

# CONNECT

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December 2018

Feature:

## West Coast Women Mentoring Affinity Group

*Pictured: Kelly Springer, Micah Highwalking, Karen Moreno.*

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## Edify North

Employee Benefits

## Andy Spears - Farm Bureau Insurance

Personal & Business Insurance

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# Letter from Jane Clark

President, Michigan West Coast  
Chamber of Commerce



This fall the West Coast Chamber was named the Outstanding Chamber of the Year for the state of Michigan. As noted in our core value to "Think Big and Be Great," we are an aspirational organization, and distinctions such as this one help validate that we are putting our time and resources in the places that matter. Even more important than receiving awards, is receiving feedback from our members that we are making a difference for them. Your visits, calls, emails, social media comments, and feedback on our surveys are our true north. Inside the weekly staff meeting, we all share news and updates from our members, and discuss the different ways we can help their businesses to engage with us and with other members, and achieve their goals. Then we do what we do best; we make connections. Strong relationships are the backbone of our thriving business community, and it's our mission to be the positive force that connects our members and helps their businesses succeed.

Best Regards,  
Jane Clark

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Feature:

# West Coast Women Mentoring Affinity Group

By Chelsea Scott

**W**est Coast Women Mentoring Affinity Group is a collaboration between the West Coast Chamber and Holland/Zeeland Young Professionals. The mission of the program is to foster meaningful connections between females in all stages of their careers. Mentors help shape a young professional's future by sharing knowledge and providing a firsthand glimpse of life and work in the Holland/Zeeland area. At the conclusion of the program, mentors and mentees often find that the learning has been mutual and that the relationship has grown in ways neither could have predicted. *Connect* sat down with three of the program's participants to find out why they joined the program, the most valuable takeaway thus far, how it's changed their business and personal lives and more.



**Karen Moreno**

## **Karen Moreno, Loan Officer Assistant, Union Home Mortgage**

### **Mentee to Micah Highwalking**

**Q: How did you know the West Coast Women Mentoring program was something you wanted to do?**

**A:** I know I want to grow and after some thought I wholeheartedly believed that extra pushes would do me some good. Micah is much more than a gentle nudge and has given me tips on how to get out there and step outside my comfort zone and aim for growth.

**Q: How do you think it serves women in the business community?**

**A:** I think that regardless of where we are in life, there is always room for growth. When we get together we can share the challenges that we've faced as women and also share stories of how we overcame those challenges. It helps us think, "Hey! She did it. I can do it, too!"

**Q: Tell us about your mentor.**

**A:** My mentor is Micah Highwalking and I can confidently say there are very few people like her. Micah is from a Native American background and she is proud of her culture and traditions. As such, she has a unique outlook on life and interactions. By taking planned steps forward, she has confidence that she can make her aspirations happen. I am beyond fortunate to have been connected with Micah and am blessed to have her be an influence on my path thus far.

**Q: How has the mentoring relationship changed you?**

**A:** I feel that the mentoring relationship has a business focus but it also touches on who you are as a person and how you connect with others. In my line of business it's important to branch out and make meaningful connections. A tip Micah gave me to help me further my goal is to ask others three questions before answering any about myself. That places me as an active listener in the conversation and helps me build on our connection more easily.

**Q: Can you share a fun story or memory?**

**A:** We went to Ferris Coffee at the start of November and we got there close to 5:30pm. After chatting for what felt like a short time, we were told they were closing in five minutes! Two hours flew like nothing and it was about life, opportunities and growth.

**Q: Would you recommend this program?**

**A:** I would recommend this program as it not only focuses on what can be done to improve in your business but also helps you make personal adjustments that impact your actions. It's a test to your comfort and ability to expand beyond what you know and I wholeheartedly believe we could all use some change.

*“It provides a forum for discussion on topics that are relevant to women in the business community in an environment of support and encouragement.” –Kelly Springer*



**Kelly Springer**

**Kelly Springer, President/  
CEO, Metal Flow  
Corporation**  
**Mentor to Micah Highwalking**

**Q: What made you decide to do the West Coast Women Mentoring program?**

**A:** As the program was being piloted, I thought that one of the best ways to provide feedback on its future success was to participate. There are many ways that mentorship programs can work. By launching the program with a view of improvement based on feedback from the participants, the Chamber is strengthening the program as it is being launched.

**Q: How do you think it serves women in the business community?**

**A:** It provides a forum for discussion on topics that are relevant to women in the business community in an environment of support and encouragement. It also leverages previous experiences that mentors may have had to the mentees in an atmosphere of learning.

**Q: Describe your participation.**

**A:** I am a mentor for Micah Highwalking. We've connected a number of times and had great discussions on career development. Additionally, we have gotten to know each other, meeting for the first time through the program.

**Q: How has the mentoring relationship changed you, so far?**

**A:** I'm learning from her and her life experiences while sharing my career experiences at the same time. And while we are at different seasons of our professional careers and in different roles, I have identified many similarities that make our conversations meaningful.

**Q: Please share an important takeaway.**

**A:** I shared personal details with Micah about my career and personal life that many people that I've worked with don't even know. The comfort level that I felt based on the program kickoff and the tools we were given to get to know each other really allowed us to let our guard down very quickly with each other.

**Q: What are you most looking forward to at the mid-program social?**

**A:** The first time the larger group was together, the dynamics of the room were very positive and supportive. I'm looking forward to that experience again.

**Q: What would you say to someone considering going through the program?**

**A:** If you view yourself as a lifelong learner, this program allows you to remember the career path you've taken and at the same time learn new things that you can apply to your career moving forward.

 *Continued on page 6*



*For more information about the West Coast Women Mentoring Affinity Group, visit [www.westcoastchamber.org/west-coast-women-mentoring](http://www.westcoastchamber.org/west-coast-women-mentoring).*





**Micah Highwalking**

**Micah Highwalking,  
Branch Manager, Keurig  
Dr. Pepper**

**Mentor to Karen Moreno,  
Mentee to Kelly Springer**

**Q: What drew you to the West Coast Women Mentoring program?**

**A:** I am always seeking opportunities to learn and discover something new. When I read the announcement I knew this was a place where I could offer what I have learned over the years and also learn from someone not in my industry.

**Q: How do you think it serves women in the business community?**

**A:** It provides a foundation for a network and also opens the community up to cross-learning and sharing. For me specifically, it is another avenue for me to get to know people who have built the community to what it is today and I can hear more of the history of how we came to be.

**Q: Describe your participation.**

**A:** I am both a mentor and a mentee! My mentor is Kelly Springer and my mentee is Karen Moreno. From a mentee perspective, it has shown

me that transitioning from one industry to another can be done and our previous expertise can be a great benefit to another team. From the mentor perspective, it has allowed me insight as to how I can be more effective with my team. It also allows me to share from a more personal side because I am not in their chain-of-command. I like to be able to share more of who I am and what drives me so others may be able to discover what drives them!

**Q: Please share an important takeaway.**

**A:** I have valued every talk I have had with Kelly and Karen because we did just that—talk. In today's world we are always on our phones and distracted from one another. I have learned a great deal about Kelly and Karen and I am able to share details I don't normally share with everyone.

**Q: Would you recommend this program?**

**A:** YES! We have an incredible wealth of representation across many industries and the program allows you to meet women you may not normally come into contact with.

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# Making Open Enrollment More Engaging

By Lyn Carey, Corporate Health Strategist

You're sitting in a crowded room watching slide after slide of numbers flash before you; meanwhile, you have three deadlines begging for your attention. Just when you think it's over, yet another vendor launches into their carefully rehearsed speech. You're not only bored, you've completely disengaged. Most people have experienced this sort of open enrollment presentation at least once. While we acknowledge these presentations do need to cover a considerable amount of material, we believe benefits and presentations can be less painful. In order to drive better engagement during open enrollment presentations, we focus our efforts in two areas: increasing attendance and making participation more meaningful.

All too often, employees skip enrollment presentations because they feel like they can't take a pause in their work or they don't think the meeting will teach them anything new. Here are a few tricks to boost your enrollment presentation attendance:

**1. Offer raffle prizes for those in attendance.** Take the "must be present to win" concept to benefits! Each meeting hosts a drawing to win something that employees find of value.

**2. Serve food.** You'd be surprised what people will do for a free lunch or slice of bacon. Rule of thumb: if the choice you're

considering wouldn't entice you to attend, it likely won't work on anyone else.

**3. Offer a video or voice-over enrollment presentation option.** If your employees have meetings throughout the day or travel, you might want to consider having your benefits guru voice-over the presentation and offer it to employees to view when it fits *their* schedule. If you record the presentation *and* offer an in-person presentation, you can abbreviate the in-person presentation considerably as well.

**4. Host a departmental challenge.** The department who has the most employees attending open enrollment presentations wins an incentive. With this option, the video presentation levels the playing field as well.

After increasing attendance, it's important to provide a presentation format that will engage and educate your employees. Here are a few formats you may not have considered:

- Use a call and response method with an incentive. As you cover important changes to the plan, or other details you want to be sure are heard, ask back to the audience. The first person to answer earns an incentive (swag, small denomination gift card, 1 hour PTO, etc.). Questions about content can be asked to the audience


at any time, over any topic, and even retrospectively.

- Host a benefits festival or open house. Ask each vendor to host a table and present their portion to employees. Not only does this turn the presentation into a (culture-building) social event, it also allows your employees to connect with resources and vendor representatives. Offer incentives for attendance and host fun games at the vendor tables. For example, the Grand Rapids YMCA hosted a circus themed benefit festival, "Benefest," for their 2019 open enrollment. Vendors supported the theme with costumes, themed games, and extra prizes.

*Edify North, founded in 2009 and based in Holland, Michigan, is an employee benefits consulting firm that focuses on the intersection between employers and employees. Edify North is dedicated to improving the physical, mental and organizational health of clients through providing clear and robust plan designs, engaging wellbeing programming and technological integrations. Edify North is proud to be recognized as one of the Best and Brightest in Wellness Winners of 2016, 2017, and 2018, as well as Michigan's Companies to Watch of 2016.*

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# Solid Steps to Buying Property to Grow Your Business

By Dave Ash, Director of Business Development

Your business is growing, and you're not sure where to start. Standing in the middle of a field doing a 360 evaluation and kicking some dirt around, you wonder if it's the right place to grow? And, how do you really know?

When owners begin searching for a new site to build a new facility, there are a few things to be aware of and consider before any offers to purchase are made.

From an owner's perspective, the desired location in most cases (and, depending upon the industry you are in) is the driving factor of the geographical area in which your search starts. Did you outgrow your existing location and it isn't conducive to expand? In many instances, the first inclination is to stay close to your current operations. We can all be creatures of habit and a move that could add 10 to 15 minutes to a commute isn't always well received.

We always hear about the importance of location, location, location. However, no matter the industry, every business has different site and location factors central to their specific needs and should be factored into strategic site selection--making location paramount!

**Other key considerations include:**

The size of your facility—what is the initial required space to build? As your business continues to grow, will there be

a need for added space? How large of a building would you potentially need in the future? Once the general location, specific use, and building size has been determined, you can begin your search for that right piece of property.

Most municipalities have similar requirements for building lot coverage, setbacks, and general zoning requirements. Hiring a civil engineer familiar with the requirements in your area to assist in verifying zoning requirements, planning your site with your initial building size, while also considering a master plan showing maximum building size that the property will allow will be money well spent. Other factors to assess with your site as it relates to site planning are parking requirements (short- and long-term). Do you have truck dock requirements?

In most cases, when an offer is made, there is a due diligence period stated in your purchase agreement. This allows you time to further investigate the specifics of the site and a conceptual site layout from a civil engineer should be completed during this time. If a survey with topographic elevations isn't provided by the seller, the engineer can help obtain this information. The survey and the topographic ensure lot dimensions and potential easements are discovered before removing this contingency from your offer to

purchase. It will also provide critical data in determining any potential for added site work costs. What are the existing soils on the property? How much fill do you need to give you the required building pad elevation?

Not as common, however, a critical element to also investigate during this discovery period, would be potential wetlands and floodplains that may exist on the targeted site.

So you can see, doing your homework up front before committing to your land purchase is a critical first step as you begin the exciting process of building your new facility!

*Lakewood Construction is located at 11253 James Street in Holland. Reach them via their website at [www.lakewoodinc.com](http://www.lakewoodinc.com) or calling 616-392-6923. Don't forget to follow them on Facebook; just search for Lakewood Construction the search bar.*



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# Is It Possible to Find Joy with Hospice?

By Denise Stancill, Director of Business Development, Hospice of Holland, Inc.

## Where do you find joy?

I asked that question to a few coworkers and received responses of playing games with their children, lazy summer days on the boat, Sunday afternoon naps, and a standing dinner date at a favorite restaurant. Those are the moments in their life where simply spending time on the things they love is front and center.

I asked them more about those moments and what made them joyful. What I learned from them is there isn't always a particular activity that defines their joy, instead, it is the feeling of great pleasure and happiness they feel each time they experience one of those favorite moments.

As the conversations continued, I noticed each person had an almost immediate physical response that came from sharing the stories that bring them joy. The more we talked about what gave them joy and what made them feel good, the more I saw their shoulders visibly relax, their smiles became big and bright, and they transitioned from the complexities of the day to a place in their minds that hospices call "quality of life." It was not long and I realized not only were the



people I was talking with experiencing joy, all of a sudden, I began experiencing it too.

It is a common myth that once the decision to call hospice is made, the feelings of joy in life get lost. For family members, the sheer idea of losing someone they love is too great. For individuals who are terminally ill and facing their final days, the thought of missing out on more of those joyful moments, the things that make them want to live, is terribly overwhelming.

In reality, our purpose as a hospice provider is to make people feel good. Our job is to bring dignity, compassion, and loving care to each person we serve. Our passion is to ensure that we deliver individualized care

to all our patients so they may experience as many of those quality "joyful" moments possible for their time that remains. Often it is those stories of joyful moments that makes people want to live the most in those final days. As hospice caregivers that fuels our desire to help each person feel good while under our care.

End of life can be a natural time of reflection. A time to remember life's joyful moments. Moments that often include the loved ones who help make up each person's story. **Is there joy with hospice?** Many of our patients and their families confidently answer "yes" when asked that question. In fact, most will say, "I wish I would have called hospice sooner."

*For more information about Hospice of Holland programs and services, to make a referral, or for answers to your questions about hospice care, please call 616-396-2972. View [www.hollandhospice.org](http://www.hollandhospice.org) and hear from others why care from Hospice of Holland made a difference for their loved one.*



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# December Calendar of Events

Wednesday, December 5, 2018  
**EOS Users Group Meeting**

@West Coast Chamber Learning Lab  
 The West Coast Chamber Traction EOS Users Group is for West Coast Chamber members who follow the Traction Entrepreneurial Operating System (EOS) popularized by Gino Wickman's book, Traction: Get a Grip on Your Business. We hold quarterly gatherings to connect, ask questions, and share insights.  
 Time: 12-1:30pm  
 Cost: There is no cost to attend for Chamber members. You must be following EOS in order to attend.  
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Tuesday, December 11, 2018  
**Wake Up West Coast**

@Haworth Inn and Conference Center, 225 College Avenue, Holland, MI  
 As Michigan's largest utility, Consumers Energy recognizes they're uniquely positioned to be a driving force for good. With a deeply-held belief that a company can serve more than the bottom line, they operate with a triple bottom line—

measuring success in the areas of People, Planet and Prosperity. Join us to hear CMS & Consumers Energy's President and CEO, Patti Poppe, share Michigan success stories and the company's vision for Michigan's clean energy future.  
 Time: 7am Coffee and Networking / 7:30am Breakfast and Presentation  
 Cost: \$25 per Chamber member / \$40 per non-member  
 Sponsor: Consumers Energy

Wednesday, December 12, 2018  
**West Coast Leadership Alumni Affinity Group: Holiday Get Together**

@Gezelligheid, 400 136th Avenue, Suite 600, Holland, MI  
 All West Coast Leadership alumni and this year's class members are invited to this fun holiday event! Enjoy appetizers and beverages while you catch up with old friends and make new connections! We hope to see you there!  
 Time: 4:30-6pm  
 Cost: \$15 per person – includes two beer/wine drink tickets and hors d'oeuvres  
 Sponsor: Consumers Energy

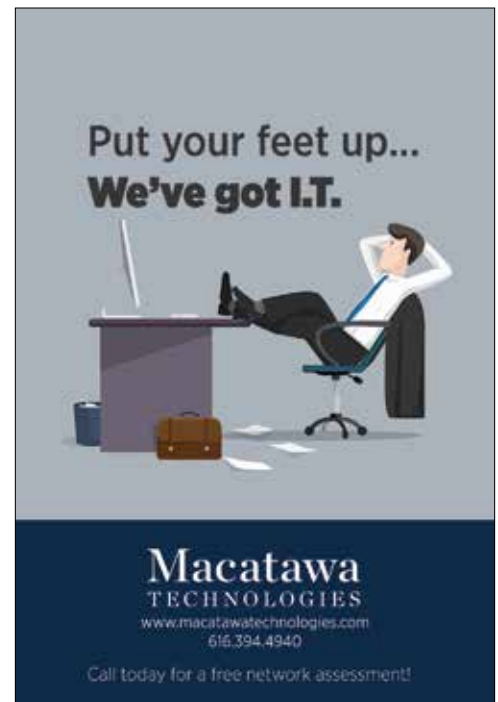


Monday, December 17, 2018  
**Breakfast with our Congressman U.S. Representative Bill Huizenga**

@Evergreen Commons, 480 State St., Holland, MI  
 During this breakfast event, you will have

the opportunity to hear an update on the current issues in Washington, D.C., engage in discussion with Congressman Huizenga, and network with other politically active members. A question and answer session will directly follow the Congressman's presentation.  
 Time: 7:30-9am  
 Cost: \$40 per Chamber member / \$75 per non-member  
 Presenting Sponsor: Huntington Bank

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



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# The Community Impact of the West Coast Leadership Program



By Caroline Monahan



WEST COAST  
LEADERSHIP

Right now, the 30th class of the West Coast Leadership program is in session. These 32 individuals have embarked on a year-long exploration of what makes our community tick. The program is a deep dive that takes the class through off-site learning days such as Health and Human Services Day, Education Day, Government Day, and Economic Development Day, just to name a few. This facilitated study of our community is designed to spark something in these emerging leaders; to spark a passion for contributing to the betterment of community.

When they graduate from the program in May of 2019, they will join a roster of over 800 alums who have gone through this leadership development program since 1988. A group of 800+ people has a sizable capacity to contribute to the greater good, and the West Coast Chamber continues to develop more opportunities for these leaders to give back. Each year the Chamber brings alums together to celebrate the holidays, and this year there's a new twist. The grads will be asked to bring an item to donate (ranging from food to socks) to one of two non-profits, who will be represented at the event. There's a lot of need in our community, and the Chamber recognized that this alum group's holiday gathering could be a great vehicle for giving to those in need, rather than giving gifts to ourselves. The donations will be given to Hand2Hand, an organization dedicated to eliminating local childhood hunger, and the Holland Rescue Mission, which provides support for individuals and families in crisis. Details on exact items



Class of 2018 makes improvements to the Holland Civic Theatre.

needed will be sent to alums in advance of the December 12th event.

The Chamber also collaborates with many non-profits in the area on an event called Community Connections. This open house brings non-profits in search of Board and committee support together with leaders interested in getting more involved. The 2019 event is scheduled for March 13. It's these types of collaborations that make our area unique, and the Chamber is proud to be the connection that brings the community together.



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# Peachwave

By Kara Wassink



*Peachwave's storefront, near the corner of Central Ave and 8th St.*

**B**oyd Feltman, co-owner and CEO of Peachwave, returned to Michigan to open a store in downtown Holland in April of 2013. He took over the company two years later, after lots of refurbishing and investment. The Holland store recently became the company's corporate testing site, where social media, marketing, and legal work occur. Software, training, and techniques are experimented with before going national or even international. Products like gelato as well as nondairy and reduced-sugar menu items also test out of Holland. Feltman emphasizes their continued focus on clean ingredients, as well.

What makes Peachwave unique is that while there is a central warehouse in Oklahoma, each individual store is like its own factory; inventory is managed and made in micro-batches, ensuring only the freshest products for customers. Recent additions to the menu include self-serve gelato, smoothies, and floats. While each item benefits both customers and the store, Feltman's favorite flavor is always "the next one." Besides his personal innovation, he loves the innovation of the Chamber and

encourages other Peachwave stores to make positive connections with their Chambers.

Not only does Peachwave serve frozen yogurt and other delicious items, but they also serve our community. They partner with West Ottawa School District, Gazelle Sports, Helen DeVos Children's Hospital, and more. In fact, 1% of all sales at Peachwave go directly to fund scholarships for kids through Ready for School. Organizations enjoy working with Peachwave, and Feltman's community support demonstrates his passion for childhood education and healthcare. He invests in our local community and loves how the West Coast Cash program does the same.

### What is West Coast Cash?

It's the community currency program designed to keep shopping local and support the businesses that form the fabric of our community. Certificates are conveniently purchased online at the West Coast Chamber website. Once ordered, purchasers simply print the certificates or email them to a recipient, and then it's time to shop. *Buy yours today at [www.westcoastchamber.org](http://www.westcoastchamber.org).*

### Store location:

6 W 8th St.  
Holland, MI 49423





# Consumers Energy is Dedicated to Delivering Remarkable Service



By Patti Poppe



Every day, nearly 8,000 Consumers Energy employees report to work in service of our 6.7 million Michigan customers—and I have the honor of leading them. We have more than 40 service centers across our beautiful state; from Boyne City to Union City and from Bad Axe to Hamilton, we're embedded into the fabric of our communities. Almost everyone I meet knows someone who works at Consumers Energy, but most do not know the story of our commitment to this state. I'm honored to have the opportunity to share our story with you in person at Wake Up West Coast on December 11, and to give you a sneak peek here today.

At Consumers Energy, we believe a company can serve more than the bottom line. We operate with a triple bottom line—People, Planet and Prosperity—underscored by Performance. As we strive to achieve success in all three areas, I'm regularly reminding my co-workers that performance is power; without that fourth “p” we'll never reach our potential as a company or as individual professionals.

As we focus on performance, it's important to recognize that we're at an inflection point in our industry—and Michigan's energy landscape is quickly evolving. To meet the needs of our customers while continuously improving their overall experience, we're implementing a clean

and lean operating system. The clean piece includes eliminating the use of coal to generate electricity, increasing our reliance on renewable energy and energy efficiency, and taking action to preserve and protect our natural resources. Lean is the implementation of what we call the CE Way—an operating system focused on safety, quality, cost, delivery and employee morale. And it's all in service of People, the Planet and Prosperity.

My co-workers and I are inspired by our calling to provide the energy our friends and neighbors depend on to warm their homes and light their businesses. When others are taking shelter, the Consumers Energy team is headed out to ensure there is warmth in the coldest hour and light in the darkest moments. With more than 130 years under our belt, we have a strong track record of success—but actions speak louder than words, and I am honored to lead this company toward the next 130 years of growth and progress.

*Patti Poppe is president and chief executive officer of Jackson-based Consumers Energy, Michigan's largest energy provider. She is our featured speaker at the December 11 Wake Up West Coast Breakfast.*



*Consumers Energy is committed to helping develop leaders for our community. They are generously sponsoring our West Coast Leadership Alumni Holiday Gathering on December 12, where the focus is to give to local charitable organizations.*



# On Being Outstanding

By Caroline Monahan



In October, Jane, Jodi and Caroline attended the annual Michigan Association of Chamber Professionals (MACP) convention in Flint. Each year MACP bestows the honor of “Outstanding Chamber of the Year” to one of the 312 Chambers across the state, and this year the award went to The Michigan West Coast Chamber of Commerce!

“Among the chamber’s noted achievements were its accomplishments including accreditation by the US Chamber of Commerce, a results-focused orientation and re-thinking of its workflow, innovative membership and communication programs, and its leadership in statewide and community advocacy. The visionary work from the Michigan West Coast Chamber and its efforts to support its members are remarkable for the region and set a gold standard for other chambers in the state,” said Anita Lindsay,

Director for the Michigan Association of Chamber Professionals.

The highest-scoring application receives the annual award, and the West Coast Chamber received a total of 95 out of 100 points for the application, which is the highest score ever given to the winner of this award. Awards are given in three different size categories, and the West Coast Chamber won for the “Large Chamber” category.

Though three members of the staff were present to accept the award, it’s the dedication and contagious energy of the entire team that make this Chamber tick. Colleen and Keegan make sure that every event runs smoothly and that our members receive excellent service and value. Sheri keeps track of all of our members’ data and accounts and is a great source of informa-

tion to answer the tough questions about the Chamber. Britt never misses an opportunity to share a smile and laugh with a member as she helps them join the Chamber and make the most of the opportunities that Chamber membership provides. The synergy of the team is the foundation for the award.

West Coast Chamber President Jane Clark remarked “We consider this an award for the entire West Coast Chamber team, from staff to Board to Ambassadors. Our team works very hard to keep our members’ needs front and center, which drives us to stay ahead of the curve in providing exceptional service and innovative programming and communications. This honor affirms that we are doing great things for the good of our members and our community.”



# Ready for School, Ready for Life

By Caroline Monahan



Earlier this fall, just as the leaves were starting to turn, a class of 1st–3rd graders from Black River School came to visit the West Coast Chamber, to learn more about what we do and to have their very own mock ribbon cutting. They became instant business champions. One student returned to our office with his mother later that day, just to share his enthusiasm for his Chamber experience! A few weeks later a bundle of thank you notes arrived, telling us that some of them were so inspired that they had formed their very own business club, and one shared that that her day at the Chamber was “the best day of my life!”

Giving young people the opportunity to think big and be great is the mission of our neighbors at Ready for School. Their annual breakfast is always an eye-opening deep dive into early childhood development, and how early intervention and exposure to learning opportunities has a profound effect on

the future success of a student. This year’s event is on Wednesday, December 5, at the Holland Civic Center, and the West Coast Chamber is pleased to help this amazing organization get the word out.

It takes the collective efforts of a community to prepare our young people for lifelong learning. We all have a role to play as we dig deeper into helping students discover and explore pathways to a vast array of professions earlier in their school careers. We are grateful for organizations such as Ready for School and the many programs offered by the Ottawa Area Intermediate School District, who work tirelessly to make sure our young people are set up for success in school, work and life.

*To purchase tickets for the Ready for School Annual Breakfast, visit [www.readyforschool.org](http://www.readyforschool.org), or call 616-834-0515.*



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A Hope College graduate and certified from The Institute for Integrative Nutrition, Audrey is driven by her entrepreneurial spirit and contagious energy to be West Michigan's health & wellness coach. She transforms lives by educating people about the essential foundations for creating a well-rounded and healthy lifestyle. She also offers speaking opportunities and cooking classes.

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# Happenings at the Chamber



Boston Market employees cut a ribbon in front of their restaurant.



Chamber staff dress as Waldo on Halloween to share candy in downtown Zeeland.



The team at Lake Trust Credit Union breaks ground on a new location.



A group from the Lakeshore Home Builders Association celebrates their ribbon cutting.







Leading Edge attendees grab coffee before learning about attracting talent.



Chamber members learn about maximizing their membership.



Members connect at the Power Breakfast.



Gentex President & CEO Steve Downing meets with guests at Wake Up West Coast.



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