

# CONNECT

Energize, Innovate, Engage with the West Coast Chamber

August 2018



Feature:  
Business Champions

*Pictured:  
Daniel Morrison,  
Jim Hutt, Mike  
Novakoski*



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# Expert Contributors

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## INSIDE THIS ISSUE

Feature: Business Champions.....	4
Expert Contributor: Farm Bureau Insurance .....	6
Expert Contributor: Shoreline Technology Solutions .....	8
Chamber Road Trip #3: NeoCon Trip Recap.....	10
Member Milestones: Trans-Matic Celebrates 50 Years .....	12
Calendar of Events.....	15
West Coast Leadership: The Legacy of Leadership.....	16
Member Testimonial: Escape Ministries: Willie Watt .....	17
Member Spotlight: Meet the Holland Civic Center Place's Executive Director .....	18
New Members .....	19
West Coast Cash Merchant Spotlight: Beechwood Grill.....	20
Happenings at the Chamber .....	22



## ADVERTISING INDEX

Andy Spears Farm Bureau Insurance .....	6
Baumann & DeGroot Heating & Cooling .....	7
Boer's Transfer and Storage.....	14
Bosch's Landscape .....	14
Buis Mattress & Bedroom Furnishings .....	12
Captivation Capital.....	23
City Flats Hotel .....	15
Custer, Inc.....	22
Edify North .....	21
First National Bank.....	7
Floor Gear Unlimited .....	17
Gordon Water Systems.....	23
Holland Hospital.....	13
Holland Litho Printing Services .....	17
Hope College.....	9
Hospice of Holland .....	20
Lakewood Construction .....	7
Lighthouse Insurance Group .....	9
Macatawa Technologies .....	17
Manpower .....	13
Mercy Health Partners .....	13
National LED Solutions .....	21
Navigate.....	18
Photo Op Studio.....	8
Shoreline Technology Solutions.....	9
Suburban Inns.....	24
Town & Country Group.....	14
Wendy Ryder Sotheby's Intl. Realty .....	21
Yacht Basin Marina .....	17
Zeeland Lumber .....	14

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# Letter from Jane Clark

President, Michigan West Coast  
Chamber of Commerce



How can we inspire you today? At the Chamber, we have the privilege of working with business leaders from a variety of industries, ranging from small start-ups and family businesses to multi-national corporations, and learning from their stories of hard work, determination, and leaps of faith. Then we act as curators, collecting their wisdom and sharing it with you in ways that you can use it to learn, innovate, make connections and make your business thrive. The Business Champions that we feature in this issue have all received Chamber awards over the past year (Business Leadership Award and Small Business Person of the Year Award), and we look to them as community and business leaders with much to teach.

As we work from our EOS core value to “learn, innovate, share,” we are excited to move forward each day with more and more fresh ideas and time honored best practices to share with you. It’s an honor that we take very seriously, and we look forward to providing the inspiration that helps your business thrive, and to celebrating success with each and every one of our member businesses.

Best Regards,  
Jane Clark

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Feature:

# Business Champions

By Chelsea Scott

This month the West Coast Chamber brings you a closer look at the 2017-18 award winners, our Business Champions.

## Small Business Person of the Year Award:

Each year, the Chamber asks its members to nominate small businesses for the award. Members of the Small Business Person of the Year Award Committee then met, reviewed and interviewed the finalists. To be eligible the company must:

- Be a West Coast Chamber member
- Have been in business for at least five years
- Exemplify the best of small business in our community



Photos by deVries Photography

### Hutt Inc., Jim Hutt

The West Coast Chamber recognized Jim Hutt of Hutt Inc. as the 2017 Small Business Person of the Year during the November 2017 Wake Up West Coast Breakfast at Hope College's Haworth Inn & Conference Center.

When Hutt Trucking Company began in 1985, it was a small operation that hauled refrigerated and frozen food products to the east coast. 30 years later, Hutt Inc. (which is composed of Hutt Trucking, HTC Inc. and Hutt Logistics) has established itself as a leading supply chain services provider in West Michigan. Services include trucking, deep frozen warehousing and third-party logistics services.

Jim Hutt, who is CEO and Co-Owner (with Ellen Hutt), shared that Hutt Inc. has been a Chamber member since 1986. "My father, who passed away in 2011, had strongly encouraged Chamber membership when our company was formed," said Jim. "He was a very wise man." The company's Chamber involvement has meant taking advantage of Wake Up West Coast breakfasts, Governmental Affairs meetings and classes offered by the Chamber. "The speakers, along with other Chamber sponsored educational meetings, have enlightened us on how best to grow our company," Jim expounded. "It has also enabled us to network with other Chamber members, which helps us to benchmark and share best practices between our respective businesses."

Jim said being named Chamber Small Business Person of the Year was a humbling and surreal experience. "The recognition that comes with the award suggests we've accomplished something far beyond other businesses our size. Maybe we have," he said, thoughtfully. "Anything we have accomplished pales in comparison to some of the truly great companies in West Michigan that have been recognized before us. We're blessed and thankful for the growth we have experienced, but humble enough to know we have much more we can accomplish."

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



## Congratulations 2017-2018

## Business Champions!

## Business Leadership Award:

*The Business Leadership Award recognizes outstanding Chamber members for being great employers who give back to the community, invest in their facilities and employees, and have a positive history of job growth and retention.*

*The award was presented at the Chamber's Annual Meeting on September 29, before a crowd of 465 attendees. The luncheon was held at the Yacht Basin Marina.*



### Collective Idea, Daniel Morrison

Collective Idea, established in 2005, is a Holland software and digital product development business that builds custom software for multinational companies, startups and everything in between.

Recognizing Chamber membership as a way to plug into the community and network with other professionals, Collective Idea has been a member since 2012. In addition, Founder and President Daniel Morrison served as a member of the Chamber Board from 2013 to 2016 and was involved with Wake Up West Coast as a speaker. Not only does the staff regularly take advantage of Chamber events, two of Collective Idea's employees have been through the West Coast Leadership program. Daniel sees the benefit of Chamber membership as multidimensional. "The Chamber has really connected us more with the community," he said. "It is full of inspiring and successful businessmen and women, and my team and I have been able to connect with so many of them through Chamber events."

Daniel described the Chamber as a presence that's hard to miss. "Whether it's a Wake Up event or the West Coast Leadership program, the chamber provides an awesome platform for businesses to meet one another," he explained. "Every thriving business community needs a Chamber like the West Coast Chamber to facilitate great programs and valuable resources."

Daniel said winning the Business Leadership Award was an unexpected honor, but a validation of the work the team has done over the past 13 years. "We don't often pick our heads up and talk about our successes, so it was a joy to have others recognize us," he said. "We want to do our part to keep this community successful too, and we take our role in that seriously."

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



### Elzinga & Volkers, Mike Novakoski

Founded in 1945, Elzinga & Volkers is a locally owned and operated Michigan corporation that performs general contracting and construction management services nationwide. As a complete planning, pre-construction and construction firm, they are a single source for all construction needs.

Elzinga & Volkers has been involved with the Chamber for over 50 years. When starting out in his career as a young project manager, CEO/President Mike Novakoski began attending Chamber events. Through this, and networking with others in the community, he quickly learned how valuable a resource the Chamber was. 10 years ago, Mike went through Leadership Holland (now West Coast Leadership) and currently serves as an Executive Committee Member on the Chamber Board.

When asked how being involved with the Chamber improved business, Mike cited the ability to network with various business owners who share encouragement and best practices as being an invaluable tool. Elzinga & Volkers has sent a number of team members through the leadership program which has helped strengthen the team and business overall. The company also participates in networking and educational events throughout the course of the year. "The Chamber is one common voice for all members," said Mike. "It is like the head of the family looking after the wellbeing of all of us (the businesses in the community)."

Of winning the Business Leadership Award, Mike had this to say: "Receiving this award is a validation that if you have good intentions and carry through with those, that those around you will acknowledge those intentions. While we enjoy the brief spotlight of our success, it really should point back to the unsung heroes that make up the Chamber staff. Thank you for making a great community."

[www.elzinga-volkers.com](http://www.elzinga-volkers.com)



# Lake Estate Coverage

By Andy Spears,  
Farm Bureau Insurance



## Do I Need Lake Estate Coverage?

Summer is here. It's an enjoyable time filled with fun activities, vacations and travel. Some of us will be taking long trips and others will be jaunting off to their favorite getaways, cabins, or lakefront property. If so, you're not alone.

With borders on four of the great lakes and more than 11,000 inland lakes, Michigan is home to many lakefront properties. Unfortunately, many owners don't recognize the special coverage needs for their lake front homes or for themselves as owners of these unique properties. When you buy a house it's very important that you insure it properly. The same is true for lake estate properties. If you own a lakefront cabin, maybe one that's been in the family for years, make sure you're protecting it adequately.

## Isn't My Homeowners Policy Enough?

Not all Homeowners policies are created equal. Depending on the waterfront property you own, your homeowners' policy may or may not be adequate. In fact, it's the minimum amount of coverage you should have, whether you've financed your home or not. If you have a mortgage, you'll need to find out what your lender requires, and that could mean more than just minimum options.

Keep in mind, lenders are not coverage experts. Generally, they tend to focus on Coverage A limits (building). Their main role is to provide accurate financing for a home purchase. Again, it's fine in terms of

having a foundation of coverage—but you can't necessarily rely on their requirements as an accurate barometer for ensuring you have the correct or complete coverages for your particular property.

Here's another issue to be mindful of: Homeowner's policies for lakefront tend to be written on a Seasonal Homeowners or Dwelling Fire policy. Many Dwelling Fire policies tend to be pretty stripped down or bare-bones products: They may not provide all of the coverage your lake front property needs.

You're insuring more than the main building. The structure itself represents only the beginning. Many lake front properties have several other exposures that they need to consider. Lake Estate policies offer more options for coverage. For example, lake estate policies protect an insured's lakefront home, but also cover docks, seawalls, boats and boating equipment, property kept on the lakefront, liability exposure, and more.

## Don't Guess

Waterfront properties are unique. Lake Estate policies are designed specifically to provide coverage for those areas that may not be covered by a typical Homeowners policy. Dwelling Property and Homeowners coverages represent an "old way" of insuring your lake front properties—Lake Estate coverage is a specialized product that builds in many of the basic coverage needs and gives customers options to buy more if needed.

Your lake front property provides a scenic location to spend quality time with your friends

and family. It's an opportunity to relax and enjoy the summer. But the property is also an important investment. Rather than guess at any potential additional exposures and whether or not they're covered by your Homeowners or Dwelling Property policy form, check in with a trusted advisor to review your policies.

Summer is a great time to discover any potential gaps in

coverage and investigate if a lake estate policy is right for you.

*Andy Spears owns a local insurance agency in the Holland area. His passion is to serve and provide protection and peace of mind to his clients. Andy can be reached at 616-396-3333, [aspears@fbinsmi.com](mailto:aspears@fbinsmi.com), or through his website – [www.InsureWestMichigan.com](http://www.InsureWestMichigan.com).*

## Andy Spears covers Michigan

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# Using Automation in IT

By Mark Kolean, Shoreline Technology Solutions

In the day to day battle with technology, it seems there are frequently new problems and threats. The latest problem we have run across is fake emails that come into a user's inbox, asking them to log into their Office 365 or Gmail account. The user often follows the links to this email without even knowing they have just been hacked. Then the crooks go on sending the same emails out to everyone else in the compromised user's address book or looking for passwords in their inbox to use in banking websites.

Fortunately, automation technology allows us to react to problems as soon as we notice them happen. In the case of the above issue, early on we often get emailed the fake email if one of our accounts get compromised. We can then work with the user to get their account reset and help them setup multifactor authentication (getting a text on their cell phone) when logging into their email. This way, potential hackers can be thwarted from future attempts to get into their cloud email system.

Automation technology has been around for a long time but it recently has become more and more important, as technology such as Internet of Things become more popular. Using automation, we can create a ticket or send out an email to a business owner if a camera stops working or if a wireless access point in a hotel or restaurant stops working. Automation can not only help detect when something stops working correctly but also run software code called a script which can automatically fix the problem once it is detected. A great example of when to use automation is in the first example of the email compromise; once we receive the known email from one of our customers we can automatically run a command to change the user's email password and create a ticket so at least no more future damage can be done over the weekend or at night if a problem is detected.

We have been using automation to help with basic items. If a workstation is running into too much cluttered space on a disk drive, it automatically kicks in a script to begin a defragment process after hours. Our backup solutions from Datto provide automation in the backup routine, the system backs up every hour and can detect the files that change from backup job to backup job. When a large number of files change and many of the files



all of a sudden have encryption, the system can alert us via email notification that the device under protection has been compromised by ransomware. We can then alert the client of a potential issue and take steps to find out why the system was breached and help restore the data back to a previous hour in time.

One last example of how automation can be useful in computer networking is the concept of scripts. Scripts are code that can help computer

techs develop a solution in a standardized way. We use scripts to automate mundane items that might take a technician 30 minutes each time, 15 times per week, such as installing Office 2016 or Adobe Acrobat reader.

We in the IT field are always working hard to keep customers' data safe. A great strategy in doing so is preventing disasters from happening. Using automation, we can stop issues often before the problems have gotten too out of hand.

*Shoreline Technology Solutions is located at 828 Lincoln Avenue in Holland. Reach them by calling 616-394-1303 or visiting [www.shorelinepc.com](http://www.shorelinepc.com).*



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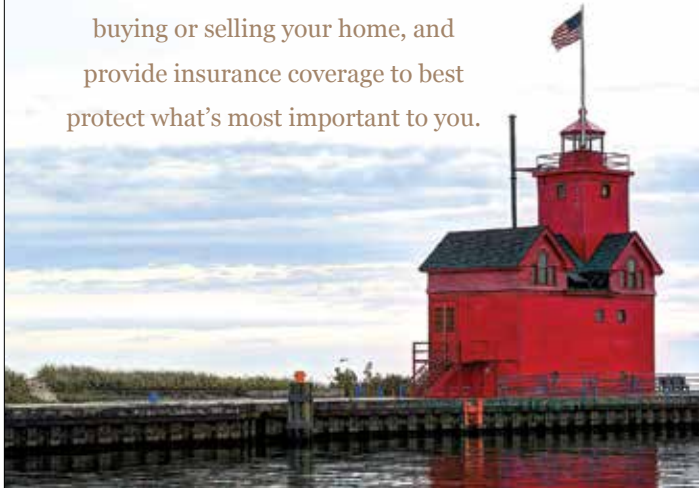


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# Chamber Road Trip #3: NeoCon Trip Recap

By Caroline Monahan

There were returning road trip veterans and many new faces on the 3rd annual Chamber road trip to the NeoCon Design Expo in Chicago. Since its inception, NeoCon has been the commercial design industry's main event for innovation and networking. The theme was "50 Years of Tomorrow's Design," and this year, more than 52,000 people witnessed the newest products and materials being introduced by more than 1,200 exhibitors, making it the most attended NeoCon to date. Known as the launching pad for new products in the commercial furnishings industry, this year the Best of NeoCon entries were at an all-time high with 420 products submitted.

We arranged for our members to have private tours of the Haworth, Herman Miller, Steelcase and Trendway showrooms, and got an up-close look at the trends emerging in the commercial design industry. Here are some the trends we spotted for 2018:

**There's no place like home:** As more employees opt for options to work from home, businesses will respond by creating office environments that replicate that homey feeling. These environments promote a sense of well-being and provide a setting for flexible work spaces where employees can work in the styles that best suit their personalities and project needs. Look for spaces that look a bit like living rooms, with communal cafes, fresh plants, area rugs, soft lighting options and sofas.

**Furniture that fosters collaboration:** A trend that we also saw is allocating space based on team and project needs. The study of how spaces are used and how employees function with their teams has changed the layout and design of furniture. Collaboration and creativity are at the heart of innovation, and spaces are now designed with reconfigurable office furniture that help optimize space for working in teams. Look for larger desks that allow more than one

employee to sit or stand and work together comfortably, for coffee tables surrounded by comfortable chairs, and smartboard technology that can be accessed by multiple people at the same time (both on site and remotely).

**Quiet time:** Just as important as team work is the need to work quietly if your job or task requires some alone time. We are a mobile workforce, with laptops and smart phones at the heart of much of our productivity, and pods that allow for quiet spaces within the larger context of an office space provide an easy transition for those who need to pick up and go to work on their own. Portable screens that can wrap around a desk within an open workspace also create an opportunity for uninterrupted worktime and privacy when needed.

These were just a few of the lessons learned throughout the day at NeoCon, and we were fortunate to have sponsors within the industry along with us, to help provide additional context for what we were seeing. One of our sponsors was Custer, which for over 37 years has created workspaces that empower people to do their best work. Custer designs and builds environments that maximize productivity and a sense of purpose, drawing on extensive research and established expertise. Providing full-service solutions including strategy, design, integrated technology, custom-tailored solutions and furniture, Custer delivers spaces that inspire and support great work.

Candi Caraway, Lakeshore Business Development Representative for Custer, joined us for the trip. "The West Coast Chamber has created a wonderful opportunity for their members to see the latest in interior design and product innovation," she said. "The 2018 bus trip was extraordinarily well run and Custer was thrilled to be a part of the experience!"



Also joining to sponsor the trip and help us learn more about the industry was Marx Moda, the newest of Herman Miller's Michigan office furniture dealers. Offering a wide array of furniture options, Marx Moda blends customers' desired culture, current and future technology needs, and key business processes to deliver office environments that enhance results. Offices in Detroit, Grand Rapids, Kalamazoo, Lansing, and Traverse City help drive the personal touch to sustain lasting relationships throughout Michigan.

Allie Miller, Associate Manager from Herman Miller Cares, was with us for the day and shared her experience on the Chamber bus trip. "I had a fantastic time at NeoCon! It was great to see what the rest of the industry has been working on and the similarities/differences between each corporation's products," she said. "You really could tell each showroom we visited was designed with intentionality; each truly displayed the character of the company. I'd highly recommend the Chamber trip. Traveling with the group was an amazing experience and I thoroughly enjoyed meeting others interested in design."



# Trans-Matic Celebrates 50 Years

By Caroline Monahan

**trans-matic**

**T**rans-Matic was first started in 1968 by Chicago native Patrick Thompson, with the vision of being a deep draw business. Fifty years later, the company continues to focus on the deep draw industry and is one of the world leaders in the industry.

After graduating college in 1962, Patrick worked for a small deep draw manufacturing company in Chicago, Drawn Metal Products. When that company went up for sale, he decided to move on, and found that starting his own business made the most sense. Starting a business requires a leap of faith, and Patrick's family would go eighteen months without a paycheck while he also worked part-time jobs on the weekends to keep food on the table. His determination formed the foundation for what has now become a global corporation that operates on a simple premise to provide high-quality, reliable metal stamping that people want and need in their everyday lives.

Today the company operates under the leadership of PJ Thompson, Patrick's son, who continues the family commitment to quality and innovation. The term "deep draw" refers to a special metal forming process that makes metal component parts that go into automobiles, power tools and other durable goods and products. Trans-Matic makes very complicated and

**50** YEARS  
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Established in 1968  
**trans-matic**

precise metal parts and does it using the deep drawing concept instead of using a stamping process.

"On our 50th anniversary, Trans-Matic is especially grateful to the city of Holland and our West Michigan community. Over multiple generations, the skill, work ethic and values of the people of our community has been a huge help to us. Holland is the home of some fantastic companies that have inspired us along the way. Also, good city governance over the past five decades has made Holland a great place to operate our business." -PJ Thompson, President & CEO, Trans-Matic.

The company marked its 50th anniversary with a celebration on Monday, May 19, welcoming 200 people to its world headquarters in Holland, and is looking forward to continuing the celebration at



*Patrick Thompson, third from the left.*

their three other facilities later this year. The Trans-matic global footprint extends from Michigan to Arizona in the United States, to Mexico, and around the world to China, and allows them to provide vital components to their customers where they need them.

This summer, the West Coast Chamber is pleased to welcome Trans-Matic as a Premier Silver Sponsor. A Chamber member since 1969, we appreciate Trans-Matic's leadership, partnership and dedication to the Holland community for the past 50 years.

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# August Calendar of Events



Tuesday-Wednesday, July 31-August 1

## West Coast Cash Merchant Meeting

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street Holland, MI

We are excited to host our first ever West Coast Cash Merchant Meeting! This event is designed for West Coast Cash Merchants; we will provide answers to these frequently asked questions:

- How do I redeem certificates?
- How do I give change?
- How do I train my staff to take WCC?
- How do I get paid?
- Who will help me with tech questions?
- How do I get more people to use WCC at my business?

Time: 4-5pm on Tuesday July 31, 9-10am on Wednesday August 1  
Cost: Free, registration is appreciated

## Thursday, August 2 Leading Edge: Digital Marketing Summer Sessions

@West Coast Chamber of Commerce Learning Lab



272 E 8th Street, Holland, MI  
The Chamber is excited to partner with Symposia Labs to offer a series of workshop events, where attendees will learn and master the art of digital marketing.

Time: 8:30-11am  
Cost: \$55 per member, \$75 per non-member  
Sponsor: Blue Cross Blue Shield Blue Care Network

## Thursday, August 2 Lakeshore Latinas Meeting

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland, MI

The Lakeshore Latinas mission is fostering relationships and empowering Latinas through advocacy, service, and professional development. We hope that you can join us! Beverages and light hors d'oeuvres will be provided.

Time: 5:30-7:30pm  
Cost: Free, registration is appreciated  
Sponsor: Blue Cross Blue Shield Blue Care Network

## Thursday, August 16 424 Affinity Group Off the Clock

@Coppercraft Distillery, 184 120th Avenue, Holland, MI

Step out of your office and into Coppercraft Distillery to get to know other area business representatives within the 424 Affinity Group!

What is it?  
**4** any company within the North 31 Corridor  
**2** connect, develop relationships and build a stronger community  
**4** business growth  
Time: 4:30-6pm

Cost: Free, registration is appreciated



## Wednesday, August 22 Network @ Lunch

@Doubletree by Hilton, 650 E. 24th Street, Holland, MI

You have to eat, right? Get to know other business representatives by spending an hour with them over a relaxing business lunch. You will also be randomly assigned with other dining partners at the event, giving you the opportunity to make new contacts and share about yourself and your business. What could be easier?

Time: 12-1pm  
Cost: \$20 per member, \$30 per non-member  
Sponsor: Progressive AE

## Thursday, August 30 ZAG: Off the Clock

@Tripelroot, 146 E Main Avenue, Zeeland, MI

Step out of your office and into Tripelroot, and get to know other Zeeland area business representatives. It's a great way to unwind and make connections, all while trying to out some great drinks and complimentary snacks in a cool new venue.

Time: 4:30-6:30pm  
Cost: Free, registration appreciated



For a full listing of events, visit [www.westcoastchamber.org/events](http://www.westcoastchamber.org/events).

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# The Legacy of Leadership

By Caroline Monahan

The West Coast Leadership Program has become a staple in the leadership and career development path for professionals in our community, and this September, members of the 50th class of will embark on their WCL journeys. Over 700 individuals have graduated from the program since its inception, and the alumni network remains strong. Past participants are on the program committee for the class curriculum, and also serve as community leaders, board members, and business leaders for numerous organizations throughout Holland and Zeeland, and beyond. Take a few minutes to get to know the alums we've caught up with this month:



Class of 2014



Class of 2009

## Colleen Hill

Community Foundation of the Holland/  
Zeeland Area  
Class of 2014

During the time I was in West Coast Leadership, I was the Development and Marketing Director at Ready for School. Recently I joined the Community Foundation of Holland/Zeeland Area as Vice President of Development and Donor Services, and I am currently on the Board of Directors for Center for Women in Transition and Kids Food Basket.

West Coast Leadership gave me an opportunity to gain deeper knowledge on our community—the history, the systems, business and our micro-economy. I really enjoy the theme days, diving deep into different aspects of our community. My favorite day was Economic Development Day and so I volunteered the two years following to plan the day. That was a great leadership experience.

I enjoyed reflecting on my values and goals and developing a personal mission statement in the retreat. Even if you think you know the community well, you will learn something each of the days. It is a great experience.

## Seth Bushouse

S2 Yachts  
Class of 2009

I attended West Coast Leadership while at Gentex Corporation and am now the Senior Vice President of Human Resources at S2 Yachts. Since West Coast Leadership, I served on the Board of the Zeeland Chamber of Commerce (and the subcommittee that spearheaded the integration of the Holland and Zeeland Chambers, which became the Michigan West Coast Chamber of Commerce), the Board of Directors of Kids Hope USA, and the Board of Directors at Holland Christian Schools.

Through exposure to other leaders and organizations in our community, it was clear to me that the bar was high—and has been for generations. I committed to consistent learning and improvement, as well as listening, networking, and developing others, a pattern of living that can create lasting positive impact. I became much more aware of my impact on others, and my continued potential as a leader in the community I love.

I made lifelong friends through West Coast Leadership. It will create a lasting impact on you—and it's your springboard to create a lasting impact on those around you at work and in your community!

## Sue Ann Culp

Evolution Partners  
Class of 2009

I was working as the Executive Director of Holland Hospital's Foundation, which no longer exists. Now I own my own business, Evolution Partners, helping clients as a Career Transition Specialist. I am very actively involved with the Holland Civic Theatre, I sit on the Board of Directors and serve on their Artistic Committee, and as their volunteer Director of Development.

West Coast Leadership gave me a greater knowledge and appreciation of the richness of this community. I moved here in 2003 and West Coast Leadership really "grounded" me in this new home, helping me put down deeper roots. It was a valuable way to network with other professionals from all areas and industries and develop my skills as a leader and community member.

West Coast Leadership is time well-spent—invaluable on many levels. Highly recommend! It is a unique way to learn about all facets of this community, appreciate this community's heritage, connect with other business leaders and see how you fit into this community's future.

*Are you a West Coast Leadership Alum? Submit your profile to us by visiting the West Coast Leadership page on our website.*



# Escape Ministries: Willie Watt

By Winsome Maddock



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Escape Ministries has been an active member of the Michigan West Coast Chamber of Commerce since 2014. Willie Watt joined the Chamber to represent the diversity in the community, and his membership gives him the opportunity to be involved and reflect his business and values in the Holland area. In 2016, Willie received the Minority Business Champion Award, which was a direct reflection of his mission for unification within the community.



"I moved here in 1985 as a young man wanting to change my life. When I went looking for an opportunity, doors were closed to me. Being an African American entrepreneur / business man, I came up against a lot of difficulties when I tried to open my business. My reason for joining the Chamber was so I can be seen for who I am: a person who wants to help his community. I won the Minority Business Champion of the Year award in 2016. I was so honored to receive the award. So many times, minorities are not acknowledged for the work they are doing. Even more so when it comes to non-profits. I am thankful for the work that the West Coast Chamber is doing to shine a light on all the wonderful things minorities bring to this community. ESCAPE exists to keep at-risk kids and their parents from making mistakes and we are happy that the West Coast Chamber is willing to trust us in our work." –Willie Watt.

Escape Ministries is a place of refuge for children who have nowhere else to go. Willie Watt, the founder of Escape Ministries, has created an atmosphere of acceptance and renewal for kids who have found themselves in troubling situations. Not only does this ministry work on helping kids get back into school, they also work with the parents of the children in the program. Willie is adamant on stewarding the family towards healing. Escape Ministries has been so successful recently, that they are growing out of their current building. If you or your business are looking to contribute to a local ministry or non-Profit, be sure to consider Escape Ministries.

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# Meet the Holland Civic Center Place's Executive Director

By Caroline Monahan

We're all anxiously awaiting the reopening of the Holland Civic Center Place. The gleaming glass walls of the new sleek exterior are just a hint at what the public will find when the doors open this fall, as the building returns to glory as a premier event space for our community. On the job since the beginning of May, Holland Civic Center Place Executive Director, Barbara Wiggins, is hard at work helping to bring this progressive vision to reality.

Barbara Wiggins is an entertainment industry professional with over 20 years of experience. After working in collegiate athletics, minor league hockey, touring theatre and concert operations, she began working for VenuWorks, Inc. (hired by the City of Holland to manage the Civic Center Place), in 2005. She has opened and managed facilities from Youngstown, Ohio, to Topeka, Kansas, to Houston, Texas.

"Originally I wanted to be a sports writer/reporter. And I was very briefly. My bachelor's degree is in journalism. When I went to graduate school, it was because I wanted to be an athletic director. In graduate school I decided I liked venue management. But I didn't start working in venue management until nine years after graduate school. I've been a venue manager since then, with the exception of the three years I wasn't working for VenuWorks."

In 2013, VenuWorks was hired by the University of Houston in Houston, Texas to oversee the opening of their \$120 million,

40,000-seat football stadium. Later that year, she became the Director of Event Services.

In 2015, she accepted a position with the Houston Super Bowl Host Committee as the Director of Planning and Logistics. After Super Bowl LI in February 2017, she started a consulting firm and remained in the Greater Houston area. After three years, she has returned to VenuWorks as the Executive Director of Holland Civic Center Place.

The Chamber has been developing several programs for women in business, and is excited to help Barbara get plugged into the business community. One program is the West Coast Women Mentoring program. "I have been a mentor and look forward to more opportunities. My greatest motivation was my Mother telling me I could be whatever I wanted to be and do whatever I wanted to do. When I feel discouraged, I concentrate on what she said. I'm also extremely fortunate to work for a company like VenuWorks. They have always believed in my abilities."

When asked what career advice she would give to her younger self, Barbara answered, "When your career path takes an unexpected turn, go with it! It's not the end of the world, it's a better opportunity." Clearly, there's very little that stands in the way for this accomplished professional, and our community looks forward to what she brings to us as she opens our newly renovated Holland Civic Center Place.



Holland Civic Center Place Executive Director Barbara Wiggins.



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## **Ardor+Grit Salon and Lounge** **Sarah Huff**

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*Ardor+Grit is a high-end salon in the cute historic Washington Square area. They offer hair, makeup, lash extension, and bridal services.*

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616-335-0219  
barry.hutzel@bazzadesign.com  
www.bazzadesign.com

*Barry Hutzel offers over 31 years of outstanding design experience in large corporate and small consultancy environments, managing creative teams and handling individual projects and product design. He is a process driven designer with a proven track record for design success.*

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## **Integrated Medical Massage** **Victoria Popowich**

616-552-3389  
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*Having worked as a Dental Hygienist and Dental Assistant for 20 + years, Victoria has always been struck by the number of people living with chronic head, neck and jaw pain. Her goal and passion is to help clients manage*

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## **Michigan Manufacturing Technology Center – West/ The Right Place** **Terry Hossink**

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lauren.meeusen@n2pub.com  
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616-355-1130  
bwiggins@venuworks.com  
www.civiccenterplace.com

*It is the mission of VenuWorks to maximize the presentation of successful events in client facilities for the cultural, recreational, educational, and economic benefit of the communities we serve.*

## **Ykema Insurance Agency** **Keith Ykema**

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# Beechwood Grill

By Winsome Maddock

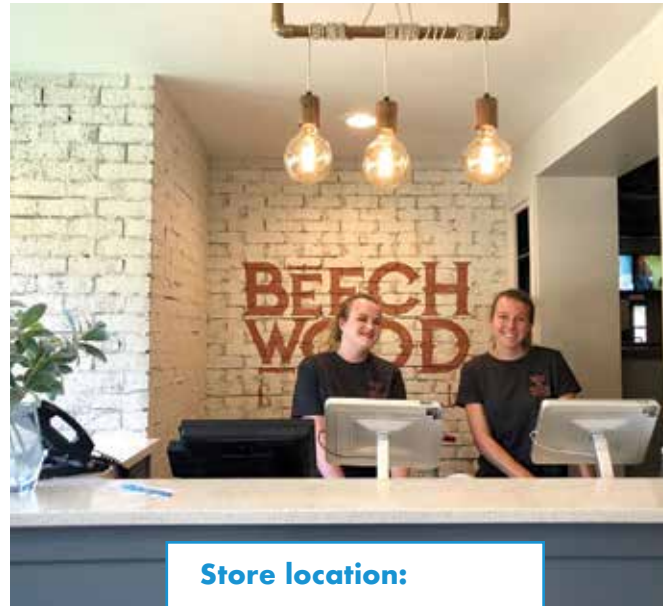
Hot summers in West Michigan can bring on quite the appetite. Let that appetite be satisfied at the Beechwood Grill. This local landmark of a restaurant has been around for 40 years. Formerly known as Beechwood Inn & Coyote Cafe, the restaurant just underwent a serious makeover/remodel. The staff are quick and kind, and the food is timeless. Beechwood Grill has been a member of the West Coast Chamber since 1976, accepts West Coast Cash, and is a big supporter of keeping money local.

Customers of Beechwood Grill are very excited about the new remodel and restaurant name. The restaurant managed to keep the integrity of what Beechwood is, modernize their look, but hold fast to their classic tastes. These classic tastes include their famous charcoal grilled chicken, wood grilled steaks, seafood and burgers. Beechwood offers many tasty specials

each day of the week. A fan favorite is All-You-Can-Eat Shrimp every Wednesday. Not limited to their Holland brick and mortar location, they also offer catering that has been voted best in Holland for 10 over years, and will cater to events big and small. Beechwood owns a food truck called Wood Truck BBQ that you might be able to catch out in the community during the months of May through November.

Beechwood Grill is an active member of the community and the West Coast Chamber. Over the past year, they catered the Chamber's "Thrive" Annual Meeting, and served delicious food at our Luncheon with Congressman Fred Upton. Stop by this newly renovated restaurant for lunch or dinner and use your West Coast Cash to pay for your meal!

For more information go to [www.Beechwoodgrill.com](http://www.Beechwoodgrill.com)



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Russ Shilander, Partner, Beechwood Grill

**What is West Coast Cash?**


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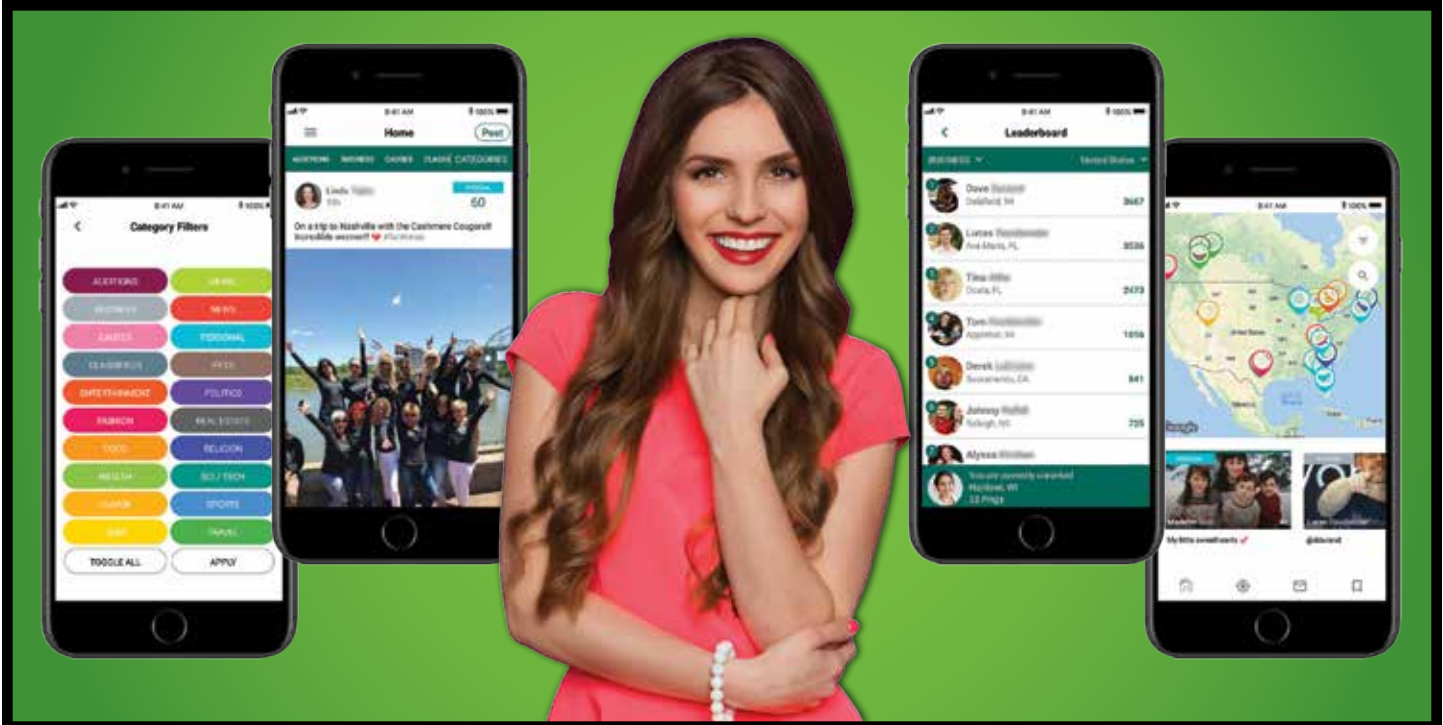


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# Happenings at the Chamber



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Catching up with Herman Miller's Malisa Bryant at NeoCon.



Allie Hopkins and Brandon Zervas, kicking back on the Trendway patio after a day at NeoCon.



Joni Gibson, Anne Reilly-Clegg and Barbara Wiggins at June's WUWC breakfast.



Symposia Labs' Tim Haines gives personalized assistance to members at the Digital Marketing Summer Series.

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