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February 2019



Feature:

Mercy Health Grows with Lakeshore Communities

Pictured: Mary Boyd



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Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



You might think that beginning our Monday morning staff meetings to the vintage Cars tune "Shake It Up" is a strange choice, but for us it makes perfect sense. Each quarter we choose a theme to help us stay fresh and focused, and shaking it up is what we have in store for 2019.

Not that this is a new concept for us. We espouse Thinking Big and Learning & Innovating on a daily basis in our core values. However, shining a spotlight on innovation keeps us vigilant about maintaining a culture where we can dream and try new things, balanced by an openness to frank, constructive feedback from each other and from our members. It requires a great amount of trust within the members of the team, and a high level of competency and accountability. Amongst the freedom of brainstorming and collaboration is the discipline of knowing that there's a reason behind every decision and that there's one person responsible for seeing the project through from start to finish. It's creative but never random.

At the end of the day, this innovation is All About You, and making every effort possible to keep your membership experience remarkable. Thank you for trusting us to help your business stay on the leading edge. Now get ready to shake it up!

Best Regards,
Jane Clark

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Feature:

Mercy Health Grows with Lakeshore Communities

By Chelsea Scott | Images provided by Mercy Health

Mercy Health Physician Partners - Holland North

Mercy Health is a non-profit health care system serving Grand Rapids, Muskegon, the Lakeshore and the surrounding communities. As part of Trinity Health, the nation's second-largest Catholic Health System, Mercy Health provides compassionate care, award-winning expertise and the latest technology in a patient-centered approach.

The expansive health system includes five hospital campuses, 85+ physician offices, 1,300+ medical staff physicians, 800+ hospital beds and 9,000+ colleagues. The network, in addition, employs more than 700 physicians and advanced practice professionals in Grand Rapids, Muskegon, Holland and the Lakeshore. Mercy Health has annual operating revenues of about \$1.4 billion and returns \$80 million of that to its communities annually through charity care and community benefit programs.

Mary Boyd, Chief Integration Officer for Mercy Health and Saint Joseph Mercy Health System, is responsible for strategy, business development, innovation and process improvement. "I am able to work on some of the most exciting projects that

help provide access to care, improve our processes in quality, service and financial performance," she said. "I also have the opportunity to work alongside some outstanding clinicians and other colleagues who view their roles not only as a job, but as a vocation. There are some very inspiring team members at Mercy Health and throughout Trinity Health."

Mary came to Mercy Health with degrees in accounting and experience working with an international manufacturing company. "I found my way to healthcare finance and was fortunate enough to have that translate into a 25 plus year career with opportunities in hospital, medical group and clinically integrated network operations as well as time in strategy, innovation, business development and process improvement," she shared. When asked what her biggest inspiration is, Mary responded by saying, "Working in a faith-based health system provides inspiration on a daily basis. At Mercy Health/Trinity Health we are encouraged to bring our mission and core values to life on a daily basis. This assists us in recognizing our larger purpose at

work, home and in the community. All health systems focus on treating illness, but our organization focuses on mind, body and spirit—tailoring our ministry to the individual needs of all with whom we come in contact."

There is much that Mary finds rewarding about her work. "First, we assist people in what is sometimes their most vulnerable state—illness," she explained. "We can provide curing treatments for the human body as well as inspiration for their souls." She shared that, through the encouragement of her organization to serve in the community, Mary has been able to work with many not-for-profit organizations in fulfilling their mission of service, "as well as being able to bring some aspects of my leadership training to solidify their business models."

With Western Michigan being one of the fastest growing areas in the state, Mercy Health is growing right along with the community. There are over 50 Mercy Health Physician Partners locations across West Michigan.



Mercy Health Hudsonville

Lakeshore locations include:

- Mercy Health Physician Partners Holland North
- Mercy Health Physician Partners North Ottawa
- Mercy Health Hudsonville
- Mercy Health Muskegon – Hackley, Mercy and General Campuses
- Mercy Health Saint Mary's – Grand Rapids, MI
- Mercy Health Lakeshore – Shelby, MI

“We are a fully integrated health system with hospitals, medical offices, ambulatory sites such as urgent care and outpatient surgery centers, safety net clinics as well as virtual care (online) access,” said Mary. “We have a strong focus in primary care, population health management and alternative payment models as well as heart and vascular, orthopedics, neurosciences, oncology, obstetrics and women's health.” Most importantly, care is provided to all, regardless of ability to pay, making the organization an important community partner.

Recently, ambulatory centers in Hudsonville and North Muskegon were opened. “Future sites include expansion in Grand Haven and Ada; with more to follow,” Mary said. The new medical center in Muskegon opened its phase I services in December 2018 and will be fully operational in the fall of 2019. Truly, any patient need along the Lakeshore can be addressed by Mercy Health's network.

Mercy Health's mission is not just to be a healthcare provider to the Lakeshore, but to be the best healthcare provider. “We have been recognized nationally for our talent acquisition efforts, with a specific commitment to diversity and inclusion,” Mary described. “We take a unique approach of matching talent to the positions that most clearly will meet with success for

the individual and the organization. We also seek out non-traditional candidates and support training and development to help them succeed.”

Mary thinks the best part about living in the community she serves is the size— “West Michigan is the right size so that you can see your efforts in the community making an impact,” she said. “There is also a sense of community spirit that promotes collaboration between different business sectors to achieve success for the community. Look at Talent 2025 and the Policy Forum. These are both great examples of how the community came together to tackle tough issues realizing that a collective voice and effort would yield the greatest results.”

Mercy Health recognizes the benefit of being a West Coast Chamber member. Along with the networking opportunities offered by the Chamber, there are opportunities to educate others about the breadth, depth and quality of the services at Mercy Health. “People often identify us with our hospital location in Grand Rapids, Muskegon and Shelby, but we are growing geographically with ambulatory access south to Holland, north to Ludington and as far east as Ada/ Caledonia,” Mary explained. “We also offer virtual visits for those interested in online access to providers. The Chamber provides the opportunity to share this type of detail about Mercy Health as well as to receive feedback from employers and other customers which allows us to continually improve on our service.”

With almost a 26 year tenure at Mercy Health, Mary has many fond memories and moments she'll remember forever. “Some of the best would be service line leadership where we really rallied as a team to launch new services, expand our geographic reach and focus on quality improvement. All of this improved care for patients,” she said.

“This was the time in my career when I felt most connected to patient care.”

Nor surprisingly, Mercy Health as an organization seizes many opportunities to give back in big ways. There are many local events sponsored by the Mercy Health Muskegon Philanthropy Council and the Saint Mary's Foundation. “These include the Mercy Health Seaway Run, Home and Hearth luncheon, Women for Health, Grand Girlfriend and Grand Guys, numerous health fairs, elegant galas and others,” said Mary.

More than a network of hospitals and care providers, Mercy Health is a regional, multi-campus system, committed to being a trusted health partner for life and transforming the communities they serve by providing the highest quality care that is accessible to all.

“If you utilize Mercy Health and Mercy Health Physician Partners for your health care, ‘Thank you,’ Mary said. “If you don't, check us out. I think you'll like the experience of health care that is unique to Mercy Health.”

Trinity Health Mission Statement

We serve together in the spirit of the Gospel as a compassionate and transforming healing presence within our communities.

Core Values

Reverence – Commitment to Those Who are Poor – Justice – Stewardship – Integrity

For more information, visit www.mercyhealth.com.



Boost Business with the Right Space Design

By Kristine Kay

"This place is SO cool!"

"It feels super cozy and inviting in here."

"Woah, you've got to check out that bathroom!"

These are the types of reactions to your space that will bring customers back time and time again.

What impression does your space make on customers? How about on your employees?

I get it, your focus is on your massive to-do list. The design of your space might not be a top priority. But do me a favor... set your work aside for just a moment. Take a look around with fresh eyes as if you're a first time visitor.

Ask yourself:

- What is my first impression when pulling in the parking lot?
- What is the feeling I get when walking through the front door?
- Do I get a sense of the business and how they treat customers?

First impressions, creating a vibe, communicating your brand...that's a lot to expect from some paint and carpet. But that's the point. It's NOT just paint and carpet. Good design is about sharing your story. It's about showcasing what makes you and your services unique.

Interior design considers traffic flow, site lines, balance, colors,



materials, function, and how they all play together. As you might guess, I could go on and on about this for days! That's because I get to witness the transformations daily. Tweaking the floor plan of an existing business to make it more functional for today's users. Infusing personality into a blank slate. Hearing employees gasp, "This makes me excited to be here!" Getting the design right makes my heart sing!

Sure, there's a budget to consider. But a good space design keeps customers coming back, impacts what you can charge for your products and services, and ultimately offers a high return on your investment! It even impacts how your employees feel and function in the space, thereby increasing productivity and retention.

Are you passionate about what you do, but overwhelmed by the mere thought of selecting that perfect carpet to make that perfect first impression? I implore you to form a relationship with an Interior

Designer. Their expertise will elevate your space from "just OK" to "SHAZAM!"

Kristine Kay is the principal designer at Kristine Kay Interiors, a full service Interior Design firm specializing in custom homes and commercial spaces. We'd love to be a part of the team that helps your business soar. Check us out at www.kristinekayinteriors.com and give us a shout at 616-460-1564.



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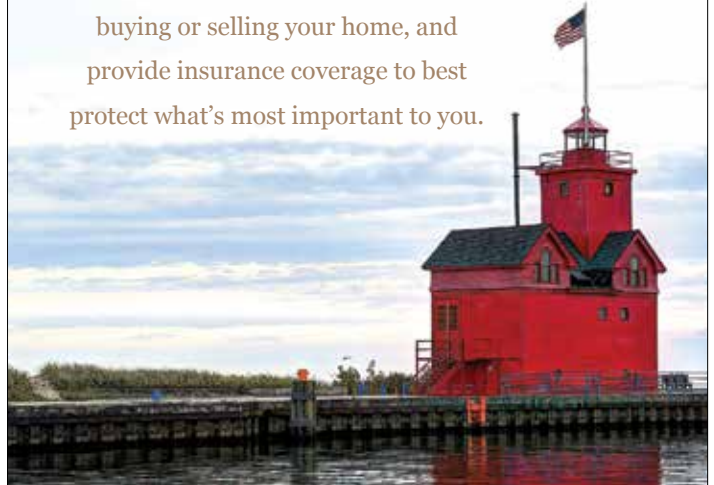
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Cyber Liability Insurance: Protection During Data Breach

By Andy Spears, Farm Bureau Insurance

Businesses large and small are collecting and storing more of their customers' information than ever. As a result, new laws have been enacted to protect consumer data and impose strict requirements on businesses in the event that the information is compromised.

While data breaches are becoming more of a risk, the consequences are also increasingly devastating to businesses and their customers. Look at recent breaches at Yahoo, Verizon, and Target as examples of this trend. Unlike those mega businesses that have significant resources at their disposal, a data breach could interrupt a small business's operation or potentially even cause it to shut its doors.

Increased Exposure and Contractual Requirements

Many business owners are considering their exposure and how to protect themselves in the event of an attack. In addition, many franchisees and licensing agencies, including the state of Michigan, are adding requirements in their contracts that businesses carry insurance to cover this data breach exposure.

This all has led to the development of new products in the insurance industry generally referred to as Cyber Liability. Cyber products are designed to protect against 3rd party claims (the insured exposes or fails to protect customers' information) and 1st party claims (the insured's information is compromised) as well. In addition,



many companies writing Cyber Liability coverages offer resources for their insureds to take preventative measures to reduce exposure to a claim and mitigate damages after a claim as well.

Especially for Small Business

Since Cyber Liability Insurance is relatively new, there are many misconceptions about who needs it and why you should cover it. Imagine your company gets hacked. The criminal now has access to all of your customers' data, your employees' Social Security numbers, your information, etc. Also, your payment website is down so you can't accept payments or generate income from new orders. For all intents and purposes, your operation has been interrupted. Now what?

General Policies Don't Cover Cyber Liability

Most business owners, while more vulnerable to data breaches, aren't protected from the exposure caused by such attacks. Most general policies do not cover cybercrime or the myriad of issues related to data breach. For example:

1st Party Coverage: Cyber liability coverage can cover the

cost of many expenses if your operations get hacked and interrupted—including notification letters to your customers who were victimized, provide public relations, forensics and credit monitoring expenses due to an unauthorized exposure of private information.

3rd Party Coverage:

Third-party Cyber Risk Insurance covers the people and businesses "responsible" for systems that allowed a data breach. For example, if there was a flood and your home was damaged, you'd need flood insurance to pay for those damage to your property, right? This is very similar to 1st party cyber liability insurance. On the other hand, if you are the contractor who built it, you could be sued for doing work that enabled flood waters to get in. In this instance, you'd need the equivalent of 3rd-party flood insurance to pay the damages. Third-party cyber liability offers protection for the tech and IT companies and independent contractors who were responsible for the safe storage of data—those who manage a network that was breached or attacked.

Events that might trigger a company to file a claim with

its 3rd-party coverage could include: Failure to anticipate or prevent the transmission of a virus to a third party; misuse, disclosure, or theft of confidential information stored on a network; or Infringement of the right to privacy. (This could involve an event in which a system you built failed to keep confidential information secure.)

Secure and Protected

These are just a few of the cyber liability issues that your business may face. There are many more potential areas of exposure, including: fines for not securing credit information properly, identity theft, software breaches, Website liability, etc. It's always a good idea to regularly review your systems and examine areas of potential exposure to data breach and related security issues. Cyber liability coverage protects you and your business from a wide variety of issues surrounding data breach and other security issues.

Farm Bureau Insurance offers a host of quality cyber liability insurance coverages that can be customized to best protect your business's private information and your customers' data as well.

For more information or if you would like to discuss issues related to your cyber liability, contact me at: Spears Agency—Farm Bureau Insurance—616-396-3333, aspears@fbinsmi.com or www.InsureWestMichigan.com.

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Building Relationships

By Drew DeMeester, Owner

Relationship: The way in which two or more people or groups regard and behave towards each other. Source: Oxford Dictionary

With February being the month we celebrate relationships, it seems natural to reflect on what a good relationship looks like. A well-built relationship relies on some basic inter-related building blocks. For even the most basic relationship, these blocks all need to be satisfactorily present for both parties to feel as though it was a worthwhile investment of their resources (energy, time, money). In a deep, long term relationship, such as the process of building a home, the presence of these blocks must be more intense, and each cultivated more completely, for a desirable outcome. The relationship building blocks I am referring to are:

Responsibility: Be accountable to the relationships you enter and treat them with utmost care. Be mindful of the words you use, how your actions may be perceived, and how your

world view may influence your interactions. If both parties do not take responsibility for the relationship, it cannot grow.

Respect: Admiration for the qualities the other party brings to the table will keep your perspective properly aligned. When respect exists, positive solutions can be developed when obstacles occur, and collective wisdom and creativity can flourish.

Communication: Effectively conveying or sharing ideas and feelings will determine the direction of your relationship and allows the other building blocks to grow. Be mindful that communication is more than spoken or written words—it is also in your actions.

Trust: Trust is the bond that forms a relationship. It is built with the firm belief in the reliability, truth, or ability of the other party. The deeper the trust, the greater the

relationship potential. Without trust, a successful relationship cannot be built.

In our business of building custom homes, the more successful we are at building our relationships, the more relevant and satisfying the new home can be for the homeowner. The relationship is the key to the home being deeply personal and relevant for them. When we have done a good job of building and maintaining the relationship, our homeowners will share private areas of their life and lifestyle, which, in turn, allows us to help guide them in products and design ideas they may not even recognize are available for them to consider. Being able to go to this deeper level as a custom home builder is what can set us apart when we work to create genuinely personal and relevant homes that reflect our client's lifestyle.

Building quality relationships takes care. Think of the last time one of your relationships, either personally or professionally, was struggling—it was probably challenging, distracting, and draining. Remember that it probably cost you significant resources (energy, time, money) to rebuild the relationship. Keep this potential loss of resources in mind as you build and prioritize the relationships of your personal and professional life (of course not all relationships are healthy and some should be severed—but that is another topic). What can better built relationships mean for you?

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Planning for Disaster

By Mark Kolean, Shoreline Technology Solutions

A couple of weeks ago my wife gave me a call and informed me that I should call on our kids' orthodontist since all of their computers had been down for a few days. I stopped over and gave a card and asked to set up a meeting. They mentioned that they had been down since the weekend (it was Wednesday when I stopped by) and they were still waiting for their IT company to recover their data. Somehow their system had been hacked over the weekend and they couldn't take X-rays. I knew at this point they might need to work with their existing IT group since they were the only ones who would quickly know what backups, if any, they had and if there were working.

So what kind of items would cause a full network restore to be needed? Here are a few common issues that can cause a server to fail:

- Sometimes an update in the server can cause it to fail.
- An accounting person can do a software upgrade on the network, and that can fail a server if it doesn't get installed correctly.
- A server gets hacked because of a setting in the network firewall that allows access to a computer in the network from the outside.



- If an internal user gets a virus, any file access that user has to files on a server can be virused or encrypted.
- Theft, fire, electrical surge, flood, internet outage.

One very important item I meet with all our contract clients every year about involves dealing with downtime. Most business accounts have a backup system, but far less often is that backup being checked to make sure it is working. Even less often is a test restore of the backup of a system being done to verify the backups are indeed working. As part of most IT groups service contracts, a company will often allow a test restore of a backup over a given

time (once a year is often the case). If a business has a large amount of data, a total system restore can often take a day or days to recover the entire network.

In my yearly review, I ask most clients about how much time can they stand to lose their IT systems before they would think it was a problem. Most jokingly say they can't stand any down time. I usually follow up with the pricing it would take to make the system fully capable to handle that amount of downtime and then the client is willing to allow a certain amount of downtime over the year. A backup and test restore are one of the easiest ways to plan in a worst-case scenario how much time it would take to recover data, and can the business afford that much downtime? If the answer is no, then it may be important to start working on improvements to the system. It can be ensured, on your worst time of the year, that your systems are not down three days like our friendly neighborhood orthodontist.

Shoreline Technology Solutions is located at 828 Lincoln Avenue in Holland. Reach them by calling 616-394-1303 or visiting www.shorelinepc.com.



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February Calendar of Events

Thursday, February 7, 2019

Family Owned Business Affinity Group Meeting

@West Coast Chamber Learning Lab / 272 E 8th St. Holland, MI

Family Owned Businesses face unique challenges and offer



rewarding benefits. This Affinity Group is designed for owners and family member employees of these companies, with a purpose of facilitating open discussions and consideration of critical issues that are unique to family owned businesses, and the goal of connecting with peers and developing strategies to ensure success for future generations.

Time: 8–9:30am

Cost: \$10 per Chamber member / \$20 per non-member

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Friday, February 8, 2019

Advocacy in Action: Public Policy Committee

@West Coast Chamber, 272 E 8th St. Holland, MI

Interested in governmental and political issues? The



Public Policy Committee reviews issues of local and regional concern and makes position recommendations to the Board of Directors. Join us monthly for interesting and sometimes lively discussion about the issues that affect you and your business.

Time: 7:30am Coffee and Networking / 8–9:30 am Meeting

Cost: There is no cost to attend.

Tuesday, February 12, 2019

Wake Up West Coast

@Haworth Inn and Conference Center / 225 College Ave. Holland, MI

The car of the future is closer than you think, and the inevitable shift towards autonomous vehicles creates a significant disruptive change for



traditional automotive players. Anticipating and creating the ultimate user experience is of foremost importance to Yanfeng Automotive's Jeff Stout. He joins us to expand our horizons on mobility and the cars of the

future, and how the auto industry is bringing us along for the ride.

Time: 7am Coffee and Networking /

7:30am Breakfast and Presentation

Cost: \$25 per Chamber member / \$40 per non-member

Wednesday, February 13, 2019

Lakeshore Latinas Meeting

@West Coast Chamber Learning Lab / 272 E 8th St. Holland, MI

Join us for a fun Valentine's Day focus on the most important lifelong relationship you



will ever have: yourself! Our love towards family/friends and significant others is only strengthened when we first practice self-love and care. At this event we will discuss how inner confidence can also be enhanced by outer beauty routines. Don't miss out on learning from our special guests who will demonstrate easy beauty techniques.

Time: 5:30–7:30pm

Cost: There is no cost to register; however, registration is greatly appreciated.

Sponsor: Blue Cross Blue Shield Blue Care Network of Michigan

Monday, February 18, 2019

Advocacy in Action: Governmental Affairs Breakfast

@Alpenrose Restaurant / 4 E 8th St. Holland, MI

Join us for breakfast with our elected state and federal legislators. An integral component of



the West Coast Chamber's mission is to communicate the views of the business community to our elected officials. Our monthly Governmental Affairs Breakfast gives our members the opportunity to dialog about key community and business issues.

After a brief update from the Public Policy Committee and each of the legislators, the floor is open for questions from, and discussions with, our members.

Time: 7:30–8:30am

Cost: \$25 per Chamber member / \$40 per non-member

Sponsor: Huntington Bank

Wednesday, February 20, 2019

Leading Edge: Leaning into Healthy Conflict

@West Coast Chamber Learning Lab / 272 E 8th St. Holland, MI

The ability to address conflict well is one of the most useful skills for a leader to master.

Whether to jump start or sharpen your skills, engage in this session for an understanding of the dynamics of natural human behavior, and the reasons why conflict arises. Explore with us the Healthy-Conflict Model and the path to highest impact, and practice preparing for and engaging in conflict.

Time: 8–11am

Cost: \$45 per Chamber member / \$60 per non-member

Sponsor: Blue Cross Blue Shield Blue Care Network of Michigan



Wednesday, February 27, 2019

Network @ Lunch

@New Holland Brewery / 66 E 8th St. Holland, MI

You have to eat, right?

Get to know other

business representatives by spending an hour with them over a relaxing business lunch.

You will also be randomly assigned with dining partners at the event, giving you the opportunity to make new contacts and share about yourself and your business. What could be easier?

Time: 12:00–1:00 pm

Cost: \$20 per Chamber member / \$35 per non-member

Sponsor: Progressive AE



Thursday, February 28, 2019

ZAG: Off the Clock

@Tripelroot / 146 E Main Ave. Zeeland, MI

Step out of your office and into Tripelroot and get to know other Zeeland area business representatives. It's a

great way to unwind and make connections, all while trying to out some great drinks and complimentary snacks in a cool venue. Registration is suggested, but not necessary.

Time: 4:30–6pm

Cost: Registration is suggested, but not necessary.



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

Save the Date: Celebrating Diversity

The West Coast Chamber invites you to our 14th annual Celebrating Diversity luncheon on Wednesday, April 17. At our annual celebration of our diverse business community, we will recognize business champions who exemplify leadership and success. In 2017, we recognized Leo Barajas and Manny Barajas of Coldwell Banker, and Malisa Bryant of Herman Miller, for their dedication to promoting diversity and inclusion in our business community. We look forward to seeing you at Midtown Center in April. Registration is available now at www.westcoastchamber.org.



2018 Award winners Leo & Manny Barajas and Malissa Bryant.

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Meet the 2018-2019 West Coast Leadership Class

By Caroline Monahan

The 2018-19 West Coast Leadership class has been in session since August. We've been helping you get to know them, and a little about why they enrolled in WCL. This month we bring you twelve more class members. Here you'll also see where these classmates work, which is an important thing to note. Their employers make both a financial and time commitment to support the leadership development of these individuals, which is critical to the success of the program. We appreciate the value that these businesses place on a West Coast Leadership education!



Craig A. Gengler, P.E.
Project Engineer
Driesenga & Associates, Inc

"As a West Michigan transplant from the center of the state, I am very excited to make a positive impact on this community I now call my home."



Brandon Sloterbeek
Warehouse Coordinator
INONTIME

"West Coast Leadership Class promises to be a growth experience for me and I am looking forward to it. I am eager to learn more about the needs and opportunities in our West Michigan community through the experience and peer to peer interactions."



Beth Blanton
Director of Engagement
Lakeshore Advantage

"I'm wanting to deepen my understanding about the interconnectedness of this community as well as up my game as a community trustee, a role we all play. I welcome this opportunity and look forward to becoming friends with others who care deeply about this community and the people who live here."



Tamara Milobinski, CTP
Vice President, Commercial Lender
First National Bank of Michigan

"I'm excited to be a part of West Coast Leadership and look forward to building stronger connections with the community. I appreciate the opportunity to grow professionally and learn how to be a stronger steward of West Michigan."



Carolyn Ulstad
Program Assistant
Macatawa Area Coordinating Council

"I'm excited to get a behind-the-scenes look at what makes our community tick. There's this other multifaceted world that keeps our area functioning that most of us don't get to see on a day-to-day basis."



Britt Delo
Relationship Manager
Michigan West Coast Chamber of Commerce

"Being a part of this year's Leadership Class is an incredible opportunity! I'm looking forward to building new relationships and learning more about the community I'm so proud to call my home."



Ron Price
Relationship Manager
CapTrust Financial Advisors

"I really look forward to the networking opportunities and the chance to learn from others. Through my time at WCL, I also aim to learn more about the community in which I live and work so that I can give back to the community in new and productive ways."



Shyra Williams
Program Director
Children's Advocacy Center

"I am excited to be a part of this year's Leadership class. I look forward to learning from others who have had diverse leadership experiences in unique environments."

West Coast Leadership: The Cumulative Effect

By Caroline Monahan



Dave Rozman

Development Director
Lakeshore Habitat for Humanity

"A few years ago I turned down a great job because it would have moved me away from Holland, the community I have grown to love. At that time I made a commitment to become more engaged in the community and the opportunity to be part of West Coast Leadership will help me do that by providing opportunities to learn, network and identify areas I can support for the long term future."



Brian LaFrence

Team Lead - Product Development,
Program Management, Disher

"I am excited to learn more about what makes West Michigan work, and, to connect with my fellow classmates throughout the upcoming year."



Yah-Hanna Jenkins Leys

Faith In Youth Partnership Director
Good Samaritan Ministries

"I'm excited that I finally get to partake in the West Coast Leadership experience, and what a year to take that leap! When I saw the roster of this year's cohort, I shivered with excitement. I saw several names I recognized, but many more that were new to me. I feel honored to be among such a diverse group of established and emerging leaders. I'm excited to learn from, about and with them all!"



Raechel Kamphuis

Associate Agent
The Insurance Group - Stacy Segrist Kamphuis, Doug Kamphuis

*The Insurance Group - Stacy Segrist Kamphuis, Doug Kamphuis
"I'm excited to be part of this year's Leadership class because I love to be social, get more involved in the community, and learn about others. After talking to Alumni, I don't have a doubt in my mind that Leadership will exceed all of my expectations!"*

Right now, the 30th class of the West Coast Leadership program is in session. When they graduate from the program in May of 2019, they will join a roster of over 800 alums who have gone through this leadership development program since 1988. These graduates are found working in a cross section of industries, businesses and organizations, both public and private, and you'll often find them serving on boards and volunteering throughout our community. A group of 800+ people has a sizable capacity to contribute to the greater good, and the West Coast Chamber continues to develop more opportunities for these leaders to give back.

This year, when the Chamber hosted its annual West Coast Leadership Alumni Holiday Party, the event put the focus on giving rather than receiving. "It's tradition to give small holiday gifts to the Leadership Alums each year, but when I knew that there could be a better use for resources elsewhere in the community. Our graduates embraced the opportunity to give back this year," said WCL Director, Jodi Owczarski. The Chamber selected two non-profit organizations as recipients, and asked alums to bring \$10 gifts to donate to the organizations. This grew to three organizations after the current class of WCL toured the Children's Advocacy Center and were so moved that they requested to add that organization to the event as well.

Representing the three non-profits were Shyra Williams of the Children's Advocacy Center (also a current class member), an organization committed to providing programs and support services for child abuse victims and their families. Also Cheri Honderd of Hand-2-Hand Ministries, a non-profit dedicated to fighting childhood hunger in

children from early childhood through high school, who collected food items. Rachael Neal was present to accept donations for the Holland Rescue Mission, which has a mission to help every man, woman and child overcome homelessness for good.

Over 100 WCL participants, including some from the inaugural class of WCL in 1988, attended the event, which was generously sponsored by Consumers Energy and held at Gezelligheid. The response was overwhelming, with tables heaping with donations, and the Chamber sees this as an indicator that this group of leaders is motivated to do more. And there is more on the horizon.

The mission of WCL is to educate participants on the many facets of our community with the intent of developing them into community stewards.

With that as a goal, the Chamber launched a new event last year called Community Connections, and it's returning this year and moving to a larger venue to accommodate the enthusiastic response seen last year. This open house will bring non-profits in search of Board and committee support together with leaders interested in getting more involved. The 2019 event is scheduled for March 13. Plans are also underway to develop a Community Impact Day, where WCL Alums and all interested Chamber Members will have the opportunity to go out en masse to a variety of agencies for a day of volunteering.

Watch for more information in the spring.

It's this undeniable contagious energy and these types of impactful collaborations that make our area unique, and the Chamber is proud to be the connection that brings the community together.

Camp Blodgett
Rick Meyering
616-844-7210

rmeyering@campblodgett.org
www.campblodgett.org

At Camp Blodgett, our goal is to provide a fun, enriching summer camp experience accessible to all kids in Kent & Ottawa Counties. In addition, Camp Blodgett offers free school-year programs. They provide kids with experiences that promote social responsibility, encourage academic success, and support and develop self-esteem.

Cran-Hill Ranch
Chris Vallette
231-796-7669

chris@cranhillranch.com
www.cranhillranch.com

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Great Lakes Fanwear
Todd Anderson
616-954-2554

tanderson@signworksofmi.com
www.greatlakesfanwear.com

Great Lakes Fanwear works with many clothing brands to offer custom apparel. Services include screen printing, heat press, embroidery, design & sampling, digital printing, a personalized storefront, and more.

Riley's Grove Assisted Living and Memory Care
Elliot Talen

info@rileysgroveassistedliving.com
Riley's Grove Assisted Living and Memory Care is a Leisure Living Management Community set to join the Zeeland Community in early 2020.

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Gentex Corporation: The Chamber's Community Champion Premier Partner



By Caroline Monahan

The Michigan West Coast Chamber of Commerce is pleased to announce the creation of an exclusive Community Champion Premier Partnership with Gentex Corporation. Gentex is a longtime Gold Premier Partner and has been a member of the Chamber since 1976.

“The partnership between Gentex and the West Coast Chamber is a natural fit, as we are both dedicated to cultivating a thriving business community where people want to live and work,” said West Coast Chamber President, Jane Clark. “Gentex, is a global corporation that makes a point of supporting local businesses. We’re both focused on working for the greater good of our community, and look forward to the collaborative opportunities this new partnership offers.”

In addition to their Gold Premier Partnership, Gentex participates regularly with the Chamber’s West Coast Cash program, purchasing significant amounts of the community currency gift certificates to gift to Gentex employees. The West Coast Cash program is designed to encourage community members to shop at over 90 local Chamber member businesses. By investing in the program, Gentex is not only giving gifts to employees, but is also sending traffic into local businesses, and supporting the local economy.

Gentex is Ottawa County’s largest employer, with more than 5,600 employees located in West Michigan. The company was founded in 1974 as a manufacturer of commercial fire protection devices, yet has grown into an automotive and technology enterprise with \$6 billion in market capitalization and sales approaching \$2 billion annually. Its automotive product lineup includes unique digital vision, connected car and dimmable glass technologies.



(L-R) Chamber President Jane Clark, Gentex President & CEO Steve Downing, Gentex Senior Director of Human Resources Seth Bushouse, Chamber Board Chair Mike Dykstra.

For more information on West Coast Chamber Sponsorship Opportunities, contact Britt Delo at 616.392.9719 or britt@westcoastchamber.org

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Steve Downing



Waverly Stone Gastropub

By Kara Wassink



Waverly stones on display over the gastropub.

WAVERLY STONE GASTROPUB

Store location:

20 W 8th St.
Holland, MI 49423
616-392-5888
www.waverlystonepub.com



As the first gastropub in downtown Holland, Waverly Stone Gastropub recently opened as a family-owned gathering place. The company's deep Holland roots also lead them to provide playing opportunities for local musicians that charm customers. One interesting aspect is that the restaurant is named after the stone used in their building as well as other downtown buildings; this stone comes from a quarry near Waverly Road and Chicago Drive. At Waverly Stone, they are merging their contemporary take on food with their love of Holland and its history.

Waverly Stone is reinventing the gastropub experience with fresh, globally-inspired plates and craft beers. The creative and dynamic menu draws its inspiration from worldwide pub fare and street food. They strive to make their menu accessible and enjoyable

for many tastes. Flavor development and varied cuisines paired with fresh resources like the Farmers Market also drive them to incorporate farm-to-table concepts into their menu offerings.

Between lunch and late night, they offer appetizers, handhelds, salads, entrees, sides, and desserts. Currently, their best-selling items include the Banh Naan, Gastro Loco Moco, and Seared Chicken Breast. The restaurant also features varied Happy Hours Tuesday – Friday. Stop in to experience a broader menu and taste of one of Waverly Stone's wines, cocktails, and 28 taps.

To create an online order, make a reservation, or simply check out the menu, visit their website. The next time you're strolling downtown Holland with family or out for a business lunch, check out Waverly Stone Gastropub!

What is West Coast Cash?

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

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The Future of Mobility: Creating the Ultimate User Experience

By Caroline Monahan

The car of the future is closer than you think, and the inevitable shift towards autonomous vehicles creates a significant disruptive change for traditional automotive players. This hot topic is the focus of our February 8 Wake Up West Coast breakfast.

Traditional automotive parts such as instrument panels, door panels and floor consoles are non-existent in the concept cars being designed and demoed, causing manufacturers to shift from their primary businesses of today. These vehicles feature smart technology surfaces of all materials, and automotive suppliers such as Yanfeng are working to stay ahead of the curve and develop their own versions.

The shift toward shared autonomous vehicles, where users face away from the road and perhaps toward each other points to an additional disruption for the automotive industry. Research suggests

a trend away from car ownership, with consumers opting for the convenience of hailing a “robo-taxi” and enjoying the ride.

Anticipating and creating the ultimate user experience is of foremost importance to Yanfeng Automotive’s Jeff Stout. Jeff is the Executive Director, Research, Technology and New Mobility – North America for Yanfeng Automotive Interiors. He leads a 31-person advanced development team, responsible for product and process innovation; new mobility development; and product management. Jeff earned a Bachelor of Science degree in Mechanical Engineering and a Bachelor of Arts degree in Philosophy from Calvin College, and holds a Master of Science degree in Engineering Leadership.

Join us for breakfast, where we’ll let Jeff expand our horizons on mobility and the cars of the future, and how the auto industry is bringing us along for the ride.



Jeff Stout



Register for Wake Up West Coast at www.westcoastchamber.org/events

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Happenings at the Chamber



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