge for workplaces and their employees' work-life balance.

Woodstock intends to focus more on his caregiver advocacy as he continues his executive coaching and speaking engagements. He said the greatest reward as a leader comes from investing in yourself and those around you. He's glad the LRCC has recognized the value of supporting the region's leaders, including through Leadership Lansing, ATHENA Lansing, and 10 Over the Next Ten Awards.

"As we work towards building an even greater region going forward, I think talent is our calling card because we've got it in spades," Woodstock said. "There's a lot of good things that are happening, and we just have to figure out how we can leverage all of that talent to do great things." ●

# The Power of Diversity, Equity, and Inclusion in Talent Development and Retention

By: Dr. Tonya C. Bailey

In today's rapidly evolving world, organizations are recognizing the critical importance of diversity, equity, and inclusion (DEI) in talent development and retention. As businesses strive to create inclusive environments that value different perspectives and experiences, they not only foster innovation but also attract top talent. This article explores why DEI is more important than ever for talent development and retention.



Helena Lopes/Pexels

**Embracing a Diverse Workforce:** Diversity encompasses various dimensions such as race, ethnicity, gender identity, sexual orientation, age, abilities/disabilities, socioeconomic background, and more. By embracing diversity within their workforce intentionally, organizations can tap into a broader range of skills and perspectives. This diverse pool of talents brings fresh ideas to the table while challenging conventional thinking patterns. According to a study by McKinsey & Company, companies in the top quartile for ethnic diversity are 36% more likely to have above-average profitability compared to those in the bottom quartile.

**Fostering Innovation:** When individuals from diverse backgrounds collaborate on projects or problem-solving initiatives within an inclusive environment that values their unique contributions equally, innovation thrives! A diverse workforce brings together different experiences that lead to creative solutions for complex challenges.

**Enhancing Employee Engagement:** Employees who feel valued for their unique qualities are more likely to be engaged in their work. When employees see themselves represented at all levels of an organization through inclusive practices like mentorship programs or leadership opportunities based on merit rather than bias, they feel motivated to contribute fully.

**Attracting Top Talent:** In today's competitive job market where candidates have multiple options available to them - attracting top talent is crucial for organizational success. Prospective employees actively seek out companies that prioritize DEI initiatives as it signals a commitment towards fairness and equal opportunities for growth.

**Retaining Employees:** The Harvard Business Review reported that organizations with diverse management teams achieve 19% higher innovation revenues compared to those with less diverse teams. Creating an inclusive workplace culture fosters a sense of belonging among employees which leads to higher job satisfaction levels - ultimately increasing employee retention rates significantly. When individuals feel valued regardless of their background or identity traits, they are more likely to stay with an organization for the long term.

**Strengthening Customer Relationships:** In a diverse and interconnected world, customers expect organizations to reflect their values and understand their unique needs. By prioritizing DEI in talent development, companies can better understand and serve their diverse customer base, leading to stronger relationships and increased customer loyalty. In fact, a study by Deloitte found that inclusive teams outperform their peers by up to 80% in team-based assessments.

Organizations that prioritize DEI initiatives create environments where employees feel valued, engaged, and empowered to bring their whole selves to work. By embracing diversity within the workforce intentionally, businesses foster innovation while attracting top talent. Ultimately, these efforts lead to higher employee satisfaction levels and stronger customer relationships, contributing positively towards organizational success in today's dynamic business landscape. ●





## Education Day at Leadership Lansing

**T**he deep chill that engulfed the state in mid-January could not deter the Leadership Lansing cohort from enjoying a full day of gaining new insights into current issues in education, both K-12 and higher education.

The Ingham Intermediate School district hosted the morning portion of the program as participants witnessed career technical education in action during a tour at the Wilson Talent Center. A panel of educators provided insights into the importance professional trades play in education and the need for stronger connections between education and the business community. Many thanks to our expert panel of educators including Jason Mellema, superintendent, Ingham Intermediate Schools; Seam Williams, superintendent, Eaton RESA; and

moderator Michele Strasz, executive director, Capital Area College Access Network.

The role of Michigan State University in arts education came into focus during the afternoon session hosted by the Eli and Edythe Broad Art Museum and the MSU Museum. In addition to a tour of both museums, participants heard a panel of university arts leaders talk about how museums are proactively reaching out into the community to promote arts education in both the university and K-12 arenas. Thanks to our panelists including Judith Stoddart, vice provost of University Arts and Collections; Steven L. Bridges, interim director and senior curator & director of curatorial affairs at Broad Art Museum; and Devon Akmon, director of the MSU Museum. ●

### A healthier take on health care coverage



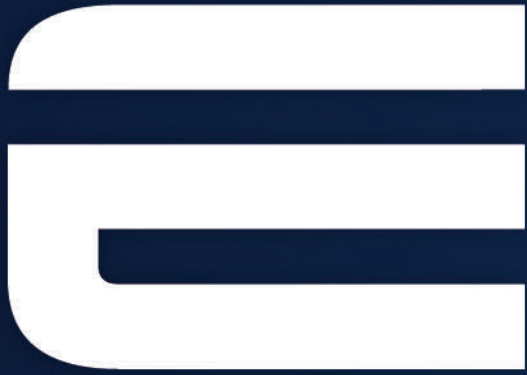
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The Lansing Regional Chamber had a wonderful start to the new year at the January Member Mixer hosted by **Mahabir Wellness** and **Insight School of Michigan**. It was a great opportunity for business professionals to network, enjoy refreshments and participate in a prize raffle. Attendees had the chance to build lasting connections with fellow business professionals.

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# THE ROAD AHEAD

## Regional Infrastructure Improvements Pave the Way for Long-Term Economic Growth

BY JENNIFER McENTEE

### WHEN IS A ROAD MORE THAN A ROAD?

When it's an artery to a neighborhood. When it's a trade route for a manufacturing facility. When that road helps people from the neighborhood get to well-paying jobs at the big-name manufacturing facility — people who then spend money at the town grocery store and seek entertainment in the downtown hub.

And yet, a region needs more than freshly paved surfaces to support a thriving economy. It needs broadband internet access and clean drinking water, avenues to higher education, and business initiatives that attract and retain employees.

The road is an inroad to progress. With a robust infrastructure, a region can attract more businesses, more employees, and more opportunities.

#### CAPCOG LENDS ITS VOICE

This ideology is the underpinning of the Capital Council of Governments (CAPCOG), a bipartisan collaborative

effort by representatives from Clinton, Eaton and Ingham counties, the Lansing Regional Chamber of Commerce, and Michigan State University. The CAPCOG team works together to advocate for regional economic development and growth opportunities for the Greater Lansing region at the Michigan Legislature.

That advocacy often includes seeking additional state infrastructure investment for the Michigan Department of Transportation's university region.



"We've had a strong focus on the economy and workforce development. The infrastructure

piece is critical for our region," said Lansing Regional Chamber of Commerce President and CEO Tim Daman. "By aligning those efforts through the three counties, CAPCOG can lend its voice."



DAMAN

In the six years since its inception, CAPCOG has worked with local and state stakeholders to secure funding for key infrastructure projects such as the Coleman Road

extension along the Ingham/Clinton county line. This extension is improving traffic flow in the area while paving the way for new office and housing development.

Completed roadwork so far includes resurfacing of M-99, interchange improvements at I-496 and Waverly Road, and upgrades to M-79 between I-69 and downtown Bellevue.

CAPCOG also successfully advocated for the construction of the \$40 million Heritage Hall visitor center and event space adjacent to the Michigan State Capitol building, and for converting one-way streets to two-ways streets in downtown Lansing.

All told, CAPCOG estimates its advocacy has helped secure an overall infrastructure investment of \$565 million in the 2020-2021 period and \$80.6 million in 2022 in the Lansing region. Most of those investments came from Governor Gretchen Whitmer's Rebuilding Michigan Program, which is focused on rebuilding the state's higher-traffic highways and bridges.

## WHAT'S NEXT

CAPCOG's 2023-2024 infrastructure priorities are no less ambitious. Big-ticket asks include \$2 million Bingham Township watermain extension in Clinton County; \$3 million for road, drain, and wetland improvements to Five Point Highway in Eaton County and \$5 million for the Ram Trail to Burchfield Park completion in Ingham County.

CAPCOG is among a dozen regional and state organizations that called for the Capital Region Improvement Support Package, which overall seeks ongoing state aid of \$4.67 million and one-time investments of \$530 million for projects and services that could revitalize the Lansing region while readying it for anticipated future growth.

The state legislature and Gov. Whitmer have thus far approved \$250 million of the spending package, a win secured with the support of State Sen. Sarah Anthony, chair of the Senate Appropriations Committee, and State Rep. Angela Witwer, chair of the House Appropriations Committee.

Growth in the region is perhaps inevitable. Michigan State University data indicates its

graduates are more likely to live and work in the Lansing area than previous generations.

Dr. Janet Lillie of Michigan State University, also a member of CAPCOG, said the organization's efforts strengthen the region, which benefits MSU.



LILLIE

"A thriving and safe community with excellent schools, additional housing options, and improved infrastructure help MSU attract and retain employees and students," Dr. Lillie said. "Working together benefits the entire ecosystem of the region."

As part of that ecosystem, industry leaders are finding they have room to expand in the Lansing region. Ultium Cells Lansing is working to complete the construction of a \$2.6 billion, 2.8 million-square-foot GM battery cell manufacturing plant in Delta Township. Production is expected to begin in the fourth quarter of 2024, with Ultium Cells Lansing employing 1,700 people by the end of 2025.

GM's Lansing Grand River 3.4 million-square-foot assembly plant, opened in 2001, already employs 1,400 people in Lansing.

Glanbia Nutritionals brought its \$470 million, 375,000-square-foot cheese and whey plant to St. Johns in 2020, citing the region's transportation infrastructure, proximity to customers, and strong local workforce as factors that attracted the company here. The project brought more than 300 above-average-wage jobs to the region.

"As businesses recognize the tremendous benefits of locating in the Lansing area, more jobs will be created," Eaton County Board of Commissioners chair Jim Mott said. "The added job opportunities for residents will increase their standard of living. In turn, this also creates a healthier lifestyle and reduces the burden on the community. It's a win-win for the whole region."



MOTT

**"Working together  
benefits the entire  
ecosystem of  
the region."**

**Dr. Janet Lillie,  
Michigan State  
University**

### THE US-127 CORRIDOR

Steve Japinga, senior vice president of public affairs for the Lansing Regional Chamber of Commerce and CAPCOG lead staff, said one of CAPCOG's highest priority projects is the rebuild of the U.S. 127/I-496 interchange, as U.S. 127 has developed into a critical corridor for the region.



JAPINGA

Situated in both Ingham and Clinton counties, the U.S. 127 corridor is a crucial artery to Michigan State University, the Lansing Capitol Building, and the Capital Region International Airport, as well as employers spanning from the new McLaren Greater Lansing Hospital to Glanbia Nutritionals. MDOT said construction is part of a \$205 million project to rebuild US-127/I-496 from I-96 to I-496 that will address safety concerns.

Improvements to the US-127 corridor from the Ingham/Jackson county line north to the I-69 interchange should make it safer and easier to navigate for locals and business entities alike.

"For dairymen, I think if they can shave transportation costs, that's helpful. They make more money," Clinton County Board of Commissions chair Bob Showers said of road improvements near the region's dairy processing facilities. "It will save them from a lot of aggravation of going through a small town, through all lights and so forth."



SHOWERS

The multimillion-dollar U.S. 127 project, funded by the Rebuilding Michigan Program, includes pavement resurfacing, installing guard rails, rebuilding bridges, and upgrading drainage, signage, and pavement markings. Traffic in construction zones will be temporarily shifted with median zipper barriers.

The Michigan Department of Transportation began the work in the summer of 2022 and expects it to be completed in phases through the summer of 2026.

Ingham County Board of Commissioners chair Ryan Sebolt said the bridgework and resurfacing projects will be a huge improvement for driver safety, especially during peak commute time. He's especially looking forward to the addition of an extra lane to each of northbound and southbound U.S. 127 to help reduce congestion.



"I think we've all experienced frustrating backups there," Sebolt said.

Overall, the U.S. 127/I-496 interchange improvements should make the roadways safer and more efficient, he said.

"It's really a boost for the downtown Lansing area and for the whole region," Sebolt said. "There's a ripple effect."



SEBOLT

### DOWNTOWN LANSING

While CAPCOG represents a tri-county area, the organization recognizes that the infrastructure of downtown Lansing is critical to the region's overall economic development. The state capital attracts thousands of visitors, employs state employees and small business proprietors, and is home to many downtown residents.

CAPCOG expects downtown Lansing will get a boost from improvements to Michigan Avenue, which connects the state's capital complex to Michigan State University. The City of Lansing Public Service Department plans to fully reconstruct Michigan Avenue between Pennsylvania Avenue and Clippert Street, with work expected to begin in 2024. Higher than predicted contractor bids delayed a proposed October 2023 start.

Initially estimated to cost \$11.62 million, the Michigan Avenue project will include road reconstruction and reconfiguration from five lanes to four, new sidewalks and modern traffic signals, and sewer and water main upgrades.

Also of note for the area is Sparrow Health System's recent merger with University of Michigan Health. Sparrow already had hospitals in Lansing, Charlotte, St. Johns, Ionia, and Carson City. By joining with University of Michigan Health in April 2023, Sparrow is now part of a \$7-billion organization with more than 200 care sites throughout the state. University of Michigan Health has committed \$800 million in investment to Sparrow over eight years.

CAPCOG continues to recommend the state of Michigan allocate federal funds to improve downtown Lansing, as work-from-home policies for state employees have negatively impacted main street businesses.

Plans to improve downtown Lansing include more office-to-residential building conversions, grants and loans for small businesses, job training initiatives, and enhanced outdoor community spaces.

"The city is really dependent upon the employees of these companies to generate the economy for downtown Lansing. The area has suffered for years because of COVID," said Showers. "But now, with this infusion of cash, that will make the

downtown venues of the city of Lansing far more attractive for employees to live in the area and eat at the restaurants."

### THE BIG PICTURE

Mott said that resources available to the Lansing region may fluctuate over the years, but that CAPCOG's goal is always to further improve regional infrastructure and business opportunities.

"I think the biggest initiatives for 2024 are to continue to build upon the accomplishments of 2023," Mott said. "Eaton County, as well Clinton and Ingham counties, all benefit when the Lansing area is stronger. Making it more attractive for businesses to come to the region improves the quality of life for residents and increases revenue for local governments."

Showers said CAPCOG members ultimately hope their advocacy contributes to an overall better economy for the Lansing region, regardless of county or political affiliation.

"If I can make the lives of people better, then I'm going to do it. And that may be a new building, that may be getting some food on your tables. That's why I wanted to start CAPCOG — to make economic opportunities available that didn't exist before for the people of the area that I live in. That's what motivates me." ●

## CAPITAL REGION IMPROVEMENT SUPPORT PACKAGE REQUEST OVERVIEW

### ▶ ON-GOING STATE AID

Capital City State Partnership Support: **\$4.67M**



**\$175.5M**  
Economic Development & Community Revitalization



**\$165M**  
Education, Skills Training, & Workforce Development



**\$64M**  
Water & Electric Infrastructure Investments



**\$74.3M**  
Roads, Transportation, & Connectivity Infrastructure



**\$3-5M**  
Social Services



**\$28.5M**  
Housing

### ▶ ONE-TIME INVESTMENTS

Overall Funding Request: **\$530M**



SCAN TO DOWNLOAD THE **CAPITAL REGION OVERALL FUNDING REQUEST BREAKDOWN**



## ATHENA WIN Starts 2024 with Exclusive Members—Only Event to Ignite Connection & Growth

The ATHENA WIN Girls' Night Out event at Shaheen Cadillac was a resounding success! Members enjoyed networking in the luxurious Cadillac showroom, enjoyed fine wines and delicious bites, and gained valuable car care insights from Shaheen's Service Tech, Erin. If you haven't joined ATHENA WIN yet, seize the opportunity and become a member today for exclusive events and empowering connections! If you are interested in joining the ATHENA WIN community, please visit [lansingchamber.org/athenawin/](https://lansingchamber.org/athenawin/).

### ATHENA WIN Welcomes New Members

ATHENA Women's Interest Network (WIN) is excited to welcome several new members!

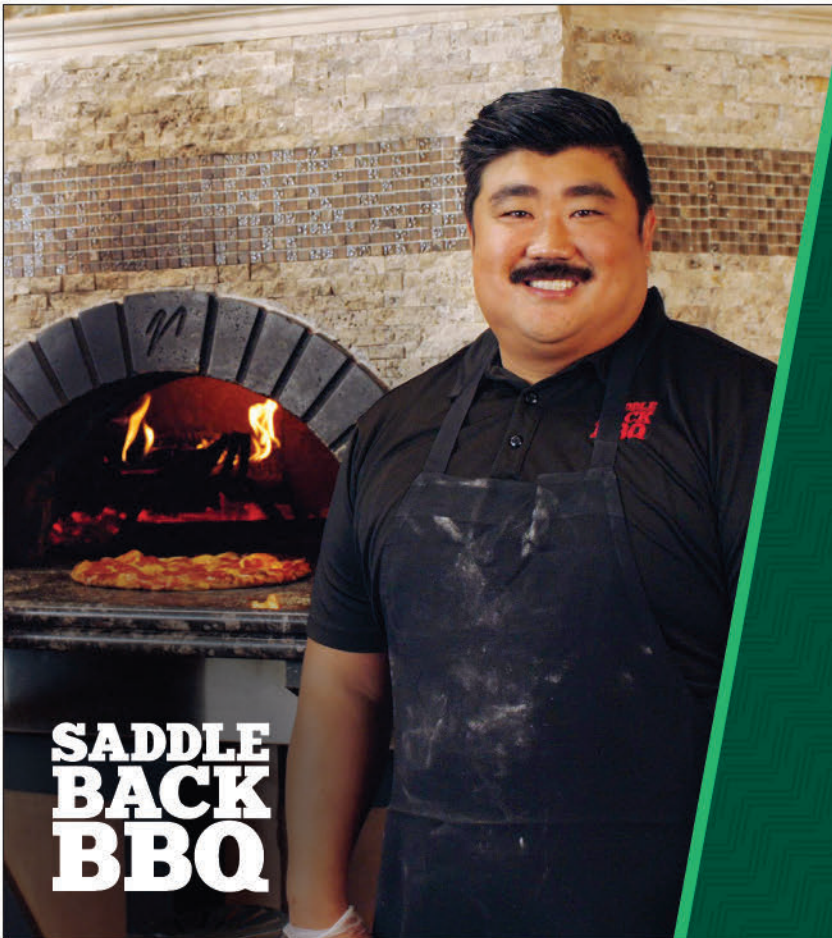
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#### Individual Members:

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 Connie Jordan · Kristin Gilpin · Alyse Bleisner





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# 2024's Shared Agenda: Take Action to Rebuild Lansing

By: Tim Daman, President and CEO, Lansing Regional Chamber of Commerce

2024 starts with an amazing and potentially transformational opportunity for the City of Lansing's elected leaders to rebuild Lansing and invest in our shared mid-Michigan community. Making the most of this opportunity will require resolve on their parts and a willingness to work together for a stronger Lansing – something each and every one of them has campaigned on, spoken about and promised to do. Lansing is watching, and Lansing is waiting.

In 2023, with the State of Michigan's bank account overflowing with COVID relief funds from the federal government and surprisingly high revenues collected from state taxes, a coalition of Lansing's leading organizations and officials set out with a plan to ask the state for something that hadn't happened in as long as most anyone could remember: a significant financial investment from the State of Michigan into its Capital City. Historically, state funds have flowed freely to Detroit, to Grand Rapids and even to the Upper Peninsula, but Lansing, while hosting the state's seat of government, has been left behind and without. 2023 finally presented an opportunity to change that.

With Lansing-based state Senator Sarah Anthony leading the Senate Budget Committee and state Representative Angela Witwer leading the House Budget Committee, a diverse coalition of Lansing's labor, business, and government organizations pushed for the Capital Region Improvement Support Package. Thanks to many who worked together, and along with the support and leadership of Anthony and Witwer, the package was adopted and with it more than \$250 million in state investment ready to positively change Lansing.

Funding for school infrastructure and neighborhood resources. Support for job training and housing services for residents who need it. Improvements to historic landmarks in our community and investments for new facilities and amenities. Downtown redevelopment, increased housing options, and public safety. All of

these things and more have either been recently approved by area voters or set on the path of progress through the state budget, Sen. Anthony and Rep. Witwer, and the work of local leaders and organizations coming together with a shared plan to rebuild Lansing and enhance each of its neighborhoods.

Now, it's Mayor Schor and City Council's time to finish the job.

This week, the 2024 City Council session begins, and in the weeks ahead, the Mayor and the Council will have the opportunity to both accept the new funding from the State of Michigan and start to invest those resources into our community.

Our message to them is clear, and we'd like to ask you to help us in communicating it: There is no time like the present, and there is no funding to waste. Coming soon to the city's agenda will be plans for investing in new and exciting downtown housing and development opportunities, improvements to our city infrastructure that will open doors to new private investment in our community, and enhancements to key neighborhood resources that city residents want, need, and deserve.

The campaigns are over. The election is behind us. A new session of the City Council has begun, and the opportunity to rebuild and reinvigorate Lansing is staring us right in the face.

Mayor Schor and members of the Lansing City Council, too many people (including some of you) have worked too hard in recent years to reach this point and not finish the job. It is not an exaggeration to say that Lansing has been asking for its fair share from state leaders for decades. Funding for the Capital Region Improvement Support Package was a hard-earned and welcome first step. Now, Lansing leaders: the job is yours to continue this progress by accepting and investing these funds in initiatives that will literally rebuild Lansing. ●



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## Important Election Dates

### PRESIDENTIAL PRIMARY ELECTION DATES

- ✓ Election Date: **Tuesday, Feb. 27, 2024**
- ✓ Absentee Ballots Available/Mailed: **Thursday, Jan. 18, 2024**
- ✓ Early Voting: **Feb. 17-25, 2024**

### LANSING CITY CHARTER COMMISSION SPECIAL ELECTION DATES

City Charter Candidate Filing and other Election Information

- ✓ Election Date: **Tuesday, May 7, 2024**
- ✓ Absentee Ballots Available/Mailed: **Thursday, Mar. 28, 2024**
- ✓ Early Voting: **May 4-5, 2024**

### STATE PRIMARY ELECTION DATES

- ✓ Election Date: **Tuesday, Aug. 6, 2024**
- ✓ Absentee Ballots Available/Mailed: **Thursday, June 27, 2024**
- ✓ Early Voting: **July 27-Aug. 4, 2024**

### PRESIDENTIAL/GENERAL ELECTION DATES

- ✓ Election Date: **Tuesday, Nov. 5, 2024**
- ✓ Absentee Ballots Available/Mailed: **Thursday, Sept. 26, 2024**
- ✓ Early Voting: **Oct. 26-Nov. 3, 2024**

### WHO IS ON THE BALLOT?

While the specific names of individuals – especially in state and local elections – vary by district, the following offices are up for election in 2024:

- ✓ U.S. President
- ✓ U.S. Senate
- ✓ U.S. Representative in Congress (all 13 districts)
- ✓ State Representative (all 110 districts)
- ✓ Michigan Supreme Court (2 seats)
- ✓ University of Michigan Board of Regents (2 seats), Michigan State University Trustees (2 seats), and Wayne State University Governors (2 seats)
- ✓ State Board of Education (2 seats)
- ✓ County, township, city, and village offices
- ✓ Specified school district positions ●

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## NEW HIRES



Milnes

**Thatcher Computer Consulting** has appointed **Scott Milnes** as its new CEO. Milnes brings with him experience in company growth and management.

The previous CEO, Kevin Thatcher, will focus on being the visionary for Thatch.

**M3 Group** recently announced two new hires: **Cameron Marie Needham** as vice president of technology and development, and **Noah Maldonado** as junior creative visionary. Lansing-based M3 Group is a branding, public relations, and marketing firm and a subsidiary of Reseda Group. Needham joins M3 Group with more than 20 years of

experience in design, marketing, technology, and operations. Maldonado previously worked as a creative assistant at the nonprofit City Life Lansing.



Phillips



Gillette



Allen

Lansing-based environmental consulting firm **Triterra** announces three new staff additions. **Allyson Phillips** is now an accounting

specialist in Triterra's Lansing office. Phillips' work will focus on keeping records of vendor bills, processing invoices, and data entry within the accounting system.

**Jade Gillette** joins Triterra as an associate scientist in the technical services department at the Grand Rapids office. He has worked in the environmental consulting industry for more than 20 years. Meanwhile, **Adrianna Allen** joins Triterra as an environmental scientist with the natural resources team in the Lansing office. Her work will focus on services such as wetland delineation, stormwater management, and water quality evaluations.

Lansing-based PR and public affairs firm **Harbor Strategic Public Affairs** has added **Collin Pavlov** as a public affairs associate. Pavlov previously served as campaign political director for U.S. Rep. John James, on the staff of the Michigan



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House of Representatives, and on issue advocacy campaigns. Pavlov is the nephew of longtime Michigan state representative and Senator Phil Pavlov.



Tobia

The **YMCA of Lansing** has welcomed **Elisabeth Tobia** onto the executive staff in the newly-created chief strategy officer position. Tobia has more than

30 years of executive leadership experience within public, private, and nonprofit organizations. In her new position, Tobia will work with the CEO and executive team to ensure all YMCA programs align with the association's strategic plan.

**PROMOTIONS**



Smith

**McLaren Greater Lansing** has promoted **Makayla Smith** to regional director of the Karmanos Cancer Institute. Smith has worked at McLaren Greater

Lansing for more than 11 years and previously served as the director of business development.

**Capital Area Housing Partnership** has promoted **Emma Henry** to executive director. She previously served as the organization's assistant executive director, where she steered the strategic development and execution of single-family construction and rehabilitation programs, cultivated relationships with partners, and expanded CAHP's community engagement efforts. In her new role as executive director, Henry will guide the organization in advancing equitable housing solutions for mid-Michigan

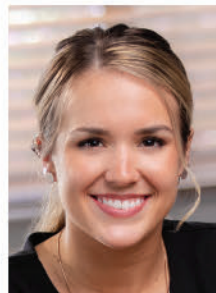
residents. She succeeds **Rawley Van Fossen**, who was recently appointed the director of the City of Lansing's Department of Economic Development & Planning.



Nevins

The **YMCA of Lansing** has named **Molly Nevins** as the associate executive director of the Oak Park YMCA. Nevins will also oversee fitness for the

association. She has 15 years of experience in the fitness industry, including 12 years with the YMCA of Lansing.

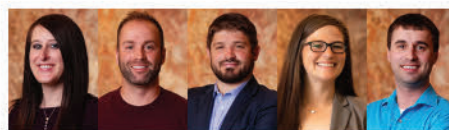


Dailey

**Moonsail North** is thrilled to announce that **Elexi Dailey** has been promoted to Senior Marketing Strategist. Dailey develops strategic direction for

marketing communications and branding projects for a range of clients with complex needs. She is a proud Spartan, having earned her bachelor's degree in advertising management and her master's degree in global health at Michigan State University.

**APPOINTMENTS**



(L to R) Fleet, Korson, Kossaras, Kossaras and Stiffler

**Maner Costerisan** has promoted five team members to principal: **Jessica Fleet, Joel Korson, Nick Kossaras, Stephanie Kossaras,** and **Clayton Stiffler**. Fleet works in the firm's accounting and outsourced solutions department.

Korson provides accounting, audit, tax, and consulting services to small and midsize business clients, particularly in the construction and manufacturing sectors. Meanwhile, Kossaras works in Maner's tax department, specializing in affordable housing and multi-state entities, and provides tax advice, planning, and preparation to the firm's for-profit clients. Stiffler provides accounting and outsourcing expertise to clients in various industries, including small and midsize businesses, cannabis, and construction.



Morgan



Albright



Kauffman

The shareholders of law firm **Fraser Trebilcock** have elected **Thaddeus Morgan** as president of the firm. Shareholders **H. Kirby Albright**

and **Ryan Kauffman** were re-elected to the board of directors. Albright will serve as vice president and treasurer, while Kauffman will serve as secretary. Fraser Trebilcock has offices in Lansing, Detroit, and Grand Rapids, Michigan.



Hamilton

**Maner Costerisan**, a full-service public accounting, technology, wealth management, and business consulting firm with offices

in Lansing and Grand Rapids, Michigan, announced **Katie Hamilton** has been appointed to the board of directors. Hamilton is a Maner principal and oversees the firm's tax department while providing counsel on income, estate, and gift tax planning for wealth management clients. She joined Maner in 2019.

## AWARDS



Deputat

**McLaren Greater Lansing** congratulates **Michelle Deputat**, its director of patient experience, on receiving her Certified Patient Experience Professional Certification. Deputat joins some 1,400 healthcare leaders around the globe who are committed to improving patients' hospital experiences.

## DISTINCTIONS



Beeler

**Washington Avenue Advisors** announces that **Amanda Beeler**, partner at Washington Avenue Advisors, has achieved the prestigious Certified Financial Planner designation. Their dedication, expertise, and commitment to excellence make them an invaluable asset to the team.

Two former **Lansing Common Football Club** players entered the professional ranks during the Major League Soccer draft in December 2023. **Aidan O'Connor** was selected by the New York Red Bulls, and **Ethan Brandt** was picked by the Los Angeles Galaxy. O'Connor played for Lansing Common in 2021

and Brandt was the club's most outstanding player in 2022.

## COMPANY NEWS



Cardiologist **Ibrahim Shah, MD**, and the **McLaren Greater Lansing** catheterization lab team have implanted their first CardioMEMS HF System device. Placed in the pulmonary artery, the wireless monitoring system allows patients to transmit daily sensor readings from their homes to their physicians. The FDA-approved device has been proven to reduce hospital admissions.



Ray

**McLaren Greater Lansing** continues to repurpose its Greenlawn Avenue legacy campus following the hospital's move to its newly constructed healthcare campus at the University Health Park. Portions of the former site are occupied by other nonprofit organizations, and unusable buildings are being prepared for demolition to create green space and open space for future redevelopment. "Even while in the earliest stages of planning for our new facility, it was our intention to repurpose the Greenlawn campus so the location's legacy of caring for the wellbeing of our community could continue," said **Kirk Ray**, McLaren Greater Lansing president and CEO. Local contractors have begun abatement of the Belen building in preparation for its demolition, which is set to start in March and be completed by May.



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In the 2023 holiday season, **Peckham** staff and board raised more than \$25,000 to contribute to families in need. Peckham is a nonprofit vocational rehabilitation organization that provides paid job-training opportunities for people with disabilities and other barriers to employment. The holiday contributions included gift cards to nearly 150 team members to provide Thanksgiving meals for their families; the Peckham Youth Services Blaffle (Blessing & Raffle) Fundraiser, which raised more than \$15,000 for 26 families in crisis; more than 4,500 pounds of food for families in need donated to The City Rescue Mission and The Advent House; and \$2,000 raised toward purchasing Christmas gifts for ten veteran families.

The **Eli and Edythe Broad Art Museum at Michigan State University** held several public programs in January 2024, including Family Day and public tours. On

January 21, the museum's associate curator **Teresa Fankhänel** hosted a walkthrough of the exhibition "Andrea Canepa: As we dwell in the fold," which explores what it means to hide oneself from the gaze of others and how fabrics shape the way we relate to who we are. The MSU Broad Art Museum is always free and open to all. Visitors are encouraged to reserve free tickets in advance.

The **Eaton County Transportation Authority** resumed its Connector service in January with improved routing and expanded service hours. The Connector service now operates from 6 a.m. to 7 p.m. Monday through Friday, with Saturday service from 8 a.m. to 5 p.m. The expanded Connector service means 14 additional hours of service each week for EATRAN. Buses now stop at the new courthouse on Independence Boulevard in Charlotte, the old courthouse on Bostwick Street

in Charlotte, and Walmart on Marketplace Boulevard in Delta Township. The 30-minute route travels along I-69 and I-96 between the two cities. Commuters can connect to CATA's Route 3 on Marketplace Boulevard for continued eastbound travel in Delta Township or downtown Lansing. Scheduled departure times are posted at bus stops.

**Matrix Consulting Engineers Inc.** has acquired another local engineering consulting firm, **Clark Trombley Randers**. With the integration of Clark Trombley Randers, Matrix expects to deliver a broader range of state-of-the-art solutions to its combined client portfolios in the mid-Michigan region and beyond. Under the terms of the agreement, Clark Trombley Randers will operate as a division within Matrix Consulting Engineers Inc. under the leadership of Matrix's **Craig Trierweiler** and **Joseph Sovis**. ●

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