

CONNECT

Energize, Innovate, Engage with the West Coast Chamber

December 2017

Feature:

Salt and Pepper Savory Grill and Pub



Pictured: Mike Karas

Cover photo by deVries Photography



Best Version Media®



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

Expert Contributors

featured in Connect



INSIDE THIS ISSUE

Feature: Salt and Pepper Savory Grill and Pub	4
Expert Contributor: Edify North	6
Expert Contributor: Hospice of Holland	8
Holland Film Group Sets Premier Showings of Holland Documentary	10
The Power of the Plant: Holland Energy Park	12
Calendar of Events	15
Unwind with Boutique Wine, and Keep Shopping Local....	16
New Members	18
Is Relaxation on Your Shopping List?	19
Are You Ready for Breakfast with Ready for School?	20
Its Smart To Stand.....	21
Happenings at the Chamber	22



ADVERTISING INDEX

Accident Fund	23
Andy Spears Farm Bureau Insurance	9
Baumann & DeGroot Heating & Cooling	24
Boer's Transfer and Storage.....	17
Bosch's Landscape	11
Buis Mattress & Bedroom Furnishings	19
Captivation Capital	17
City Flats Hotel	14
deVries Photography	21
Edify North	6
First National Bank	17
Floor Gear Unlimited	17
Gordon Water Systems	22
Guaranteed Rate	10
Holland Hospital	11
Holland Litho Printing Services	22
Hope College	13
Hospice of Holland	8
Lakewood Construction	14
Lighthouse Insurance Group	17
Manpower	11
Mercantile Bank of Michigan	23
Mercy Health Partners	7
Muller Design	13
National LED Solutions	10
Navigate	11
Pembleton HR Consulting.....	21
Shoreline Technology Solutions.....	14
Suburban Inns.....	9
Wendy Ryder Sotheby's Intl. Realty	14
Yacht Basin Marina	21
Zeeland Lumber	9

To learn more about becoming an expert contributor, contact Patrick Avery at 616-414-2208 or pavery@bestversionmedia.com.

Edify North

Employee Benefits

Andy Spears - Farm Bureau Insurance

Personal & Business Insurance

Mercy Health Partners

Healthcare Provider

Navigate

Marketing and Branding

Shoreline Technology Solutions

Computer/Information Systems

Hospice of Holland

Palliative Care



PLATINUM SPONSOR



Blue Cross
Blue Shield
Blue Care Network
of Michigan



SMALL BUSINESS FINANCE PARTNER



ECONOMIC
DEVELOPMENT
FOUNDATION
SBA-504 LOANS



Best Version Media®



Patrick Avery



Chelsea Scott



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

Looking to become a sponsor with an advertisement in Connect?

SPONSORSHIP

CONTACT: Patrick Avery
PHONE: 616-414-2208
EMAIL: pavery@bestversionmedia.com

PUBLICATION TEAM

PUBLISHER: Patrick Avery
CONTENT COORDINATOR: Chelsea Scott
DESIGNER: Donna Johnson
COVER PHOTOGRAPHY: deVries Photography

All content, unless otherwise noted, provided by the Michigan West Coast Chamber of Commerce.

FEEDBACK/IDEAS/SUBMISSIONS

Have feedback, ideas, or submissions? We are always happy to hear from you! Deadlines for submissions are the 5th of each month. Go to www.bestversionmedia.com and click "Submit Content." You may also email your thoughts, ideas and photos to:

Chelsea Scott, Content Coordinator, *Connect*:
chall@bestversionmedia.com

Caroline Monahan, Marketing & Communications Manager, West Coast Chamber:
caroline@westcoastchamber.org

TIMETABLE OF MAGAZINE DEADLINES

Content submissions and new business sponsors must be received by the 5th of each month for the next month's publication.

Any content, resident submissions, guest columns, advertisements and advertorials are not necessarily endorsed by or represent the views of Best Version Media (BVM) or any municipality, homeowners associations, businesses or organizations that this publication serves. BVM is not responsible for the reliability, suitability or timeliness of any content submitted. All content submitted is done so at the sole discretion of the submitting party. ©2017 Best Version Media. All rights reserved.

Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



Just last week, Small Business Saturday kicked off the “most wonderful time of the year,” and we at the Chamber get excited about helping our small businesses promote themselves and start their holiday seasons with a bang. But we know, like you do, that small business doesn’t just “happen” one day of the year. Our community is filled with thriving small businesses that work day in and day out all year long. These owners are our neighbors, family and friends, and make the West Coast the place that we love to call home.

I invite you to make our community your destination for shopping. Shop small this holiday season, but also support our small firms, retailers, restaurants and other independent businesses throughout the year. Many of them participate in the West Coast Cash program, which offers the gift of choice for the people on your list, and all of them make up the unique fabric of our community.

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce Board 2016-17 Executive Committee Members

Kurt Wassink, Gentex Corporation, Chair
Mike Dykstra, Zeeland Lumber & Supply, Vice Chair/Treasurer
Jennifer Remondino, Warner Norcross & Judd LLP, At-Large Exec Committee Member
Mike Novakoski, Elzinga & Volkers, Inc., At-Large Exec Committee Member
Doug Vos, Don's Flowers & Gifts, Inc., Past Chair

Michigan West Coast Chamber of Commerce Staff

Jane Clark, President
Keegan Ladwig, Event & Engagement Coordinator
Caroline Monahan, Marketing & Communications Manager
Jodi Owczarski, Director of Sales and Member Engagement
Colleen Schipsi, Event Coordinator
Sheri Van Loo, Data & Account Coordinator

2016-17 Board Members

Francé Allen, Ventura Manufacturing
Bill Badran, Banda Tech Solutions, LLC
Mandi Brower, Quality Car Wash
Matt DenHerder, Yacht Basin Marina
Heather Fox, The Rental Company
Bryan Jones, JR Automation
Nick Kassanos, LG Chem Holland Michigan Plant
Amy Kraal, HR Solutions Group of West Michigan
Jon Lanning, INONTIME, Inc.
Ron Lewis, Spectrum Health Zeeland Community Hospital
Sarah Lilly, Five Star Real Estate Lakeshore, L.L.C.
Shelley Maciejewski, Johnson Controls, Inc.
Sharon Netto-Lipsky, Haworth
Mary Remenschneider, Hope College
Dan Shaw, OMT-Veyhl
Kelly Springer, Metal Flow Corporation



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSOR



Feature:

Salt and Pepper Savory Grill and Pub

By Chelsea Scott



Mike Karas, owner of Salt and Pepper Savory Grill and Pub.
Photo credit: deVries Photography

Mike Karas wasn't new to the hospitality/restaurant business when he opened Salt and Pepper Savory Grill and Pub on Labor Day weekend in 2010. In fact, it's all he's ever known. "I got a job in a hotel as a bouncer and worked my way up in lieu of going to school," he said. "I guess you could say the industry kind of chose me." Mike and his wife Stephanie were co-owners of another great local restaurant until 2009. "After selling out to our former business partner, we took some time to decide what we wanted to do and where we wanted to do it," Mike explained. "We wanted a casual place where guests are comfortable and food is the focus." They had the vision but they needed a name. "Stephanie came up with Salt and Pepper after a long-running joke about my hair graying prematurely," Mike said with a grin.

Mike designed the restaurant layout and Stephanie took care of the décor. Diners are immediately relaxed as they enter the upscale yet casual eatery, complete with Holland-inspired design elements and cozy touches like soft lighting, dark wood booths and comfortable seating. Mike said the goal of Salt and Pepper is to, "provide genuine hospitality and make people smile. Restaurants and pubs should be places where people come to eat, but also leave the world behind for a while." The restaurant name may have been inspired by a good-natured joke, but they take their food and service seriously.

"My inspiration is in making people happy with food and beverage. It's a Greek thing I think," he said, referring to his heritage.

His passion for the business is apparent, and Mike knows that success doesn't follow far behind hard work and a good attitude. Salt and Pepper's mission statement was adopted from Bob Dezotell, the mentor to Mike and his former business partner. Bob was all about the guest. "It's pretty simple: To insure 100% guest satisfaction and achieve our financial goals," he said. "You can't have one without the other. You have to have the first part (guest satisfaction) before you can expect the second part (financial goals)." The restaurant is known for serving familiar food, done at a slightly higher level with great ingredients and a unique twist. Appetizers are inventive, like the Idaho Nachos that feature waffle fries instead of chips and the Grilled Avocado stuffed with roasted corn salsa and jalapeño-cilantro lime vinaigrette. House made

corned beef is the star of the Corned Beef Reuben, but we also recommend trying the Chicken Gyro, Naughty Prime Rib Dip or the Celebracion Salad, a menu staple. All pubs have burgers, but Salt and Pepper turns up the volume with The Boss, a juicy steak burger smothered in a three mushroom and onion blend, swiss cheese and whole grain mustard sauce. They also offer a classic cheeseburger and even a vegan burger. Diners in the mood for something more substantial should try the Waukazoo Ribeye, a long-standing Salt and Pepper dish. 14 ounces of certified angus ribeye is topped with Gorgonzola blue cheese and served alongside beer-battered onion rings and choice of potato or fresh steamed vegetables. Other favorite entrees include Balsamic Chicken, Teriyaki Glazed Salmon and Mango Chipotle Baby Back Ribs. Finish your meal with their famous Key Lime Pie or Flourless Chocolate Cake.

In addition to the delicious food and lively bar, Mike said there is always something fun happening at his pub. "We have live entertainment every other Tuesday and every other Wednesday," he said. We have a wine club and there is a quarterly tasting with an opportunity to buy wine at a steep discount. We have wine dinners during the winter months and every March we do our annual Greek dinner."

Salt and Pepper is proud to be involved in the community, through events like their annual charity golf outing. 2017 marks Mike and Stephanie's 25th year participating in Hospice of Holland's main fundraiser. "We also support organizations like the Holland Zeeland Foundation, Culinary Cabaret, Kids' Food Basket, various church and school fundraisers and more," said Mike. "This is a very giving community with a lot of people and resources to help. We use our restaurant as a vehicle to help others as much as we can which has always been very rewarding to us."

Mike said the restaurant business is a demanding one, but over time he and Stephanie have learned how to balance work, family and play. The benefits far outweigh the challenges. "We have made many friends through our business," Mike shared. "We enjoy doing what we are

passionate about while maintaining decision making autonomy." A people person through and through, Mike's favorite part of day-to-day operations are the people. "I like the interaction with guests and staff members and watching their families grow right in front of our eyes," he said. "Kids that were 16 when we hired them are now getting married and having kids of their own. Seeing people that had their first dates at our restaurant are coming back for their kids' rehearsal dinners."

The Karas family have been West Coast Chamber members for eight years as Salt and Pepper but also for 12 years when they were co-owners of their previous restaurant. Mike remembered, "We accepted Holland dollars back when we had to turn them in once a month. Then they became certified checks, now the electronic version. We redeem many of these and we know it has brought in many new and repeat guests." Mike and his staff have attended numerous seminars presented by the Chamber. "Our two favorites were the Zingerman's founding partner Ari Weinzwieg talk and the constant contact email marketing training."

Mike said he and Stephanie look forward to what's in store at Salt and Pepper. "We plan to continue to evolve the menu, décor and service to stay relevant in an ever changing and competitive restaurant environment," he said. "The people we work with and the guests we get to work for make it rewarding."

Salt and Pepper Savory Grill and Pub is located at 11539 E. Lakewood Blvd. between Holland and Zeeland. Find them online at www.saltandpepperpub.com.

Far Better Health Care Value Is Coming

Content provided by Brian Klepper and Jeff Bilot

One of health care's most corrosive myths is that nothing can be done about exorbitant cost. Health care policy has become a tug-of-war between ideologues and special interests. Neither appears interested in addressing the overtreatment and egregious pricing that drives the cost crisis.

With influence bought by the health care lobby, the health care marketplace is now largely controlled by large corporations—insurance companies, hospital systems, drug and device companies—that have devised mechanisms to make health care cost as much as possible, producing good-to-mediocre health outcomes at double the price paid in other industrialized countries. From this perspective, Americans now receive the lowest health care value in the world. Health care's unrelenting, breathtaking cost has become the biggest threat to our national economic stability.

But much can be done to more effectively manage care and cost, especially in the market. Decades of fee-for-service reimbursement, paying for services independent of results, have so bloated nearly every part of our system that health care's excesses are bubbles waiting to burst. There's good reason to believe that



Edify North team

this is about to happen.

In many high cost niches of health care, there are innovative, evidence-driven companies that, have rethought health care problems and developed entirely different solutions than conventional care. These firms deliver far better health outcomes at dramatically lower cost.

Consider, for example, a Florida-based musculoskeletal (MSK) management firm, that now has Fortune 500 clients. Its processes allow its clinicians to intervene on 80 percent of MSK cases. After 100,000 patient encounters, the data clearly show better pain reduction, range of motion and Activities of Daily Living, in half the recovery time and half the cost of conventional orthopedics. They're so confident about their capabilities that they'll financially guarantee a 25% reduction in MSK costs. MSK disorders represent 20-25 percent of group health costs and 60 percent

of occupational health costs, so a company that moves to this approach will see its total health care spend drop by 5-13 percent, an enormous sum.

We have found similar impacts available in management of cardiometabolic conditions, cancer, dialysis, imaging, drugs, claims reviews, and many other areas.

ARE YOU EN?

Compliance, Health Risk Management, Wellness,
Employee Engagement, Employee Benefits, HR,
Technology, Payroll Consulting, 401(k)

EDIFYNORTH

Where
EMPLOYERS & EMPLOYEES
Intersect.

25 West 8th Street, Suite 300, Holland, MI 49423 | 616.494.8862 | edifynorth.com



Not surprisingly, most insurance companies haven't been receptive to these approaches. In general terms, health plans make a percentage of total health care spend, thus creating an incentive for costs to be higher, not to actually control costs. Mechanisms that disrupt the status quo and drive down cost aren't necessarily in their interests.

These programs are becoming readily available around the country. Larger employers—those with 100 or more employees—can choose programs that are most likely to fit their businesses, and watch their costs plummet. Soon, new health plans will emerge, bringing together these management “modules” under a single umbrella, and offering health plans with better results at lower cost.

This is coming. As it does, everything in American health care will begin to improve.

Brian Klepper, PhD is a health care analyst based in Florida. Jeff Bilot is National Health Care Practice Leader at Edify North, a Holland-based health benefits consulting practice.

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. The organization is dedicated to improving the health, both physical and organizational, of its clients through providing clear and robust health plan designs and including programs that engage and reward members who actively manage their health. Drawing from nearly 30 years of benefits experience, Edify North builds employee benefits, manages client packages, and educates employees on their insurance, ultimately elevating clients to some of Michigan's Healthiest Employers. Edify North is proud to be recognized as one of the Best and Brightest in Wellness Winners for 2016 and 2017 as well as one of Michigan's Companies to Watch in 2016.

Primary care you can be close to.

On-site lab, same-day results. Now accepting new patients.



Thomas Burns, MD, PhD

Gerald Witherell, MD

The team at Mercy Health Physician Partners Holland North is committed to providing compassionate care, a more informed patient experience, and life-long, patient-doctor relationships. We are part of one of the largest primary and specialty physician networks in West Michigan and look forward to seeing you.

Mercy Health Physician Partners Holland North

3290 N. Wellness Drive, Building D, Suite 220

Holland, MI 49424

MercyHealthPhysicianPartners.com



Joshua Fournier, PA-C

Ashley Kulwicky, PA-C

Make an appointment today at **616.818.1702**





Hospice Brings a Season of Hope

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

When people learn I work for a Hospice provider, their initial response is often a short pause followed by the question, “Isn’t it hard to work there?” This type of response isn’t uncommon and is heard by many who elect hospice as a profession. The level of complexity surrounding end of life, combined with the stigma associated with the word itself, make the mere idea of it all sound very overwhelming. By design, hospice brings compassionate care, dignity, and hope, to people who are very ill. Therefore, it brings many positives to what ordinarily is a very difficult time. These positives are what help ease the challenges associated with this specialty.

Since many people do associate hospice with giving up hope, conveying the positive side of hospice can be challenging. The truth is hope can take many forms, especially for those facing end-of-life issues. They may have hope for time with loved ones, hope for pain-free days and nights, and hope for dignity. By using the services of a hospice provider these hopes can become a reality.

Hospice as a medical specialty brings hope to those who are terminally ill and their loved ones. Circumstances surrounding one’s disease progression or prognosis may be unchangeable but hope—a feeling of what is wanted can be had—is achievable.



How does hospice bring hope to a hospice patient?

- **Hospice gives assurance that there are options available to relieve pain and discomfort.** *Hospice caregivers ensure the hope for pain free days and nights remain possible and patients are kept as comfortable as they want to be.*
- **Hospice provides a comforting presence any time of the day or night.** *24-hour support from the hospice team gives those who fear death hope from having to face it alone.*
- **Hospice treats the whole family not just the patient.** *Social workers and*

bereavement counselors give patients hope for the ability to come to terms with their mortality and help family members learn how to find hope while experiencing grief and loss.

• **Hospice delivers care with dignity and compassion.** *Hospice respects the end-of-life wishes of each individual served, and helps patients who fear loss of control find hope in the ability to participate in their own decision making as long as possible.*

• **Hospice cares for the dying but focuses on living each day to its fullest.** *Hospice caregivers strive to help each patient experience quality of life, however that is defined.*

An early referral to hospice helps bring comfort and relief to both patients and their family members. It also minimizes the potential for some to say, after the fact, “I should 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 and hear from others why care from Hospice of Holland made a difference for their loved one.



When the time comes I know my options.

Knowing your options for end-of-life care can help your family or caregiver fulfill your wishes. Take the time now to Understand Hospice, so that you and your family may live each day to its fullest.



hollandhospice.org
understandhospice.org

Understand Hospice is a service of Hospice of Holland, whose mission is to provide end-of-life care to patients facing terminal illness and their caregivers. Contact us today at 616-396-2972 to learn how hospice can help.

Big E's
SPORTS GRILL

121 E. 8TH ST. HOLLAND, MI 49423
(616) 582-8585

TREAT YOUR EMPLOYEES
TO AN UNFORGETTABLE
FUN EVENING WITH:
GREAT FOOD, BEER,
AND FRIENDLY STAFF!



Book Your Holiday Party Today!

Yep we cover Michigan

Auto, Home, Life, Business,
Farm and more



FARM BUREAU
INSURANCE®



Andy Spears
100 S. Waverly Rd., Holland
(616) 396-3333
InsureWestMichigan.com

Build. Trust.
ZEELAND
Lumber & Supply



KraftMaid
Cabinetry

Cabinet Projects Begin Here

Ready to start your next project? Our designers can help!

www.zeelandlumber.com



Holland Film Group Sets Premiere Showings of Holland Documentary

By Ben Beversluis



The Holland Symphony's music is featured in the documentary.
Photo credit: Frank Krywicki

The new documentary film about Holland, *Wilderness to World Class*, is in final editing stages, and three premiere showings, open to the public at no charge, have been scheduled for Dec. 12 and 13.

"This is the first-ever production of this kind and this scale about Holland," Executive Producer Howard Veneklasen said, "and we are excited to show it to our community."

The feature-length documentary has been in production for 15 months. The film explores the themes that shape Holland as the dynamic community that it is today. Some 30 people, a cross section of the community, were interviewed to tell the story.

The film will be a resource for students, businesses, tourists, government and the community at large. It will be shown in a new mini-theater at the Holland Museum and in special showings at events such as

Tulip Time. It will be available for schools, community groups and businesses interested in sharing the story of Holland.

After an invitation-only premiere showing for donors, free public showings will be held at 7pm. on December 12 and 4pm and 7pm on December 13 at the Knickerbocker Theater, 86 E. Eighth St. in Holland.

To see a trailer and learn more about the project, go to hollandfilmgroup.com.

About the Holland Film Group

The 11-member Holland Film Group includes journalists, historians, documentarians, educators and business people. It is working in cooperation with the Holland Museum and the Community Foundation of the Holland/Zeeland Area. The project has also gained more than \$120,000 of support from businesses, community organizations, government and individuals.

Chamber Member &
Ambassador since 2013

guaranteedRate[®]



Steve Bensinger

Vice President of Mortgage Lending

o: 616.326.1105 c: 847.217.8088

steve.bensinger@guaranteedrate.com

guaranteedrate.com/stevebensinger

217 E 24th St., Ste 102, Holland, MI 49423

EQUAL HOUSING LENDER NMLS ID: 697463 IL - 031.0039834 - MB.0005932, MI - 697463 - FR-0018846 & SR-0018847 • NMLS ID #2611 (Nationwide Mortgage Licensing System www.nmlsconsumeraccess.org) • IL - Residential Mortgage Licensee - IDFPR, 122 South Michigan Avenue, Suite 1900, Chicago, Illinois, 60603, 312-793-3000, 3940 N. Ravenswood Ave., Chicago, IL 60613 #MB.0005932 • MI - LIC #FR0018846 & SR0018847



National LED Solutions

LED Specialists / Wholesale

- 25% Discount Business Owners and Contractors
- Rebate Specialist with all Michigan Power Utilities
- Let us be **your** LED Lighting Specialist
- Free Estimates / Locally Owned

Great Products, Great Warranty, Great Savings

CONTACT: Ron Schaddelee (616) 405-8871
12330 James St Suite B030, Holland, MI 49424
email: ron@nlsleds.com



INNOVATIVE
WORKFORCE
SOLUTIONS
ARE HUMANLY
POSSIBLE

**FORTUNE
WORLD'S MOST
ADMIRED
COMPANIES 2016**

**2016 WORLD'S MOST
ETHICAL
COMPANIES™
WWW.ETHISPHERE.COM**

We power the World of Work, helping to create success for both job seekers and employers.

400 S. State Street • Zeeland, MI 49464
christina.baer@manpower.com
616.748.2000

manpower.com




NAVIGATE

FROM HERE,
YOU CAN GO ANYWHERE

BUSINESS STRATEGY & MARKETING.
navigateworks.com

156 E. Main Ave. | Zeeland, MI 49464 | 616.741.0041



**A NEW LEVEL OF CARE
RIGHT HERE.**

Advanced Cardiac Cath Lab



Holland Hospital
hollandhospital.org



**Bosch's
LANDSCAPE &
LAWN SPECIALTIES, INC.**

PLANTING FOR THE FUTURE

**STAMPED
CONCRETE
SIDEWALKS
AND PATIOS**

**Award Winning
Company—
32 Years in
Business**

**FULL SERVICE
LANDSCAPE
COMPANY**

616.399.6861 4275 136th Ave., Holland, MI 49424
www.boschslandscape.com



The Power of the Plant: Holland Energy Park



Holland Board of Public Works (HBPW) has a strong history of positive impact on our community, including decorating Centennial Park with LED lights every year for the holiday season, and the most recent contribution to our community just came online. HBPW celebrated the grand opening of Holland Energy Park in October. The grand opening marked the next phase in the journey to sustainable, long-term energy use for Holland. Situated at the eastern gateway of the town, Holland Energy Park illustrates the benefits of bringing vital technological infrastructure right into society: with its CHP technology, snowmelt system and visitor center, the new power plant does much more than just keep the lights on.

In 2011, Holland conceived an innovative Community Energy Plan to act as a guideline for securing a reliable and independent power supply far into the future. Consequently, when planning for a new power station, HBPW, a community-owned power supplier, took into account environmental, health and social implications. As an addition to the gateway into the city, the Holland Energy Park does much to improve the quality of citizens' lives. Less emissions, more recreational walking trails and a snowmelt system all have a positive impact on business and everyday life.

The \$240-million Holland Energy Park features:

- A modern building design that creates an eastern gateway to the City of Holland.
- A 50% reduction in carbon emissions and the virtual elimination of solid particle pollutants.
- Double the fuel efficiency of Holland's past power generation.
- Walking trails around the plant with plans to connect Windmill Island Gardens to the Macatawa Greenway trail system.
- An expansion of Holland's innovative snowmelt system.
- The latest combined-cycle natural gas generating technology, producing up to 145 Megawatts of power to meet the needs of a growing community.
- An interactive Visitor Center featuring 3780 square-feet of exhibit space.

The Visitor Center gives community members the opportunity to experience the state of the art facility up close. A product of collaboration with our educational community, the 351-foot-long exhibit space features interactive



activities, a view into the plant and into the plant’s control room. HBPW accepts group visit inquiries online, and plans to offer self-guided tours beginning this winter.

“The Holland Energy Park Visitor Center offers students, residents and visitors alike an opportunity to engage and learn from Holland’s energy history,” said Dave Koster, general manager, Holland Board of Public Works. “The Visitor Center is a world-class facility and we are honored to share it with our community.”

Get More Leads From Your Website

We help companies **differentiate** from the competition, capture more **leads** and convert those leads into **customers**.

Contact us for a free consultation.
Download our site design checklist:
web.mullerdesigngroup.com



mullerdes!gn

616.889.5187 | mullerdesigngroup.com



HAWORTH
Inn & Conference Center

MEET.

Full service conference and meeting space.



EAT.

One block from downtown Holland.



STAY.

On the campus of Hope College.



For more information, call: 800.903.9142

haworthinn.com

Cloud Backup. Cloud Storage.
Cloud E-Mail. Cloud Telephony.

You have questions about the cloud.

We have answers.

(616) 394-1303
www.STSmich.com



Shoreline
 Technology Solutions (STS)

Beacon | **Sotheby's**
 INTERNATIONAL REALTY

EXCLUSIVE AND REFINED LUXURY



3648 N 72nd Ave, Hart, MI

Buying or Selling?
 Call Wendy Today!



Wendy Ryder
 616.218.2159
 wendy.ryder@beaconsir.com
 29 W 8th St. Holland, MI



START OFF ON THE
RIGHT FOOT
 lakewoodinc.com | 616-392-6923

Lakewood
 CONSTRUCTION
 Building Confidence for Over 45 Years

CityVū
 EVENTS

Inspiring creative experiences
 and community success.
 Book your next company
 gathering at CityVū Events.

cityflatshotel.com



December Calendar of Events

Wednesday, December 6, 2017

Ready for School Annual Breakfast 2017

@The Haworth Inn and Conference Center, 225 College Avenue, Holland

You are warmly invited to the Annual Breakfast with special guest speaker Rick Ridgeway, Vice President of Public Engagement at Patagonia. Rick Ridgeway represents and promotes Patagonia's core company values to build the best product and use business to inspire and implement solutions. During his tenure, he has developed environmental and sustainability initiatives, including the Footprint Chronicles and Worn Wear. Rick is a sought-after speaker about the role business must play in order to drive success and remake our future.

Time: 7:30-9am

Cost: Free, but please register at www.readyforschool.org.

Wednesday, December 6, 2017

EOS Users Group Meeting

@EBW Electronics, Inc., 13110 Ransom St, Holland

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: 1-1:30pm

Cost: Free for Chamber members. You must be following EOS in order to attend.

Thursday, December 7, 2017

Ambassador Team Holiday Celebration

@Hope Network, 11172 Adams St, Holland

This event is held to celebrate the efforts of our Ambassadors. These dedicated business representatives volunteer their time to serve as liaisons to the Chamber. They have grown their business and contact network through the Chamber and have an ongoing commitment to helping others do the same.

Time: 12-1pm

Cost: Free. Open only for current Ambassadors for the 2017-2018 year.



Tuesday, December 12, 2017

Wake Up West Coast (formerly EBB)

@Haworth Inn & Conference Center (225 College Ave, Holland)

Please join us as we hear from Travis Williams of the Outdoor Discovery Center, as he shares why being sustainable is not enough to make our community the best place to work, live, play and learn. To grow, attract talent and retain families in West Michigan, we must become more nature-rich. Sponsored by Zeeland Lumber.

Time: 7:30-8:30am

Cost: \$20 per Chamber member (\$25 if registered after December 10) / \$35 per non-member

Wednesday, December 13, 2017

Leadership Holiday Get Together

@Brew Merchant, 442 Washington Ave, Holland

All West Coast Leadership alumni and this year's class members are invited to 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, but registration is appreciated.



Monday, December 18, 2017

Breakfast with Bill Huizenga

@Evergreen Commons, 480 State St, Holland

The West Coast Chamber invites you to our legislative breakfast featuring U.S. Congressman Bill Huizenga. He will update us on what is going on in Washington, D.C., reveal his plans for the upcoming year, and answer questions from participants.

Time: 7:30-9am

Cost: Chamber members: \$35 (\$40 if registered after December 14) / non-members: \$50

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



Unwind with Boutique Wine, and Keep Shopping Local



New to the West Coast Cash program this fall is Great Legs Winery Brewery Distillery, a boutique winery, microbrewery and distillery serving West Michigan. Owners Jim and Joanne Granzotto started Great Legs based on a passionate mission to create an environment that's friendly, educational, fun and emotionally engaging, all within the backdrop of an atmosphere of Italy.

"It was a five-year process of designing our ideas, researching space specifically in Holland, as we wanted to be located in the citywide area in which we live", said Joanne.

Inside, the feel of Italy is unmistakable, with one main room and two smaller spaces for more intimate gatherings. The artwork shown throughout the building showcases a new West Michigan artist each month, and their event calendar includes events such as paint classes on Tuesdays, musician shows, and belly dancing shows. The space is a popular rental venue, and can be reserved by emailing the owners.

In Pure Michigan style, all of their products are made on-site, and their goal is focused on using all Michigan products—water from Lake Michigan, sugar, grapes, hops, grains from Michigan. They serve only their own wines, beer, grappa and limoncello, made in-house. Grappa and limoncello are resting now, and bottles will be ready for Christmas gift-giving!

Participating in the West Coast Cash program and keeping shopping local is a natural outreach for this couple who strongly believe in supporting local growers, suppliers and the local business community. Joanne says, "We find engaging with the Chamber builds relationships through one to one connections made there and it drives an awareness of the unique offerings we provide the Holland community, that is a love for our products and a love for art."

For more information, contact jo@greatlakeswinery.com.



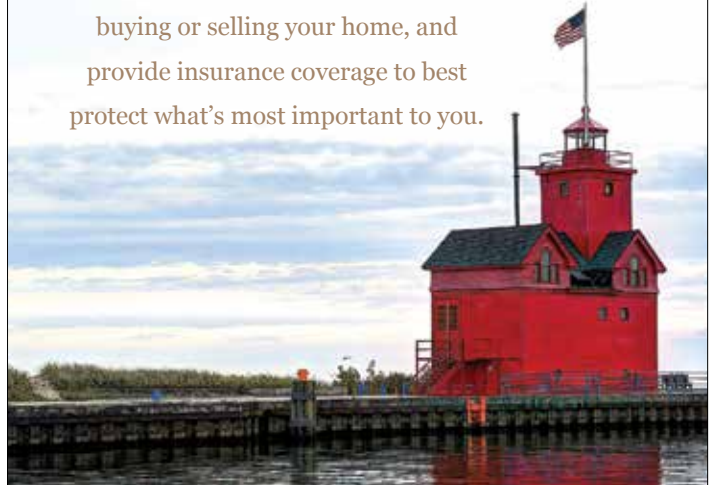


Local & Long Distance Moving Specialist
616-399-2690 or 800-433-9799
www.boerstransfer.com



protection
 for where you are,
guidance
 for where you're going.

Here to help navigate you through
 buying or selling your home, and
 provide insurance coverage to best
 protect what's most important to you.



800.344.3531 • LIGHTHOUSEGROUP.NET

BENEFITS • BUSINESS • LIFE • PERSONAL • TITLE

Commercial Janitorial Equipment and Supplies



www.floorgear.com
 616.834.3773

Sales ■ Service ■ Rentals ■ Parts



Even *mini* ad spaces get **mighty captivating** around here.
 You owe it to your brand to check out captivationcapital.com.

CAPTIVATION CAPITAL ADVERTISING | Holland | 616-355-2530



Together, We are First.



Vice President, Tamara Milobinski, has a diverse banking & finance background with experience in leadership, sales, commercial & retail lending, treasury management and retail banking. For more than 15 years, she has worked diligently to ensure that every client is provided the best banking experience possible. Tamara's passion for helping her clients find the best solution to fit their needs coupled with the bank's focus on growing the business community makes for an unbeatable combination.

fnbmichigan.com | 148 S. River Ave. Suite 150, Holland MI 49423 | Phone: 616.377.1044



Amigo Mobility Center

Hugh Randle

616-361-7559

hrandle@myamigo.com

www.myamigo.com

Since 1968, Improving Lives Through Mobility® has remained our number one priority. Serving a variety of markets, Amigo Mobility designs and manufactures a complete line of power operated vehicles/mobility scooters and accessories in Bridgeport, Mich. The diverse line of unique products signifies our commitment to customer service, function and innovative design. Recognized as the industry originator, Amigo Mobility is customer focused, committed to improving lives, proud to be a Michigan-based small business, and dedicated to manufacturing innovative, high quality products

Encompass Realtors

John Faber

616-399-9582

rhonda@encompassmi.com

www.encompassmi.com

Each of The Encompass staff members and agents are dedicated to teamwork, self-improvement, positive attitudes and most importantly, a passion and a drive to surpass the expectations of every client who does business with them. Their main objective is to provide you as a seller the most amount of money in the least amount of time and with the fewest hassles. Their unmatched expertise, phenomenal service and aggressive marketing allow them to achieve that goal time and time again with their clients.

Fusion IT, LLC

Shelly Johnson

616-828-5360

info@fusion-it.net

www.fusion-it.net

Fusion IT, a world-class managed service IT provider, is dedicated to being a leading information and media technology enterprise offering value-added IT solutions for business to enhance the core potential and success of small to medium-sized business clients throughout the communities we serve. We'll also help with your wireless infrastructure such as a WLAN (wireless local area network) and Wi-Fi.

Graphix Gurus

Adam Thompson

616-613-6910

adam@graphixgurus.com

www.graphixgurus.com

Graphix Gurus was founded by head Guru, Adam Thompson out of his passion for creating art centered on what serves his customers and clients. Adam and Graphix Gurus have quickly become the area leader in vehicle wraps and emergency vehicle wraps. You can see his artwork on ambulances all over Michigan and the United States. Partnerships with great West Michigan companies like Emergency Vehicles Plus of Holland has allowed Graphix Gurus to set a new standard for vehicle wraps.

LAR Counseling Services

Lupita Reyes

616-886-8045

Larcounselingservices@gmail.com

After 20 + years in the non-profit sector, Lu Reyes has opened her own private practice. She will be providing individual and family counselling by appointment only. Her office is located in the Administration offices of St. Francis de Sales Catholic Church, which is located at 195 W. 13th St. in Holland, MI.

Michigan Insurance and Financial Services

Chelsea Fox

989-424-1099

SheSellsInsurance@gmail.com

www.SheSellsInsurance.com

Michigan Insurance and Financial Services is an Independent Insurance Agency that services over 3,000 households and businesses in Michigan, Illinois, and Ohio. Their agency focuses on strong relationships with their customers as well as the insurance companies they represent. They strive to provide outstanding customer service with a team of knowledgeable sales professionals. Michigan Insurance and Financial Services represents multiple insurance carriers for both personal and commercial lines - allowing them to customize a policy to meet your individual needs.

National LED Solutions

Ron Schaddelee

616-405-8871

ron@nlsleds.com

www.nlsleds.com

National LED Solutions offers high quality LED light bulbs at affordable prices for homes and commercial buildings. You can count on their many years of experience for the best quality lighting options for your home or business. You can also enjoy the many benefits of LED lighting, along with the warranties, rebates, and wholesale pricing that are available.

Sandler Training/DeVoursney

Sales Development

Jeffrey DeVoursney

616-405-6844

jeffrey.devoursney@sandler.com

www.devoursney.sandler.com

Sandler Training provides professional development and training for sales and management professionals. They help successful clients optimize their sales initiatives. Don't settle for less than the best results any longer. Sandler Training delivers proven processes and methodology.

WELCOME!



Is Relaxation on Your Shopping List?



A downtown small business that is truly excited for the holidays is Salon Cheveux, located at 226 South River in Holland. When the Chamber reached out to businesses to help promote Small Business Saturday, the team at Salon Cheveux got right to work making an energetic video for social media. It's this enthusiasm that welcomes every client who walks through the door.

Salon Cheveux is a trendy, cutting edge salon and spa, located right in the heart of downtown Holland. Always striving to exceed expectations, they create memorable guest experiences with talented and unique professionals in a relaxing atmosphere. They believe in being community focused, and support Locks of Love, World Vision and other community organizations that build a sense of self confidence in young children. The salon also participates in the West Coast Cash program, which keeps shopping local, and supports all small businesses in our area.

While you are out shopping local, stop by Salon Cheveux to take advantage of promotions such as half off manicures and pedicures, as well as a free gift with purchase. Following them on Facebook and Instagram will also keep you up to date on specials and events.

Find Salon Cheveux online at www.saloncheveuxhsb.com.



We are open to new ideas for your home.
High Quality Mattresses and Furniture Locally made!



BUIS[®]
MATTRESSES
& BEDROOM FURNISHINGS

SHOWROOM HOURS:
Mon & Thurs: 9-8
Tues, Wed, Fri: 9-5:30
Sat: 9-4

440 South Waverly Rd., Holland • 616-396-6257
www.buismattress.net

Are You Ready for Breakfast with Ready for School?



Ready for School's Annual Breakfast is an inspirational opportunity to report on ongoing work to advance the kindergarten readiness of children and families in our communities. Ready for School (RFS) prepares children zero to five of age years for success in kindergarten by equipping parents and families through integrated support of the Holland/Zeeland communities, and expanding opportunities for early learning. This early childhood investment aims to be one solution for short and long term corporate needs including talent attraction and retention.

One piece of the RFS network is educating parents about the benefits of sending their children to preschool. A 2010 RFS study showed 55 percent of children in its target communities were prepared for kindergarten. Since then, the number has increased to 63 percent, bringing the organization closer to meeting its goal of having 75 percent of children ready for kindergarten. The area's poverty rate has hindered efforts toward that goal, with 67 percent of parents surveyed indicating preschool costs as a major barrier. To combat that issue, a tuition assistance program is available to reduce and, in qualifying cases, allow children to attend preschool for free.

In 2008, the RFS community set a goal to "climb the mountain" to improve kindergarten readiness, and it is in that spirit that they welcome Rick Ridgeway, Patagonia's VP of Public Engagement as the breakfast's keynote speaker. A noted mountaineer, Rick was among the first Americans to summit K2. During his tenure at Patagonia he has developed environmental and sustainability initiatives, and was founding chairman of the Sustainable Apparel Coalition.

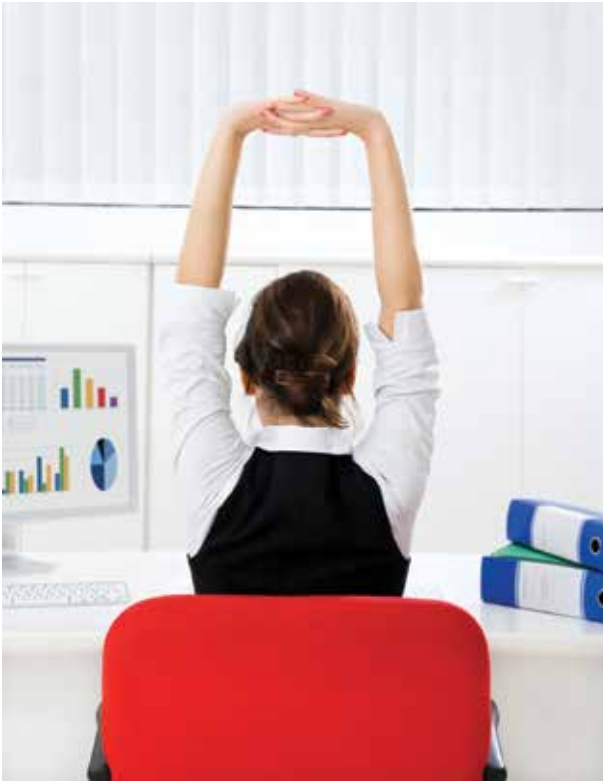
Join RFS as they share their bold 2020 vision, and their model for sustainable community impact through early education. The event will be held at the Haworth Inn and Conference Center from 7:30-9am on December 6.

Register online at www.readyforschool.org.



IT'S SMART TO STAND

By EMMA RIEHL



Our bodies aren't designed, so to speak, to be inactive for extended periods of time.

These days, you might feel like every activity is associated with health risks and warnings. Thought it may seem discouraging, these warnings are actually very helpful and are often backed by some serious science. New research helps us learn new preventative measures for ensuring our long-term health.

A recent study outlines the health risks associated with prolonged sitting. Our bodies aren't designed, so to speak, to be inactive for extended periods of time. When we sit and watch television, work at a desk, or drive a vehicle, our bodies dramatically decrease the breakdown of sugars and fats, resulting in a shocking 125 percent increase in the risk of cardiovascular disease or heart attack¹. As if that's not discouraging enough, it seems that merely adding a couple hours of gym time to your week doesn't really help. What does help, though, is breaking up your periods of inactivity by walking or standing while you work.

Here's how to banish inactivity in the workplace, improve your overall wellness, and increase your energy levels:

1. **Stand while you work.** Standing desks are all the rage, and you can install them in a cinch. Research proves that the muscles activated by simply standing dramatically increase your body's metabolism of sugars and fats.
2. **Walk at work.** Instead of having regular meetings with your coworkers in the conference room, take a walk outside or through your departments.
3. **Take small walk breaks.** Every hour or so, get up and walk around a bit. Take a lap around your office floor, or walk outside for some fresh air.
4. **Actively watch television.** If you just can't go without your favorite shows or the nightly news, try viewing them while exercising on a treadmill or elliptical for 30 minutes.
5. **Be aware of your activity levels and try to stand, not sit, as often as you can.** You'll love the increased metabolism, energy, and the overall improvement of your health.

¹Too Much Sitting: The Population-Health Science of Sedentary Behavior." *Exerc Sport Sci Rev.* 2010 Jul; 38(3): 105-113.

Business Portraits
Same Day Service Available

devries
photo.com

downtown Zeeland
616 772-6221
devriesphoto@gmail.com

Yacht Basin
marina

Slips up to 70' • Transient Slips
In/Out Service • Storage • Service
Boat Service & Outfitters
Conference Center
The Staterooms Vacation Rentals

1866 OTTAWA BEACH RD.
HOLLAND, MI 49424
(616) 786-2205
YACHTBASINMARINA.COM

ARE YOU TIRED OF WEARING TOO MANY HATS?

We can take a hat from you

Flexible HR support to meet your exact needs. Allowing us to manage your Human Resource activities will give you more time to grow your business. You'll do more of what you do best by letting us do what we do best.

Pemleton HR Consulting
Flexible HR Support & Leadership Coaching
616.820.5002 www.PemletonHRConsulting.com

Happenings at the Chamber



David Carrier Ribbon Cutting.



The staff unveils Wake Up West Coast.



Halloween Trick or Treating fun at the Chamber.



Duca Ribbon Cutting.

COMPLETE PRINTING, BINDERY AND MAILING SERVICES!

- PROMOTIONAL
- IDENTITY
- DIRECT MAIL
- CATALOGS MAGAZINES BOOKS
- RESTAURANT AND PACKAGING

Amazing printing, incredible value!

Holland Litho
PRINTING SERVICE

800.652.6567 | 616.392.4644 | www.hollandlitho.com

RECEIVE 25 GALLONS
FREE
call for details

- Water & Coffee Service
- Water Treatment Systems
- Rental & Purchasing Options

Gordon
WATER SYSTEMS

Good For You!

616-293-1297
robinb@gordonwater.com
www.gordonwater.com



Griffs Icehouse Ribbon Cutting.



Networking @ Lunch at New Holland Brewery.



Athena Award winner, Kelly Springer, COO of Metal Flow and Chamber Board Member.



Lead Foot Garage Ribbon Cutting.

Safety in numbers.

With workers' compensation insurance through the Michigan West Coast Chamber of Commerce, you'll get group pricing, excellent loss control services and – most of all – peace of mind.

 **AccidentFund**
Insurance Company of America
Part of the AF Group
AccidentFund.com

 19176


Mercantile
Bank of Michigan

Glynis Whitcomb
Holland Branch Manager
616.392.6410

BUSINESS AND PERSONAL BANKING

mercbank.com 

CONNECT

Energize, Innovate, Engage with the West Coast Chamber

1183

Your Premier Heating & Air Experience

We're looking for quality clients that want a long-term relationship with Bauman & DeGroot. Perhaps now is a good time to call us to discuss your business' comfort needs. Call us today.



Custom Design & Installation of Residential & Commercial HVAC Systems

Light Commercial - Roof Top Units
Heating and Air Conditioning
Indoor Air Quality (humidifiers, air cleaners, UV lights)
Geo-thermal Heat Pumps
In-floor Heating
Fireplaces
Snowmelt
Water Heaters



116 East Lakewood Blvd., Holland, MI

www.396HEAT.com

616-355-6550



turn to the experts 