

CONNECT

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March 2018

Feature:

Shoreline Technology Solutions



*Pictured: Shoreline Technology
Solutions owner Mark Kolean*

Expert Contributors

featured in Connect



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

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Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



As the touchpoint of the thriving West Michigan business community, we at the Chamber have the privilege of partnering with and learning from inspiring leaders across a very broad spectrum of businesses. A similarity that stands out among these companies is a commitment to excellence and stewardship of our area. In this issue, we highlight companies that lead the way in technology and innovation, customer service, environmental practices and entrepreneurship. We're proud to recognize nearly 30 member businesses receiving the Best and Brightest designation and welcome the new members that have joined the Chamber.

As the Chamber network grows, it provides us the opportunity to create new ways to help our members connect. Our Affinity Group program has incredible momentum, giving more members more opportunities to learn from and network with businesses that they find inspirational. It is our pleasure to help our members curate and share the best practices and freshest ideas in their respective fields, and to be the conduit that sparks meaningful business connections.

Best Regards,
Jane Clark

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Feature:

Shoreline Technology Solutions

By Chelsea Scott



Image provided by Shoreline Technology Solutions

Shoreline Technology Solutions (STS) owner Mark Kolean has loved technology since he was old enough to turn on a computer. “When I was five years old I was given my favorite gift as a kid, an Atari 2600 video game system,” he remembered. “I spent probably too much time playing those very early video games until high school when I got my first job in the computer industry with a then new company called Computers and More.” Mark’s entrepreneurial spirit was as strong as his interest in computers, as he proposed to the owner an arrangement where the store rented out his vast collection of video games in return for a cut of the profit. The owner did him one better and offered him a job managing the software deployment company. “From there I spent seven years in high school and college watching the personal computer market develop and explode right before my eyes,” he said. “I helped many people install their first copy of Netscape on their Windows 3.1 computers, configure dial up services to an internet provider, helped to build early networks on Novell Netware and build network systems capable of doing very advanced things for the 1990s.” It’s hard to believe that was just 20 something years ago. Over the course of his life and career, Mark has watched as technology changed and evolved before his eyes, experience that gives him an advantage in the industry.

Out of college, Mark took a support desk job, where he helped a local ISP grow their business clientele. “After a while of doing that I asked myself, ‘Why am I helping to grow this company’s business when I could be growing my own business?’” And so, at the age of 23, less than a year out of college, Mark founded STS. Specializing in small to midsize business computer sales and computer network management, design, and support, STS’s mission is *to provide customers with amazing customer service and help them solve the most difficult technical issues to make IT that truly runs itself.*

In the beginning, Mark was fueled by a very powerful incentive for business owners: fear of failure. That, and the instant noodle cups that cost just a few pennies. “Survival might have been my biggest inspiration,” he said. “I knew the statistic of one in 10 businesses failing and I didn’t want to be one of those statistics.” After being swindled out of thousands of dollars by someone posing as a startup, Mark realized he gains his best inspiration when his back is against the wall. He persevered. “Since 2005 and several hardships as a still young business, I started really looking for my strength in my faith, my family and my coworkers’ support,” he shared.

STS Staff Listing

Mark Kolean – Owner
Kyle Ras – Network Manager
Adam Clark – Controller
Abby Guerrin – Office Manager / Staff Accountant
Terrence Aumick – Network Tech
Cory Nelson – Network Maintenance / Workstation Tech

Awards and Recognition

Microsoft Small Business Specialist
Microsoft Partner – Silver level
WatchGuard Partner / HP Partner

Mark's goal is to help local businesses improve their computer experience by delivering products and services that improve uptime and maintain a safe backup for their products offsite. Basically, he's the guy you wish you hired when something goes wrong with your network and you lose all your data. He's also the guy you call to bail you out if that does happen.

Recently, a church came on board as a client and had a network built by one of their patrons who had since moved to another state. In the interim, another church member was managing the network but was not comfortable with how it was constructed and asked to have a professional group take over management. "During the quoting process for taking on this network shortly after the ink had dried, this network of 40 computers and four servers must have been hacked or inherited a virus because two of the four servers were no longer bootable," Mark recalled. "This brand-new customer had lost all of their users' email history and emails were no longer being delivered, all of the donation history was gone, and no copy could be found of all their internal documents." To make matters worse, the third server that was set as a backup wasn't set up correctly and hadn't worked for over two years. "After a lot of hunting for data, we were able to get all of the church's emails set up, retrieve their donation database data and while they did lose a years' worth of data, we did find a copy of their internal documents," he said.

Mark and his team do much more than put out fires, however. Network design and management is another valuable service they offer. In fact, "Taking a business network that might be rough around the edges and watching my staff turn it into a well-oiled productive part of a client's business is one of my favorite parts of what we do," he said, adding, "A well designed computer network system many times can be the factor that determines whether a business fails or succeeds."

Speaking of success, Mark has learned a lot about the dos and don'ts of business ownership in the last 19 years. "Doing the work is only 50% of the product; how our business treats people is the other 50%," he said. "When I started, I thought doing good work was all it took. Customers want to know that the business is organized, you treat them with kindness and respect, and that they feel you care more about them than anyone else." Mark learned this and other lessons in his time as owner of STS. "Owning a business is hard work and even if you are not great at everything, sometimes you are required to be good enough at most things. Being able to stay in business for 10 years requires absolute stubborn willpower that most people don't have," he said. "In my first five years of business ownership I ate lots of hot dogs and Ramen noodles



Shoreline Technology Solutions team. Photo courtesy of deVries Photography

and learned a lot about humility. Now I have an inner confidence that I didn't even come close to having only just a few years ago."

As a West Coast Chamber member since 2003, Mark said he and his team have enjoyed being a part of the small business roundtable several times and just recently did a ribbon cutting ceremony for their new location at 828 Lincoln Avenue. "I have met many of my accounts through several connections with the Chamber and being part of the Chamber lends credibility that you care about how the local community views your business," said Mark.

Mark said he gets great satisfaction from living and working in the Holland/Zeeland area. "I love that I am part of the Dutch heritage and can relate to its historic past," he said. "I of course also love the fact that I can grab a burrito in between calls and park the car and stare at the lake while I eat my lunch. People in our community are loyal and friendly, so if you do them well they can be a client for life." Mark gives back to his community in the form of being board chairman for HarvestStand Ministries and serving as treasurer for First Reformed Church, where he is a member. He also likes giving back to his STS team. "Most everyone's favorite event is the charter fishing trip we take yearly which we call our board of directors meeting," he smiled. "Aside from that, we also do two outside social events and several conferences yearly."

Mark has a specific agenda when it comes to future goals for the business. "Managed service providers (MSP) bundle products and services together to help improve the reliability and uptime of computer networks mostly by using cloud services instead of traditional on-premise solutions," Mark said. "We are working to grow that client base for STS in the future."

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

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Edify North: Making Your Business' Culture a Culture of Health

By Lyn Carey, Corporate Health Strategist

There is no doubt most people start the new year jazzed about losing those extra holiday pounds, but by March many of us have ditched the sandy protein bars and coconut waters for our Diet Cokes and Snickers. How we take care of our health is very personal, and it can take significant willpower to improve daily decisions. As employers, we have the opportunity to build an environment and a culture that fosters better decisions for real health changes. Here are a few ways to turn your workplace culture into a culture of health.

• **Understand your workforce demographics.** Age, gender, “chapter” in life, and workplace commute can all have a remarkable effect on your employees’ health. While a local, newly-married young man may be more likely to engage in his health, a grandmother with four dependents at home and an hour commute may be less likely to participate in wellness activities. Wellness programs should never be designed “cookie-cutter” style— they need to fit the population they are intended to influence.

• **Poll your audience.** It is important to ask your employees how they might want to participate in health and wellness. Whether you run a five-employee company and orchestrate a verbal coffee pot poll or a lengthy electronic survey for your 500 plus company, both actions demonstrate to your employees that *their opinions matter*. A few questions to get you started:

- Would you participate in a wellness challenge among colleagues?
- Are you interested in a health wearable device, like a Fitbit?
- What types of incentives would motivate you most?
- Would you be interested in a recreational sports league among staff? If so, which sport?

• **Address your environment.** When possible, pay attention to your employees’ health behaviors by noting what is in the fridge, what they snack on, and how often they eat out. Additionally, investigate ways you can make healthier options more accessible: vending machine modifications, providing nutritional guidelines for food provided at meetings, or offering bowls of fruit in break rooms.

• **Encourage and support existing good habits.** Are some of your employees interested in bicycling? Organize a lunchtime bike race. Do some employees play on a basketball recreational league? Put up a basketball hoop. Are some of your employees engaged in healthful eating? Invite them to host a lunch and learn for your other employees and provide a healthy lunch for attendees. Capture and foster employees’ momentum!

• **Inspire healthy competition.** Pull together simple challenges between employees, teams of employees, or departments. Conversations will shift from traditional “rough Mondays” and daily dramas to


commending teammates and encouraging new behaviors. Competitions encourage new employee relationships, whether that is across departments or cubicle walls. If your organization does not have financial means for a winning prize, ask each willing participant for a small amount of cash to go towards a pool for the winners.


Culture change is a slow, steady process; do not expect results overnight. However, with small, consistent changes you can improve the health of your workforce for years to come.

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.

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How Do You Define Comfort?

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

One long-standing and coveted food item in our house growing up was my mom's blueberry pie. It was one of those favorite desserts that often came out for the traditional Sunday dinner, and these days continues to be the thing that gets requested most of her to bring when family gatherings are held. I don't know what it is about the pie that makes it so good. We often argue that it is the crust because she makes her own and it is impossible to duplicate, even with her recipe. I suppose it could also be the fresh blueberries, which for many years came from an aunt and uncle's blueberry farm, which sealed the deal. My guess is that the combination of her special touch, a dollop of whipped cream, and many memories, and slices, shared with family and friends are what continue to make it such a comfort. If there is one thing that can always be counted on, it is mom's blueberry pie.

I'm always amazed at the various forms comfort can take for everyone; the person who finds relaxation in nature, or a spiritual connection through song, or the simplicity of rest after a long work day. Knowing what brings you comfort is important as is creating space amidst the complexities of each day to achieve it. Without comfort, especially for long periods of time, the door opens for one's quality of life to diminish.

At the end of life, Hospice brings comfort. Similarly, at this time of life, the definition of comfort is unique to everyone. Many, after struggling from symptoms associated with a complex medical condition, find comfort from relief of physical pain. Several, find comfort in the peace they receive after time spent getting their personal affairs in order. Often, individuals find comfort after gaining understanding from their hospice caregivers who help them come to terms with their mortality while under their care.

Whatever the definition of comfort, the Hospice mission is to help its patients find it. Honoring the sacredness of human life and



walking with others as they face their final days is the purpose of the Hospice care team. Ensuring each individual receives the best quality of life possible while helping patients and their loved ones live each day to their fullest is the center of how hospice care is delivered.

Hospice helps bring comfort and relief to both patients and their family members. An early referral to hospice minimizes the potential for some to say, after the fact, "I should have called hospice sooner." Instead, when it matters most, hospice gives many the opportunity to report, "Now, my loved one is more comfortable."

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
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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.

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Nick Nykerk

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Construction Management: It's A Daily Double!

By Nick Nykerk, President, Lakewood Construction

Most people believe that concrete is a pretty solid substance. Right? Would you be surprised to learn that air is a critical component in its basic structure? A typical batch is made up of sand, water, cement, and air. The percentages of each component varies depending on who is making it and what the application will have in its final stages.

While this might be of interest if you're in the concrete business or a contestant on Jeopardy, why would anyone really need to know this information? You might if you're growing your business and in need of a new facility and/or are expanding your current operations with an addition. But, if you're like most business owners, your priority is about running your business, not figuring out the chemical makeup of concrete.

That's where a Construction Manager (CM) comes in—handling the details of the construction process so you can do what you do best—run your business.

A CM's job is to oversee the entire building project from start to finish. We manage the team and communicate with everyone on all sides of the project: you, your architect and engineer, city officials, trades, vendors, and everyone in between.

The best CMs are typically experienced general contractors with plenty of field experience in the construction industry. A good CM can hold a complex project together and lead it in the right direction. Our job is to educate and walk you through all the challenges of the design and construction process, so you get the facility you want and need. On schedule and in budget.

We recommend hiring a CM as early on in the project as possible. It will improve budgeting and scheduling—the two areas that will offer the biggest benefit to you in the long-run. We understand scheduling and budgeting in detail. We utilize software and other technology, so we can monitor everything having to do with your project and quickly account for any changes in the process. We can also make instant adjustments to keep everything moving forward.

We are experts in providing the lowest possible project cost based on selecting the lowest bidder from different bid divisions, and we have a network to secure the right contractors for the job. You will have a better advantage in competitive bidding because the markup of the subcontractor's initial bids and change orders are gone. We can also see when there is the advantage of breaking your project down into individual bid packages to further lower costs.

As your onsite representative, we ensure all contractors and trades follow the project plan and schedule. Our experience provides us with the ability to determine the competency of a contractor's workers. Quite often, we can provide alternative methods to bring down project costs.

Clear communication on the construction site promotes early and accurate design estimates and the chance to save on materials and supplies. Open and quick communication can lower the potential for problems and disputes between parties and enhance quality control in the building process.

As an objective third party that acts as go-between and can speak the language of each party involved--not only will a CM create cost savings, we also provide the peace of mind knowing that you're in good hands and your project is going to start off on the right foot—and air in your concrete.

Lakewood Construction is a locally-owned construction management firm located in Holland, Michigan. They have been in the business of building our community since 1971. Reach them via their website, www.lakewoodinc.com, or by calling 616-392-6923.



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Sam lost over 200 pounds.

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BPW Broadband Moves Business at High-Speeds

By Ashley Kimble

The need and ability to transfer data is increasing at a rapid speed. Holland Board of Public Works believes that reliable, state-of-the-art data infrastructure can help ensure Holland's growth and health for years to come. High-speed gigabit Internet service can open the door to greater educational opportunities, with its capacity to download and send larger files, and grow the community's entrepreneurial in-home businesses through its ability to network with little to no interruption.

Broadband services offer shared gigabit access, meaning upload and download speeds of up to 1000 Mbps, which is ten times faster than the average 100 Mbps cable connection.

In 2017, Holland BPW began installing a high-speed broadband network in the downtown Holland corridor for a pilot

program. Within 90 days of introducing the new service, dozens of businesses and residents signed up for the shared gigabit access, more than exceeding the adoption rate necessary to pay of the expansion. As of today, the fiber infrastructure downtown continues to be built and service is being activated to the first set of new customers; close to 100 customers have already signed up for HBPW's fiber pilot.

"We're excited to activate service to all of these customers in the upcoming weeks," said Pete Hoffswell, HBPW broadband manager. "We've already hit 80% of our one year goal."

The Holland BPW fiber infrastructure is built as an open access system, which gives the ultimate flexibility to customers today and into the future.

"Our customers are already seeing great benefit from the one gigabit internet service," said Hoffswell. "A great example is online backup. With speeds greater than 10x classic internet service, online backups become much more viable. The ability to transmit large amounts of data to the cloud allows our customers to perform internet-based functions that were difficult or near impossible in the past."

Holland BPW's current service offering in downtown Holland spans from 7th to 9th Street, between River Ave and Garretson Rd.

Businesses interested in signing up for services downtown can visit fiber.hollandbpw.com to fill out an interest form. Customers can also enter their information as an expression of interest if they are outside the downtown footprint.

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Best and Brightest Companies to Work For of 2017

By Annika Smeenge



Each year Michigan celebrates Small Business, an organization formed to recognize, cultivate and celebrate Michigan's small businesses, awards the highly sought-after honor of the Best and Brightest Companies to work for in West Michigan. This elite competition honors and highlights Michigan organizations that focus on excellent human resource practices and an enriched employee experience.

The companies that apply for this award are chosen based on an evaluation done by an independent research firm. The evaluation assesses the companies on categories like communication, work-life balance, employee education, diversity, recognition, retention and much more. Along with the honorable award itself the participating companies receive a complimentary assessment report and benefits throughout the year. Also, the winning companies are invited to celebrate their win and be honored by the Michigan Business and Professional Association (MBPA).

Several of the Michigan West Coast Chamber of Commerce Members have won this prestigious award for numerous years. Below is a list of the Chamber of Commerce members who won in 2017. We are proud to share this list of the Best and Brightest Companies to Work For in our West Michigan Community.



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March Calendar of Events

Monday, March 12, 2018

Public Policy Committee Meeting with Ian Lockwood

@Herrick District Library, 300 S River Ave, Holland MI, 49423

Ian Lockwood, PE is a recognized national leader in sustainable transportation policy and urban design. As a former partner in the Orlando-based Glatting Jackson (which later became AECOM), Ian led a wide variety of transportation projects aimed at making communities more walkable, bikeable, and transit-friendly. He also served as the City Transportation Planner for the City of West Palm Beach, where he transformed state arterial roads, local roads, and the City's approach to parking to help the city overcome its blighted condition and evolve into an economically and socially successful city.

Join us on March 12 to learn more about his work to support the west Michigan community.

Time: 12–1:30pm

Cost: FREE



Tuesday, March 13, 2018

Wake Up West Coast

@Haworth Inn & Conference Center, 225 College Ave, Holland, 49423

Please join us at our monthly Wake Up West Coast event, where you will have the opportunity to hear from a great guest speaker and network with other Chamber members while enjoying a delicious breakfast! This month we welcome Jon LoDuca, a business strategist who helps seasoned entrepreneurs define and develop profitable application for their intellectual property assets. Jon is founder and president of The Wisdom Link (founded in 2002), an intellectual capital development firm where he's provided strategic and tactical guidance, resources, and end-to-end solutions to over 400 leading businesses in 20

industries. He is also founder and managing partner of PlaybookBuilder (founded in 2009), a knowledge management software and consulting services company.

Time: 7-8:30am

Cost: \$20 per Chamber member (\$25 if registered after February 11) / \$35 per non-member

Sponsored by Lighthouse Group – Insurance and Title.

Thursday, March 22, 2018

424 Affinity Group

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland, 49423

If your business is located along US 31, between Lakewood and Quincy, and between Beeline and 120th, you're invited to come to the first meeting of this new affinity group. Contact Colleen Schipsi for more information.

What is it?

- 4 any company within the North US 31 Corridor
- 2 connect, develop relationships and build a stronger community
- 4 business growth

Time: 4-5pm

Cost: FREE, but registration is appreciated.

Monday, March 19, 2018

Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th Street, Holland MI, 49423

Join us for breakfast with our elected state and federal legislators. Ample time is provided for questions and answers. Arrive at 7:15am for a brief networking session before the breakfast begins.

Time: 7:30-8:30am

Cost: \$20 per Chamber member / \$25 if registered after March 16 / \$35 per non-member

Thursday, March 22, 2018

Power Breakfast

@Boatwerks Event Center, 216 Van Raalte Ave, Holland Michigan, 49423

Take the work out of networking! At this popular and fun event, each participant will make at least 21 contacts just during the structured networking. Open networking and guest drawing game, browse display tables and marketing literature, power coaching session—

guaranteed to make your interactions more effective, breakfast and structured networking, and door prizes! Arrive promptly at 7:45am for a power networking session, created to make the most of the open networking time before breakfast. Browse display booths, make new contacts and win door prizes!

Time: 7:45–9:30am

Cost: \$20 per member / \$25 if registered after March 16 / \$35 per non-member / \$50 display table for members only

Sponsored by Comcast Business

Monday, March 26, 2018

Legislative Lunch with US Congressman Fred Upton

@Yacht Basin Marina – Conference Center, 1866 Ottawa Beach Road, Holland MI, 49423

During this luncheon, you will have the opportunity to hear an update on the current issues in Washington, D.C., engage in discussion with Congressman Upton, and network with other politically active members. A question and answer session will directly follow the Congressman's presentation.

Sponsorship opportunities are available! Please contact Britt Delo for more information.

Time: 11:30am-1pm

Cost: \$40 per Chamber member / \$75 per non-member

Wednesday, March 28, 2018

Network @ Lunch

@Alpenrose Restaurant, 4 E 8th Street, Holland MI, 49423

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

Time: 12–1pm

Cost: \$20 per Chamber member / \$30 per non-member

Thursday, March 29, 2018

ZAG: Off the Clock

@Tripleroot, 146 E Main Ave, Zeeland MI, 49464

Step out of your office and into Tripelroot and get to know other Zeeland area business representatives. It's a great way to unwind and make connections, all while trying to out some great drinks and complimentary snacks in a cool new venue. Registration is suggested, but not necessary.

Time: 4-5pm

Cost: FREE, but registration is appreciated.

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

Legislative Luncheon with U.S. Congressman Fred Upton



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Have You Registered for the Annual Fred Upton Luncheon?

At the West Coast Chamber's annual Legislative Lunch with Representative Fred Upton on March 26, he will give an update on current issues in Washington D.C., and answer questions from attendees. Congressman Upton is U.S. Representative for Southwest Michigan's Sixth Congressional District, serving since 1987. From 2010 to 2016, Fred was selected by his House colleagues to serve as Chairman of the Committee on Energy and Commerce. Fred currently serves as Chairman of the Subcommittee on Energy, which has jurisdiction over national energy policy. The West Coast Chamber's Legislative Premier Partner Sponsor is Huntington Bank. Additional sponsorships are available by contacting Brit Delo at 616-392-9719.



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JR Automation Gets the Gold

Based in Holland, JR Automation has been a Michigan West Coast Chamber of Commerce member since 2010, and a leading capital equipment designer, integrator, and manufacturer in the West Michigan Community since 1980. JR Automation CEO, Bryan Jones, joined the West Coast Chamber Board of Directors in 2017, and in January of 2018, JR became a West Coast Chamber Gold Level Premier Partner.

By thriving on innovation, JR Automation continues to grow to meet customer demands and expand their international presence, currently operating facilities in 15 locations, with over \$400 million made in annual sales. In December of 2017, JR acquired Doerfer Corporation's automation systems group, increasing their presence in North America, and extending JR's footprint into Europe and Asia. The acquisition further establishes JR as a global leader in industrial automation and robotics systems integration.

At the West Coast Chamber, we are proud to partner with the companies in our area who support the community on all levels. JR Automation provides fundraisers for local organizations on a regular basis, as well as promoting educational experiences, and implementing teams and programs that focus on the environment. From their focus on innovation in intelligent automated manufacturing and technology, to their commitment to sponsoring student robotics programs that inspire careers in STEM, JR Automation's efforts reflect the Chamber's core value of Learn, Innovate and Share.



JR Automation Chief Executive Officer Bryan Jones

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LG Chem Earns International Landfill Free Recognition



By Caroline Monahan



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One of the Chamber's core values is Think Big, Be Great, and this month we recognize Chamber member LG Chem for working diligently to be stewards of a sustainable future for our community. LG Chem Michigan was recognized by NSF International as a Landfill Free Facility, a designation that is awarded to facilities that send less than 1% of their total waste stream to a landfill and have less than 50% of their waste processed for energy recovery ('waste to energy' or WTE).

"Our products are part of a more sustainable future, and it is important to us that our process of building them supports that goal," said Nick Kassanos, President of LG Chem MI, and West Coast Chamber Board Member.

Of LG Chem's waste, 97.4% is repurposed, 2.5% goes to a waste energy facility, and less than 1% goes into a landfill. This low 'waste to energy' rate also qualifies LG Chem Michigan to use the Landfill-Free product mark, the threshold for which is a WTE rate of 10.0% or less.

Founded in 1944, NSF International's mission is to protect and improve global human health. An independent, accredited organization, they develop standards, and test

and certify products and systems, provide auditing, education and risk management solutions for public health and the environment. The NSF International audit of LG Chem took one day to complete, compared to the standard two, because of the environmental team's extensive tracking of waste. NSF completed the audit and approved the verification in October.

According to Ralph Severns, Senior Environmental Specialist of LG Chem MI, the first step toward landfill free verification is changing the office culture. He started the culture shift by removing 170 personal trash cans from desks. "Sustainability is part of our culture at LG Chem Michigan," said Severns. "Our team members have been an integral part of achieving the landfill free verification."

LG Chem partners with Clean Planet Recycling and sends waste materials in 76 different directions. The byproducts are used in everything from Mylar® insulation to wood press board. "Even the fry oil from our in-house cafeteria is sent to a local carwash to heat water in their boiler," said Kassanos. "We are proud of our environmental team for going above and beyond to find ways to recycle waste creatively."

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Chick-fil-A

Shaun Page

517-262-9444

Shaun.page@cfafranchisee.com

Restaurant owner, Shaun Page has dreamt of opening a Chick-fil-A since he was six years old, and now that dream has come true with a new location opening on the North side of Holland. Shaun speaks passionately about some of the qualities of Chick-fil-A, from the freshness of the food and the emphasis on great service, to the ability to impact people's lives in a positive way. Chick-fil-A is a great place to work and dine, be sure to stop in soon.

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Candi Caraway

616-458-6322

ddriscol@custerinc.com

www.custerinc.com

Custer designs and builds exceptional spaces that connect people and empower them to do their best work. They are West Michigan's premier provider of workplace design, office furniture, integrated technology, and interior remodels. Custer serves clients in corporate, small business, health care, and education industries.

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Edward Cooney

630-319-9316

Ed@ecooney.com

www.ecooney.com

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Edward Jones Zylman

Erin Zylman

269-751-8631

Erin.zylman@edwardjones.com

www.edwardjones.com/erin-zylman

Whether you're planning for retirement, saving for college for children or grandchildren, or just trying to protect the financial future of the ones you care for the most, Erin Zylman can work with you to develop specific strategies to help you achieve your goals. She can also monitor your progress to help make sure you stay on track or determine if any adjustments need to be made. Throughout it all, Erin is dedicated to providing you top-notch client service.

Eldean Shipyard

Wade Eldean

616-335-5843

wade@eldean.com

www.eldean.com

Eldean Shipyard began in 1901 as Jesiek Brothers Shipyard and has been providing Lake Michigan yachtsmen with first class service for more than 100 years. Today, Eldean's is one of the oldest active marinas and boatyard facilities in the United States, and it is their goal is still the same—to provide their customers with first class service and resort style amenities. Boat slip rental, transient slip and winter storage are available at this one-of-a-kind, Michigan marina.

Equity Boat Work LLC

Lyndsay Larkin

855-426-2863 ext. 5

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Freedom Boat Club is the oldest and largest boat club in the nation. The vision and purpose in establishing the boat club model was simple and straightforward—to provide an affordable option to boat ownership and to deliver a hassle-free recreation boating experience for its members. They couldn't be more excited to bring the boat club to Holland as it is a match nearly 30 years in the making and opens the historic West Michigan waters for more people to enjoy.

FreedomDev Software Solutions

Katelyn Berkshire

616-990-1660

Contact@freedomdev.com

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Working out of Zeeland, Michigan FreedomDev Software Solutions builds custom web, mobile, and cross-platform solutions to deliver and maintain some of the best business and web application on the market. They specialize in custom software development, software integration, business intelligence dashboards, and web page development. They work toward shared wins, where both their company and clients have a beneficial experience creating products that truly solve problems and create growth.

Holland Free Health Clinic Jeff Compagner

616-392-3610

mail@hfhclinic.org

www.hfhclinic.org

Holland Free Health Clinic provides free health services designed to help patients understand the importance of a healthy lifestyle and empower them to take control of their health. It is a localized, volunteer-driven initiative which engages health providers and other agencies in a collaborative effort to address unmet health needs. Founded in 2002, HFHC has assisted the homeless, disabled, working poor, and unemployed with dental, optical, counseling, hearing, medication, diabetic support and spiritual care. HFHC's services are in place to improve patients' quality of life and the overall health of the community. Since the clinic's inception, it has provided over \$14,000,000 in life changing services.

Inforum Becky Puckett-Wood

616-588-9400

Bpuckett-wood@inforummichigan.org

www.inforummichigan.org

Inforum combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies. Visible volunteer leadership roles engage members in their areas of expertise and help advance the overall work of the organization on behalf of all women. Today Inforum continues to build on that early legacy and is the only 501(c)(3) educational and charitable non-profit in Michigan—and one of only a few in the country – designed to help companies boost talent initiatives and incredible women like you break the glass ceiling.

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Ridgeline Video Communications is led by creative director Rick VanGrouw, a versatile videographer, FAA-certified drone pilot, writer, editor, and designer. His career has been devoted to creative communication—telling authentic and compelling stories in print, social media and video. Most recently, he developed an in-house video production service for a major health care corporation. He lives near Holland, Michigan with his wife and son.

Sharp Construction LLC Aaron Johnson

616-222-0850

Info@sharpconllc.com

www.sharpconllc.com

Sharp Construction LLC helps homeowners in Michigan build better homes through quality rook replacement, repair, and maintenance services. Homeowners have many different priorities when remodeling their home: to improve comfort, protection, functionality, curb appeal, or energy efficiency. Whatever your goal is for your home remodel, Sharp Construction, LLC can ensure a smooth-sailing project with outstanding results.



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Website Redesign: 9 Things Your Digital Marketing Agency Wants You to Keep in Mind

By Tim Haines, Symposia Labs

Every month, we come across organizations that have spent \$30k on a website redesign without considering any of the elements that optimize that site for digital marketing. It's not uncommon for organizations to launch an expensive, pretty website, but shoot themselves in the foot by failing to set goals for what they want their site to accomplish. Missing opportunities for data or conversion? Well, that just sucks.

Want to make sure your fancy website doesn't suck? We partnered with our friends at Elevator Up to bring you some advice.

The website redesign process is an all-hands-on-deck collaboration with every facet of your organization, and it's important to include all relevant partners throughout the process. Your outside agencies and vendors are important partners and will have valuable contributions along your journey to a new website and refreshed content.

Rest assured, you don't have to be a professional web developer to get your website optimized correctly for current needs and future plans. Here are 9 things to keep in mind when talking about website redesign.

1. Tracking Codes: Google Tag Manager, Google Analytics, and the Facebook Pixel should all be installed on your site from the very moment it launches. Not planning on activating Facebook ads anytime soon? It doesn't matter. You want to have these tracking codes in place so that you collect all historical data for



any future campaigns. Each of these items is just a line of code, and they should be extremely simple for your developer to install on the site. Make sure you're the owner of all of these tracking accounts, even if a third-party agency sets them up for you.

2. Sales Funnel: We've worked with countless web developers who fail to have a conversation about the digital marketing sales funnel. This is the map of the journey you want

your customer to take. What is it that you're trying to accomplish with the site? What action do you want visitors to take, and what smaller actions (e.g. researching information) need to happen to lead up to that one big action (e.g. requesting a phone call)? This is the structure of your success, and making sure your resources (website, digital marketing) are encouraging this is vital.

3. Ongoing Edits: No website launches in its final form. [Sigh of relief...] You'll want to ensure that you can easily make edits or updates to text, headlines, and photos without expensive or time-consuming consultations with your web developer. Invest the time and training hours to learn about what specifically can you change later—and the easiest way to do it. Just because you have a WordPress site doesn't mean that you'll be able to change every aspect of the site at a later date without the help of your developer. You want to be extremely specific about what pieces—pictures, text, links, buttons—you want to be able change at a later date. This will impact your marketing agility dramatically.



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Here's an example: Often we'll find that a page on the site doesn't seem to be getting the visitors to take the desired action. That may mean that we want to change the text on one of the buttons so that it has a better call to action. Suddenly, a conversation that happened a year ago with the web developer has an impact on how quickly we're able to make that change for marketing purposes.

4. Email Marketing Integration: Your site should be set up in a way that makes it extremely easy to connect to third party email marketing platforms (such as MailChimp) to the backend. Often, it makes sense to have all emails go through a form on the site. We recommend using something like Gravity Forms or Wufoo so that you have easy control over this at a later date.

5. Clickable Phone Numbers: Any instance of a phone number being presented should be a hyperlink. That means that users should be able to click that phone number and instantly start dialing from their mobile phone. Do you have older users that get confused when they see these options on their desktop? Your web developer can easily make it so that this feature only shows up on mobile devices if that is necessary. Up the data ante: Implement a trackable phone number to collect further data on the calls and callers.

6. Social Media Feeds: If you're going to leverage the power of social media marketing now or at a later date, a social media feed that integrates with your website could be an excellent idea. This means that whenever you post to your Facebook page or other social media channel, the webpage will automatically display that post in the location you've chosen. And get those social media

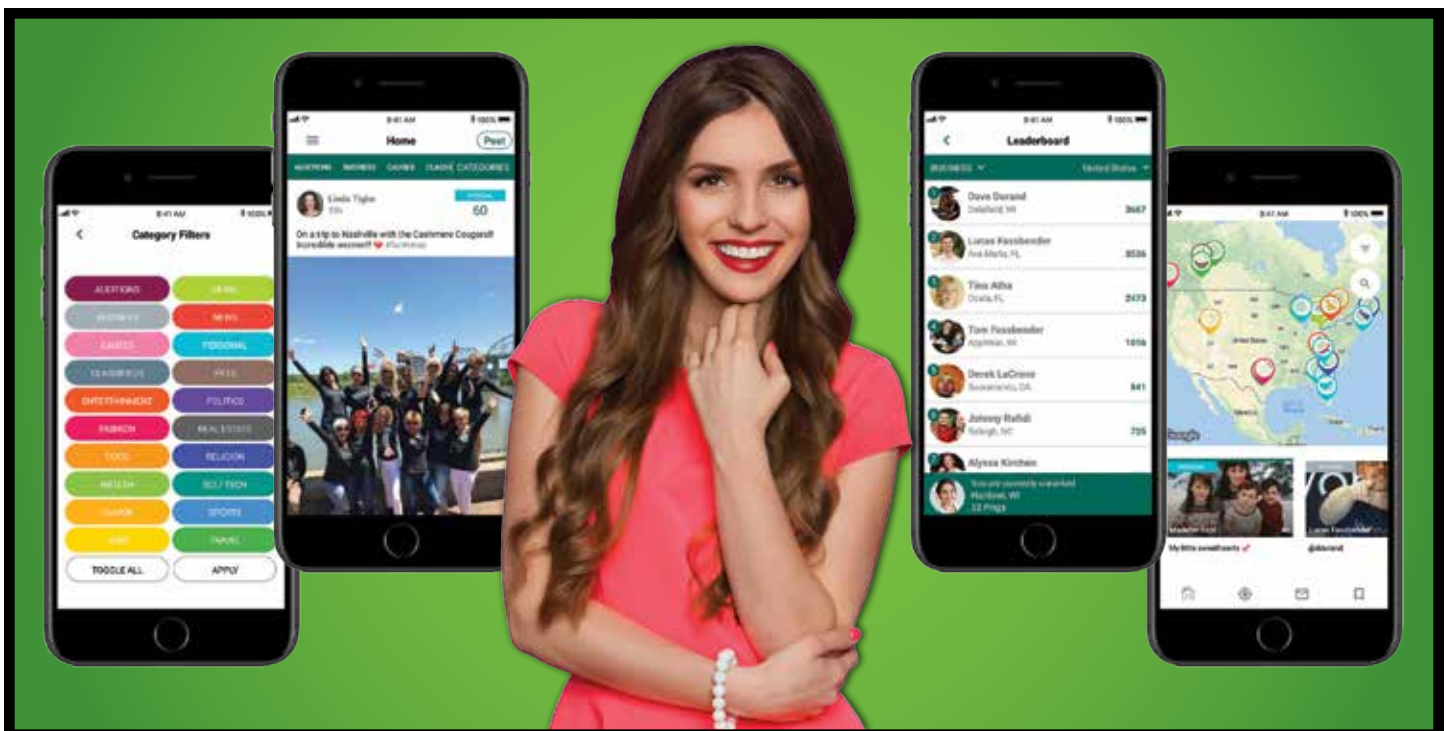
icons on your site! Many visitors research a business by going straight for the Facebook or Instagram accounts.

7. Video Marketing: As the popularity of video marketing continues to grow, be sure your website is set up to handle what you are doing or may do with video in the future. Choose a video host now and remember that YouTube isn't the only name in the game. We've found success using Wistia, a video host that is easy to implement across digital platforms.

8. Yoast Is Not SEO: Understand what SEO is and is not. Many (if not most) of the web developers in the world specialize in code and design—which is not SEO. Throwing a plugin on the WordPress site is not optimizing it for SEO. If you're not confident in your web developer's SEO prowess, seek out a second opinion and do the work up front to make sure your website's SEO is strong and fierce.

9. Dev Environment: It's difficult to play around within a site when it's already live. Digital marketing is all about testing and optimizing, and you want to make sure that you can test to your heart's content without breaking any code or confusing your audience with frequent changes. It's very common to A/B test items such as button colors, placement, and layout. Ask for this during the design/redesign process, and make sure your digital marketing partners are able to easily access and use it.

Truly successful digital marketing is so much more than just a flashy social media presence. It's built on a foundation that is a well-optimized, user-friendly website. Save yourself the headaches, time, and money, and think about these 9 key points up front. You and your team will be so glad you did.



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