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December 2019

Feature:

The Chamber's Million Dollar Celebration

Supporting Small Business in a Big Way



*Pictured:
Holly Schroeder
of Manpower*

Expert Contributors

Featured in Connect

INSIDE THIS ISSUE

The Chamber's Million Dollar Celebration.....	4
Feature: Conpoto	4
Expert Contributor: Schreur Printing	6
Expert Contributor: Hospice of Holland	8
Expert Contributor: Lakewood Construction	10
Expert Contributor: Edify North.....	12
Calendar of Events.....	14
Industry InvestED: The Power of Partnerships	15
Why Shopping Small is Really Big, and Why You Should Do it.....	16
Wake Up West Coast Preview: Leander LaSure	17
New Members.....	18
Meet Members of the 2019-2020 Class of West Coast Leadership.....	19
West Coast Cash Merchant Spotlights.....	20
Happenings at the Chamber	22

ADVERTISING INDEX

Andy Spears Farm Bureau Insurance	13
Boer's Transfer and Storage.....	18
Bosch's Landscape	7
Burch Partners.....	18
City Flats Hotel	24
Edify North	12
Egl Tech.....	9
Engineering Supply & Imaging.....	11
First National Bank.....	13
Gill Staffing.....	9
Gordon Water Systems.....	22
Holland Eats	22
Holland Hospital	11
Holland Litho Printing Services	23
Hospice of Holland	8
Kristine Kay Interiors.....	11
Lakewood Construction	10
Spectrum Health Zeeland Hospital	7
Lighthouse Insurance Group	11
National LED Solutions	23
Photo Op Studio.....	17
Quality Car Wash	9
Schreur Printing.....	6
Smith, Haughey Rice & Roegge	7
Town & Country Group.....	13
Troxel Custom Homes.....	24
United Federal Credit Union	14
Yacht Basin Marina	14
Zeeland Lumber	13

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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



This issue shines the spotlight on our West Coast Cash program, and the million-dollar milestone that we can all celebrate together. The small businesses in our community give it the unique character that draws visitors and attracts new businesses to our area, and championing their success is fundamental to our thriving community. The beauty of the program is the way that our larger corporate partners step in and participate in the program in a big way. Incorporating the West Coast Cash program into their employee rewards and wellness programs allows them to benefit both their teams and, by extension, the local businesses in our community. Preparing for the holiday season is the perfect time to give special attention to our local retailers and their unique gifts and services. Be a Champion for small businesses! Take some time to explore the many merchants in our area that have special things to offer and make a point of supporting the neighbors and friends who make our community special.

Best Regards,
Jane Clark

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The Chamber's Million Dollar Celebration

Supporting Small Business in a Big Way

By Caroline Monahan



Holly Schroeder, Lakeshore Market Manager for Manpower, had no idea that she was purchasing the one millionth West Coast Cash dollar when she went online and ordered certificates for her staff, but it was a huge cause for celebration at the West Coast Chamber office. The milestone validated that the program launched just five years ago is already proving itself to

be a major benefit to the small businesses in our area that make this community the unique, award-winning hometown that it is. Launched in 2014, the West Coast Cash (WCC) program supports small businesses in our community. The platform was developed and is managed by Chamber member Conpoto and replaced the now-retired "Holland Dollars" program. WCC

purchases are made exclusively online on the Chamber website, with no need to drive to the Chamber to pick them up, and no waiting for them to arrive in the mail. These community currency gift certificates are redeemable at participating merchants, throughout Holland and Zeeland. At present, there is over \$300,000 worth of WCC circulating in the community, on its way to be spent at local businesses.

Merchants who participate in the program must be members of the Chamber, and to date there are over ninety businesses that accept West Coast Cash. While you might expect there to be retail stores and restaurants among the participating

"Every couple of months, I like to have a few on hand for spur of the moment "spot rewards," and employees love them! It's an easy gift to give and recipients love the breadth of options offered—there is something for everyone!" —Diane Ybarra, Global Concepts

Feature: Conpoto

By Chelsea Scott

If you've gifted or received West Coast Cash (WCC) in the last five years and marveled at how easy it was, the folks at Conpoto are the ones to thank. Matt Lepard is co-founder of Conpoto, a software company that streamlines and facilitates local commerce and operates the WCC program.

Conpoto was founded in 2011 with a simple goal: keeping the 1-3% of company payroll spent on gift certificates for employee recognition local. "The software is a way to send small gifts and gift certificates online to friends, employees, and clients," Lepard said. "We simply make sure local merchants are exposed to this spending by aggregating them and making them highly accessible." Not only is this convenient for buyers, but it also provides lots of choices for the recipient, as well. And you guessed it, all the retailers are local.

Lepard, who has a degree in economics and management from Albion College, worked in manufacturing before teaming up with Matt Ahearn and Andy Bass on the Conpoto idea. "It is an exciting journey and we've enjoyed learning and adjusting as we grow," said Lepard. "It's quite rewarding to see the impact of our efforts (good or bad) as we chart the course forward."

The West Coast Chamber piloted the program that is now used by Chambers across the country. It's a partnership that Lepard, Ahearn, and Bass don't hesitate to sing the praises of. "We are very grateful to Jane Clark and the team at the West Coast Chamber and fortunate they are in our backyard," Lepard said. "They helped us form some great technology and provided insight into potential pitfalls. The program now serves 30 Chambers in 13 different states." The di-

rect and specialized feedback from the Chamber proved to be an invaluable asset to Conpoto as they built the program. "The West Coast Chamber is indisputably a very well run Chamber with a strong team and their specific requirements and understanding of the community continue to help us build a better product," Lepard said. "It didn't hurt our growth partnering with one of the highest



Matt Lepard

"There is a lot of gifting happening. If we can shift a small portion of that spending from big box national brands to the local merchant then we've hit the mark."
—Matt Lepard

merchants, there are a wide variety of locations where the certificates are accepted. Need a carwash or car repair? Use West Coast Cash. Need a dry cleaner or someone to do your taxes? It's got you covered. Take a look at the list. You might be surprised.

"It is a wonderful way to keep spending of the awards within the Holland / Zeeland business community. We like to support our fellow business owners and in turn, support the West Coast community," —Mary Beth Ge, EDP Management

One of the reasons that the program has reached the million-dollar mark is the support of companies that purchase the certificates in large quantities as part of employee and customer appreciation programs. Holly Schroeder purchases West Coast Cash at least 3-4 times per year for the holidays and any special celebrations including Employee Appreciation Day. "West Coast Cash is always a BIG HIT with my staff. They absolutely love it. The versatility to use these gift certificates at different local stores and restaurants is amazing. My employees love to shop small and shop local. You can't go wrong buying West Coast Cash for anyone!"

Gentex Corporation is a corporate participant of the WCC program, giving out certificates as part of their employee reward program. A popular use for the certificates

is to buy lunch, and when Gentex employees told us that they wished they could spend them at Thai Avenue in Zeeland, but that the restaurant wasn't a Chamber member, the Chamber responded and signed them up. Within weeks of becoming a WCC participating merchant, Thai Avenue's sales ranked in the top 10 of all merchants, and continues to do so now. It's an example of a corporate giant supporting small businesses in our area, while also benefitting their employees.



The value of WCC lies in keeping money here in our community, and that point is driven home by the Chamber member organizations who choose to support the program. Non-profit organizations are also getting behind the program in support of

shopping small. Several school districts and churches in the area purchase West Coast Cash as a holiday treat for their teachers, staff and volunteers.

To Buy West Coast Cash:

- Go to westcoastchamber.org
- Click on BUY WEST COAST CASH
- Purchase with credit card
- Print certificates or email them to recipient

"Because we're a community organization, supported by people and businesses in the community—using West Coast Cash allows the financial resources to stay here and benefit all of us." —Deborah Vogel, HR Manager, Holland Rescue Mission

For employers wishing to purchase in quantities over \$10,000, the Chamber offers a 3% discount when paid by check. This Corporate Gifting program is available year-round but is especially popular during the holidays when employers are purchasing for seasonal gifting. Companies interested in the Corporate Gifting Program must contact the Chamber directly (Sheri@westcoastchamber.org) to arrange for the discount and invoicing. Full details of the program are available on our website at www.westcoastchamber.org/west-coast-cash.

respected Chambers in Michigan either."

In September, WCC hit one million dollars in lifetime sales. This fact is something that Lepard and his team no doubt see as a success indicator but more than that, proof that Conpoto is fulfilling its mission. "We're very excited about the milestone but more so, we're really excited for what this means for the merchants in the Holland/Zeeland area!" said Lepard. "These resources are directly flowing to them by participating in the Chamber's program. It is money that can ONLY be used at the participating merchants, all local. We're grateful we get to play a role in that and glad we could help the Chamber make a difference for local merchants."

And while Chambers are eager to implement the software, Conpoto is also

used by downtown associations, main streets (fastest growing segment), and some private restaurant/event groups as well. In a number of cases the technology has helped communities partner with non-profits (mostly schools) to raise funds—a win for the Chamber, the merchants and the non-profits. "There is a lot of gifting happening (most of it is at large retailers that offer choice and convenience)," Lepard said. "If we can shift a small portion of that spending from big box national brands to the local merchant then we've hit the mark."

There's a lot to look forward to from Conpoto as the company continues to redefine community currency and local gift certificates. "We're going to expand our platform into more communities, expand what we offer to non-traditional commu-

nities (such as trade associations as well as the additional automated promotional tools we provide to local merchants directly)," Lepard explained. "We're also aiming to roll out new technology designed to support large event coordinators."

In addition to helping communities facilitate local spending, Lepard and his colleagues are rewarded by meeting and working with new people every day toward a common goal. "We've been fortunate to meet a lot of fantastic entrepreneurs and business people that provide the public the products and services they buy every day," said Lepard. "We're excited about the impact Chambers and communities are having on their local merchants."

www.conpoto.com



Building Leadership Within

By Mary Jane Schreur

Business growth comes from leadership transformation, building leadership within strengthens businesses by investing in your team.

A leader is not just the CEO or president of an organization. The student organizing the soccer team or the person inviting a group together for lunch or coffee, are leading others in a common direction. Businesses grow strong if leaders are moving in a common direction toward the same vision.

Great things can happen when a person with the desire to lead is given opportunities within their organization to develop that ability.

To start building a leadership team, take time to notice your team. Who wants to lead? Who is interested in making things better? Who takes the extra time to invest? Does the candidate want to be socially engaged, curious to learn, ambitious to improve, and the integrity to be trusted when times are hard?

Not giving the candidate the opportunity to lead, in turn, weakens the company. The team members will either leave for another opportunity or will become weaker to fit in with the norm to match a lackadaisical environment.

Tools to build leaders within:

1. Don't micromanage — keep in mind there are many ways to complete a task. To truly give a person a task to accomplish, allow the person to solve the problem. As a project is being given, ask for clarification as to how the person would like to report



progress and within what time frame you can expect an update. White erase progress boards or a written report are helpful tools.

2. Give Ownership —

recognize what the person has achieved, if it is a shared effort with a team give the appropriate recognition to the leadership that leads the team to accomplish the task. Share accomplishments within newsletters or during a monthly team meeting.

3. Allow for mistakes —

people learn from mistakes. Allow for mistakes to happen and the person to make the correction. Don't quickly jump in to solve a problem. Not to say, if a mistake is too large to let happen, be proactive to work with the person, but allow the person to fail to become stronger. Creating checks and balances often allows candidates to catch mistakes.

4. Recognize efforts. This one is key! Acknowledge progress. When giving recognition, learn how each person appreciates being recognized. Does the person like to be praised in front of people or prefer a handwritten personal card?

own self-value and self-belief keeps hindering growth. Having someone believe in them and trust them can be the biggest key factor to build a leader.

As your leadership team grows, your business will grow. Building the trust and handing off responsibilities allows you to work on your business.

Schreur Printing is located at 10861 Paw Paw Drive in Holland. Reach them by calling (616) 392-4405 or by visiting their website, www.schreurprinting.com.

5. Share your trust you believe in the person.

Remember everyone is moving forward from their own background. Often one's

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When the Holiday Season Doesn't Feel Jolly, Hospice Can Help

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

One of my favorite holiday traditions growing up was helping decorate the family Christmas tree. I unwrapped the many ornaments that filled our upstairs attic and were stored in carefully wrapped boxes. I delicately placed each one on the tree, working very hard to make sure all were spaced evenly across the branches. Even the process of unraveling and untangling the strings of lights I found enjoyable at that time. For me, decorating the tree signaled Christmas was near and my favorite holiday season had arrived.

The thing I enjoyed the most about the process of keeping up this annual tradition was the fact that each year the tree's end-result looked different from each previous year. Over time, ornaments were occasionally broken and replaced. Some had passed between generations. Many held memories of those my siblings and I made in school or received as gifts. While the tree looked different from year to year, the stories each ornament held remained constant. As I would begin to unwrap each ornament, I enjoyed reliving the memories each brought forth. Now grown, as the tradition continues with my family, I still find enjoyment in decorating the tree and establishing new traditions with my children.



For those walking the journey of end of life, for themselves or with a loved one, the joy of the season and its time-honored traditions often get overshadowed by the responsibility of caregiving or the grief experienced from the loss of someone they hold dear.

Hospice is here to help:

- Hospice Bereavement Counselors offer 13 months of support to families as they navigate through holidays, special occasions, and milestones that occur during the first year after a loss.
- The hospice bereavement team delivers support in many forms: support groups, individual counseling, workshops, and educational resources, to help meet people where they are at especially during the holidays

- Hospice helps families be realistic during the holidays and prioritize which holiday traditions feel important while giving permission to put the others aside. Hospice also helps families be open to exploring new traditions while providing assurance that old ones can always enter back in.
- The hospice team helps loved ones remember the many special memories they hold dear amidst the heartache and awareness of a loved one's absence
- The entire hospice team brings comfort all throughout care, after loss, and amidst any sadness or other complexities that get magnified during the holidays.

Holidays can be hard—especially at end of life. Enlist the support of a hospice team. Hospices exist to be a calming presence and to bring comfort at this most sacred time of life.

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 and hear from others why care from Hospice of Holland made a difference for their loved one.

I care enough to call Hospice.
It's about making the most of each day.

Yes, hospice can be a difficult word for many people. Some associate hospice care with giving up or admitting that there isn't much time left. The truth is that hospice care isn't about dying. Hospice care is about living. It's about helping individuals improve quality of life to make the most of each and every day.

Once our team of experts gets involved, many patients and families say, "I should have called hospice sooner." The good news is that you can. Simply pick up the phone, and we will come to you, no matter where that may be. We'll evaluate patient and family needs and provide a best course of action. . . for everyone.

hospice of holland

For more information, visit hollandhospice.org or call us at **616.396.2972.**



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Five Ways to Contract Your Next Building Project

By Kyle Engbers, Vice-President

Business owners and facility managers want to focus on what they do best: running their business and supporting their employees. That is why starting a building expansion or construction project can be a daunting task.

While we highly recommend bringing a contractor on board during the conceptual stage to review the feasibility, constructability, costing, and scheduling components, here are five types of contracts available:

• Design – Build Contract

This is one of the most efficient ways of hiring a contractor. In this option, the general contractor and designer are hired as a team or a single entity. This means that most things are streamlined as there is one contract, one point of communication, and one point of responsibility. Under this type of contract, the length of project and/or budget can significantly decrease.

• Design – Bid – Build Contract

This is the more traditional contract type within the commercial industry. In this option, designers and contractors are hired separately. Designers are hired to give complete design documentation, then the project goes out to contractors to bid. In this scenario, the owner carries the risk of any gaps in the design documentation.

• Construction Management Agency

Like, Design – Bid – Build, under this contract type the designer and contractor are hired separately. However, in this case, the contractor is much more



involved in the design phase of the project. In addition to contracts with the designer and the contractor, owners also have the responsibility of contracts with the subcontractors. This is used primarily in the K-12 school market.

• Construction Manager At-Risk Contract

Under this type of contract, the contractor is hired with a guaranteed maximum project price. If that price is exceeded, the responsibility to cover any additional costs lies with the contractor instead of the owner. Because of that, the pre-construction process is heavily relied on to ensure accurate scheduling and budgeting.

• Integrated Product Delivery Contract

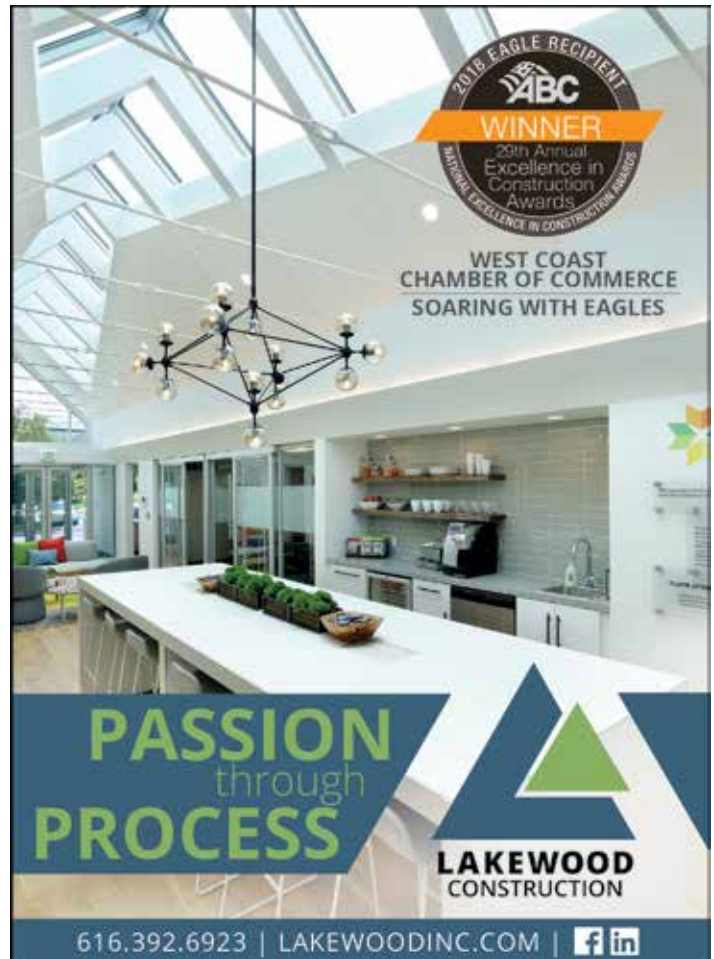
The final contract type is one where the owner, designer, and contractor are equally responsible under one joint contract. Everyone wins or loses together. Risk is shared among all parties. This delivery method is all about streamlining the design process to remove excess drawing and time, therefore, reducing the time to bring a project to construction and delivering in an accelerated manner.

While there are multiple ways to bring on a contractor, knowing your project and what you want out of the contractor you are hiring is essential. When starting a project be sure to keep in mind things like the


amount of trust you have in your contractor, length of time in which you need it completed,

what priorities you have in a new space, and how much time you would like to put into each phase of the project. All of these things will help you decide which type of contract is best for you!

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

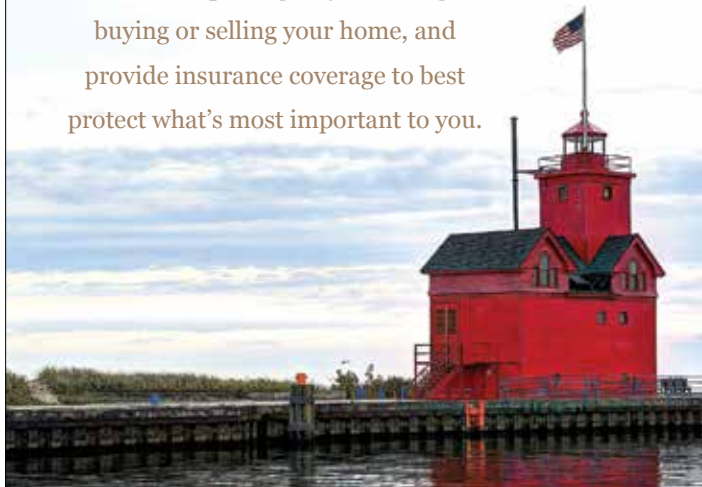



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Reading Medical Claims Reports for Dummies: Numbers to Notice

By Lyn Carter, Corporate Health Strategist

Nobody reads medical claims reports with their morning coffee, in fact, many employers don't read claims reports at all. Claims reports are dense: they have too many lines of data, often lack a summary page, and they expect YOU to extract the quality information. Claims reports offer a wealth of data for employers looking to foster a healthier population and spend less on healthcare premiums. With the right focus, claims reports can be easily digestible during your next renewal.

To start, here's a few common components of the average, fully-funded, year-end claims report you might receive from a medical carrier:

- top 25 drugs by cost and by utilization;
- volumes for various care access points;
- top 25 diagnosis codes;
- preventive health utilization; and
- telehealth utilization.

Let's group the reports into three categories: drugs, care received, and care access behaviors.

Drug utilization analysis can provide insight to the disease burden of your population. Your top spend drugs can often be centered around acute conditions you have no control over (like cancer). It's important to provide your employees with the support and care coordination they need, but there may be little you can do to affect these costs.

Alternately, your top 25 drugs by utilization will indicate overall disease prevalence in your group. It's common to see drugs treating ADHD, high blood pressure, diabetes, depression, hypothyroidism, etc. It might take some googling to identify the drugs on your list, but by analyzing patterns of drugs, you can better assess the overall disease burden in your population. Next step? Build a program to support those suffering from the most prevalent conditions within your population.

By analyzing the care received, you can identify what types of conditions push your employees to seek care and which conditions may be less well-managed. Once you compare drug usage against the diagnosis codes, chronic condition management might become easier to spot. Keep in mind there are some acute codes that will be unique to your company's specific demographics. While it's important to be aware of demographics-based fixed costs in your experience, there isn't much you can do to influence the frequency of certain conditions, only manage and support them. Examples of acute, outlier conditions may include epilepsy, rheumatoid arthritis, hemophilia, or hepatitis C.

Lastly, it's critical to investigate care access behaviors, i.e. where your covered lives are getting care. Trips to the ER instead of primary care for a sore throat can skyrocket

claims costs. If your telehealth utilization is low and your urgent care utilization is high for non-emergent needs, there's an opportunity for employee education and cost savings. Moreover, uncontrolled chronic conditions frequenting the ER or urgent care can cost double or triple what a controlled condition costs. In short, how your employees access the health system can greatly influence your overall cost.


If you have questions about your claims reports, reach out to your carriers or broker. You have hired a team of professionals to support you! If you'd like to take a deeper dive into your claims reports, our data analysts would be happy to take your call.

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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December Calendar of Events

December 6, 2019

Women Inspiring Women

@West Coast Chamber - Learning Lab
- 272 E
8th Street,
Holland, MI
This event
connects
women



from all generations and stages of their professional careers to share experiences, insight, and support. We will be joined by a panel of Non-Profit Leaders, led by Darlene Kuipers, that will share their experiences as professionals.

Time: 8-9:30am

Cost: \$30 Member / \$50 Non-Member

Sponsor: Blue Cross Blue Shield Blue Care Network

December 10, 2019

Wake Up West Coast

@Holland Civic Center Place - 150 W 8th St, Holland, MI
Wake Up West



Coast brings together over 200 members every month for networking, to hear about business best practices, community initiatives, and to

learn from fascinating leaders from around the country and within our own community.

Time: 7:30-8:30am

Cost: \$25 Member / \$200 Reserve a Table of 8 (for members only) / \$45 Non-member

Morning Mingle Sponsor: HUTT, Inc.

Venue Sponsor: VenuWorks Civic Center Place

Sponsor: Holland Bowl Mill

December 11, 2019



West Coast Leadership Alumni Holiday Get Together

@City Flats - 61 E 7th Street, Holland, MI
All West Coast Leadership Alumni and current class members are invited to help make a difference in our community at this fun holiday event! Enjoy appetizers and a cash bar while you catch up with old friends and make new connections.

Time: 4:30-6pm

Cost: Free, however, registration is preferred

December 12, 2019

Lakeshore Latinas

@TBD

The Lakeshore Latinas mission is fostering advocacy, service, authentic relationships and opportunities for personal and professional development.

Time: 5:30-7:30pm

Cost: Free, however, registration is preferred

Sponsor: Blue Cross Blue Shield Blue Care Network



December 16, 2019



Breakfast with our Congressman

@Holland Civic Center Place - 150 W 8th St, Holland, MI

This Advocacy in Action event is your opportunity to hear updates from Washington D.C., ask questions of Congressman Huizenga, and participate in discussions about issues that affect you and your business.

Time: 7:30-9am

Cost: \$40 Member / \$75 Non-Member

Presenting Sponsor: Huntington Bank

For a full listing of events, visit www.westcoastchamber.org/events.




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Industry InvestED: The Power of Partnerships

By Caroline Monahan

It's no secret that employers in our area, and throughout the country for that matter, are finding it increasingly difficult to find enough candidates with the appropriate skills needed to fill open positions. One solution lies in exposing students to the vast array of careers available and helping them find the pathway to success in the career that best fits their interests.

October 22nd marked the launch of the one-year Industry InvestED series, designed to educate area manufacturers on the ways to be involved in helping educators develop curriculums that open students up to the wide variety of careers available. The kick-off event featured presentations by Careerline Tech Center CTE Work-Based Learning Supervisor, Shayna Carlson, and Lakeshore Advantage Director of Talent Initiatives, Mandy Cooper. Members of the Chamber's Manufacturing Affinity Group were invited and representatives from twenty area manufacturers participated in the conversation.

"The purpose of Industry InvestED is to connect our passionate, visionary manufacturers with our educators and students. In the future, we hope to bring in employers to share their own experiences collaborating with schools," said Mandy Cooper, who works to support talent efforts of primary employers in our area.

A significant piece of the talent development puzzle lies in the



Industry InvestED Steering Committee Jeff Robinson, Mandy Cooper, Shayna Carlson, Randy Beute, Ross Haan.

tremendous impact that business partnerships make toward helping develop relevant programs that prepare students for the jobs that are waiting for them. It creates opportunities for both student and employer, and employers are eagerly coming to the table to help schools design the programs that will prepare their future workers.

Jeff Robinson has just launched a new business, Hybrid Machining, and is passionate about finding ways for small to medium manufacturers to become involved in inspiring kids to explore careers in STEM. It's this interest in partnering with education that sparked him to pull together peers to meet with educators following the Chamber's Wake Up West Coast Breakfast in June. "I received the Chamber's news e-mail and

noticed that we were going to have the presidents of our local community colleges as well as some members of the ISD in the SAME ROOM. So just 48 hours before the event, I started calling and emailing several of my business friends to see if we could get enough people together to reserve a table up front."

The two sectors met at length following the event, and representatives were determined that the conversation continue so that real progress can be made. Said Robinson, "As a result of that meeting, I met with Dr. Bill Pink to express our group's interest in building a better connection with GRCC in Ottawa County. I met with the Chamber and Lakeshore Advantage to define the objectives of this new group."

The strategic partnerships formed to support the one-year Industry InvestED program point to the power of the Chamber to bring these key players together to develop plans that can be put into action. Robinson said, "This group is bringing additional awareness to the connection/communication gap that is present between small manufacturers and the educational sector."

Said Shayna Carlson, "We know that many businesses are looking to connect more with k-12 students and find it difficult to navigate. This group hopes to enlighten and support those efforts for both now and years to come."

It takes an entire community to move the needle on large issues. Being a top community begins with providing top educational resources and career paths for the people who live here, and this community is showing once again how collaboration is the secret sauce to making this a great place to live.



Why Shopping Small is Really Big, and Why You Should Do it

By Caroline Monahan

Small Business Saturday is November 30



Children aren't the only ones who get excited for Halloween. The excitement of dressing up and trick-or-treating crosses generational borders on Halloween, and the Chamber staff gets right in on the action. It's a Chamber tradition to set up camp on the sidewalk in downtown Zeeland and participate in the annual Halloween trick-or-treat event. Rain or shine, families stroll up and down Main Avenue, stopping at the local businesses along the way, saying hello and picking up a goodie. It is a true community event, and it highlights the fact that our local small businesses are at the heart of our communities.

The business owners that dress up and greet the trick-or-treaters with candy and smiles are our neighbors, our friends, our colleagues. Their children are our children's playmates and classmates. They send their kids to dance class, violin lessons and soccer practice, and provide employment for others so that they may do the same. They own coffee shops, hair and nail salons, corner stores, boutiques, clothing stores, restaurants, craft stores, bars, shoe/bike/tire repair shops, gift shops, pet stores, and more. They provide the unique products and services that enrich our lives and that

also make visitors want to come to our community and contribute to our local economy.

There's a ripple effect when you shop small. Consider these ways in which your dollar goes further when you shop small.

- You benefit from the expertise that the business owner offers to help you find the perfect running shoe, greatest new toy, or wonderful new book. When you pop in to Don's Flowers in Zeeland, you know you'll walk out with an amazing holiday arrangement for your home or office. And don't forget the amazing haircut or relaxing massage that only your local salon can provide. Share that with someone on your gift list.



- You strengthen our local economy. Local retailers hire local people. Laura Gentry, owner of Tripelroot in downtown Zeeland shared, "Most of our employees live here in the Zeeland area. Many live within walking distance. I live within walking distance." Studies show that these small business owners also put more money back into our local economy by shopping local themselves.
- You connect with our community by running into friends, stopping into the coffee shop, trading neighborhood news



with the clerk at the counter, and enjoying the downtown decorations and local holiday markets. These markets provide sales opportunities for even more small businesses who may not have storefronts.

- You encourage budding entrepreneurs to launch their dream of starting a small business. Holland, Michigan has repeatedly been named the top place in the country to start a business, and we want to keep it that way. New businesses equal new jobs and new money flowing into our area

The holiday season is in clear sights, and the Chamber asks you to give careful consideration to taking a look at what our local small businesses have to offer for gifts, services and entertainment. Online shopping is convenient but lacks the experience of discovering something new at a local retailer and sends your money out of our community. Small Business Saturday is on November 30. That's just one day out of the year. This community is known for the collaboration of businesses, all working together for the greater good. Let's make it a goal to intentionally support our local businesses year-round. Happy shopping!



Wake Up West Coast Preview

Herman Miller's Leander LeSure



Our December Wake Up West Coast speaker, Herman Miller's Leander LeSure joins us to talk about how companies can make an impact on creating a better world. In today's world, terms like Diversity and Inclusion, Sustainability, and Community Engagement have become the vernacular of C-suite executives around the globe. As sales reports and hiring research shows, people are interested in supporting companies that are working toward a better world. The Millennials and GenZs have come to see practices such as sustainability and community economic empowerment as mandatory for their loyalty, and companies building programs in these areas are learning that it's smart business.

Companies that have successfully built cultures that reflect these principles have done so by carefully developing goals and deliberately incorporating them into their overall mission. They assess how each function of the organization can contribute, set departmental goals and embed best practices throughout, modeling from the top down.

Corporations around the world are no longer your grandmother's company (unless your grandmother actually started your business) but have evolved their corporate citizenship platforms and set sizable goals for improvement.

Zeeland-based Herman Miller reports on their corporate initiatives via their Better World Report. It details their goals and achievements in the areas of strengthening communities, inclusiveness and diversity, health and well-being and earthright. The report is "designed as a window into how we're having a positive impact on humanity. It's a chance to reflect on where we've been, to celebrate what we've achieved and to assess whether we're living up to our own standards." Join us to learn more about Herman Miller's efforts, and gain insight and ideas on ways that your business can make a positive impact on our world and its citizens.

Leander LeSure Chief Human Resources Officer Herman Miller

Leander joined Herman Miller as Chief Human Resources Officer in 2019. In his role, he serves as key advisor to the Leadership Team, providing strategic counsel to ensure people strategies are aligned with and support business objectives and the corporate strategy. LeSure has previously held positions at Getty Images, Western Union, and American Express.

Early in his career, he also served in the U.S. Navy. He holds a Bachelor's degree in Industrial Relations from Northern Kentucky University and a Master's degree in Human Resources and Industrial Relations from the University of Minnesota—Carlson School of Management. Leander is a Midwest native, growing up in Gary, Indiana, and relocated to West Michigan from New York.



Wake Up West Coast

Tuesday, December 10
7:30 - 8:30am/Pre-Breakfast networking begins at 7am
Holland Civic Center
Morning Mingle Sponsor: Jim Hutt
Event Sponsored By: Holland Bowl Mill

Register at www.westcoastchamber.org

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tsc.holland@gmail.com

Tropical Smoothie Cafe's offers a menu boasted with bold, flavorful smoothies with a healthy appeal, all made-to-order with quality ingredients. Tropical Smoothie Café also offers toasted wraps, sandwiches, flatbreads and quesadillas all made to suit your individual tastes with quality meats, fresh produce and flavorful sauces.

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Michael Cuellar
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Michael.Cuellar@edwardjones.com

Michael Cuellar is a financial advisor focusing in Retirement Saving Strategies, College Saving, Wealth Strategies and Hispanic Family Finances. As an Edward Jones financial advisor, Cuellar believes it's important to invest his time to understand what you're working toward before you invest your money. Cuellar would like to help to provide the answers to your questions so you can make informed, financially sound decisions.



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Meet Members of the 2019-2020 Class of West Coast Leadership



Rachel Austin
Elzinga & Volkers

What's special about where you work?
Elzinga and Volkers is an awesome company. The team is innovative, caring and really talented. The best thing about E&V is the culture and level of support the company provides its employees. I started at E&V in 2017.

Why are you excited to be in this year's class?
I'm excited to develop my connection to the community where I work, I can't wait to learn more about how I can contribute to the community in an impactful way.



Jessica Bloor
Transmatic

What's special about where you work?
I have been with Trans-Matic for just about 4 years. I love the culture and the passionate group of people that I work with.

Why are you excited to be in this year's class?
So excited!!! – Not a reason but need to say that first. This group of people is very diverse, and it's been so exciting to connect with each of them and I'm looking forward to developing further. I am looking forward to expanding my understanding of different opportunities and programs going on in the community.



Lauren Boker
Best Version Media

Have you been involved with the chamber before beginning WCL?
I have been an ambassador for a year and a half and am also proud to be part of the publication team for *CONNECT*.

Why are you excited to be in this year's class?
I am excited because I believe I will gain a depth of understanding which will help me support and connect as I focus on my goal of bringing people together.



Kyle Geenan
Geenan Homes

How did you first hear about WCL?
Matt Denherder.

Why are you excited to be in this year's class?
I'm really excited to learn from this amazing group what it means to be a leader and also to make a bunch of new friends.

What's your definition of Leadership?
Can you give an example of a leader you admire?
Leadership to me is about working with others for the betterment of everyone and taking initiative to do so. My father is a great leader who I admire.



Jeremy Gonsior
Hamilton School District

What's special about where you work?
My school district is transforming K-12 education and we're showing our ideas with everyone we meet. I have been there for 2 years.

Have you been involved with the chamber before beginning WCL?
Yes, networking events and helping write articles for *CONNECT*.

Why are you excited to be in this year's class?
I am excited to be in this year's goals class because I feel much more confident as a leader and want to build on that momentum.



Ross Haan
Impact Fab

What's special about where you work?
Impact Fab is a family business and I am proud to be apart and leading as the second generation. We are celebrating our 25th anniversary in 2019!

How did you first hear about WCL?
Through past participants speaking highly of the program.

Why are you excited to be in this year's class?
I love our community and am excited to learn more about it. I'm also interested to learn how I can help make it a better place.



“We focus on customer service realizing that each person who walks through the door is valuable and is the reason we have continued to serve our community for so long.” —Cathy Tubbergen

Borr’s Shoes & Accessories have been a staple in downtown Holland for 96 years! Since their inception in 1923, they’ve strived to provide women’s and men’s footwear that is both fashionable and comfortable. Stop by Borr’s this Small Business Saturday to receive 20% off ALL in-stock merchandise storewide for the day.

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—Marissa Berghorst

Bringing the kids along to shop? No problem Ecobuns provides comfortable, clean areas to feed babies, as well as a toy area to help keep kids busy while parents shop. This year EcoBuns Baby + Co will be open 7 days a week from Small Business Saturday weekend through Christmas. They will also be having sales, door busters, and free gift wrapping for both Black Friday and Small Business Saturday.

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—Daniel Jacobs

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Thomas A. Davis is Downtown Holland’s largest jeweler, serving Holland for 30 Years with the best service in jewelry including everything from estate jewelry, watch batteries and jewelry repair and more, all done in house. This holiday season Thomas A. Davis will be offering extended hours until 8pm starting two weeks prior to Christmas.

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Happenings at the Chamber



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Our elected state legislators join us for breakfast and share updates from Lansing.



Guest Speaker Mike Novakoski instructs us how to apply tangible tools to create connection, trust and an award-winning culture in business.



Mike Harris of Worksighted, turns the attention on trust in business at October's Wake Up West Coast Breakfast.

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