

CONNECT

Energize, Innovate, Engage with the West Coast Chamber

November 2018

Feature:

Hospice of Holland



Pictured from left to right: Denise Stancill, Director of Business Development; Scot Reynolds, Director of Human Resources; Sandy Nelson, Director of Quality and Education; Sandra Hahn, Director of Clinical Care; Torrey Husmann, Executive Director; Stacey Wakeley, Director of Counseling Services; Cecelia Perkins, Director of Finance; Alice Emery, Associate Medical Director; Tod Wyn, Medical Director.

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Marketing and Branding

Shoreline Technology Solutions

Computer/Information Systems

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Electronic/Technologies, Controls, Security

Troxel Custom Homes

Custom Home Builder

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Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



I'm feeling especially inspired this month, as I look back on our Annual Meeting and look forward to celebrating our Small Business Person of the Year. How lucky are we to work in a business community with leaders who serve with humility and strength of character? At "Inspire the Fire," we recognized Mark Herman, owner of Crazy Horse Saloon & Steakhouse, and Paul Brinks, President of Koops, Inc., both of whom gave great examples of putting working for the better of the team above all else. It's our honor to work alongside such individuals, and we look forward to celebrating another inspiring business leader in November, at our Wake Up West Coast breakfast.

What's so notable about these leaders is that they are not alone; they reflect our community. Every day we encounter inspirational businesses and employees that have made it a priority to work toward the greater good of our area. Our feature story about Hospice of Holland is one example of an organization that embodies our core value "It's All About You," and the Chamber staff and I are proud to serve the members of the West Coast Chamber that share this mission of making our community a great place to live.

Best Regards,
Jane Clark

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Feature:

Hospice of Holland

By Chelsea Scott

Founded in 1981, Hospice of Holland (HOH) started as a grassroots organization led mostly by volunteers and has grown, over 37 years, to be a preeminent hospice and palliative care provider. In its first year, HOH provided care to 20 patients. To date, that number has increased to more than 12,500 terminally ill people and their loved ones. HOH provides the most compassionate and highest quality end-of-life care through physical, emotional, and spiritual support to patients and family members in Ottawa, Allegan, Kent, Van Buren, and Muskegon counties.

Many of us are familiar with the term *hospice* but may be unaware of all the services HOH offers and everything that goes into their goal of delivering the highest quality care possible. “We are committed to looking at every part of the patient and family experience to ensure we are meeting the needs of each person we serve,” said Director of Business Development Denise Stancill. “Part of meeting that expectation is ensuring we hire the right staff. We believe if we get the right people in place, it greatly improves their ability to be successful at caring for our unique patient population.” Hospice is continually reviewing processes and practices on the administrative side as well, making system improvements as needed to streamline workload, reduce operating costs, meet compliance and provide consistent high quality care. “This year, a main focus is customer service, specifically reviewing the most critical moments during a patient’s time with us and doing our best to make sure we have consistency of care across all disciplines,” said Denise. “When it comes to end-of-life, we have

only one chance to get things right and we take that very seriously.”

In addition to hospice care, HOH has been delivering palliative care services to the community since 2005. “In 2014, HOH renamed its palliative care program Keystone Medical Services to better differentiate between the two very valuable services,” explained Denise. “Keystone Medical Services is a program of HOH and employs a team of two Board Certified physicians, three nurse practitioners, a social worker, a clinical support nurse and palliative care manager.”

Denise, who celebrated 15 years at HOH this month, became acquainted with the organization when they cared for a parent of one of her high school friends. Though she didn’t fully understand all that went into the care that was delivered, it made a lasting impression on her. “I carried that memory with me as I traveled through school and soon after graduating from college, when I began working full-time, I saw HOH was looking for volunteers. I decided to pursue the opportunity,” Denise recalled. “I answered phones during staff lunch hours, helped out with various office/marketing projects and provided companionship to patients when loved ones needed a break.” Her time as a volunteer only solidified her desire to work for HOH fulltime when a position became available. “And I have been with the organization ever since,” she said.

Denise is inspired by being part of an organization that encourages people to focus on quality of life. “It’s not only encouraged, it is required,” she said. Quality of life is the focal point of the hospice philosophy and is at the root

of how HOH delivers care. “The idea of deliberately placing energy on the things that matter: dignity, compassion, respect and the ability to spend time on the things that make life worth living is inspirational.” In turn, Denise and her colleagues are inspired by the patients and families they serve. “They offer a unique perspective on what quality of life means,” Denise shared. “As we hear their stories and identify what makes them want to live, we get inspired to help them see their wishes through and help them achieve the best life possible while under our care.” In 2014, HOH was recognized for this superior care when they were named a Prestigious Hospice Honors recipient, an award that recognizes hospices providing the best patient care as rated by the patient’s caregiver. “We continue to lead the way in how hospice and palliative care services are delivered in West Michigan,” Denise said.

Another important piece of HOH’s mission is community involvement. In addition to participating in charitable giving like the Allegan County Food Drive Collaborative and Community Action House Christmas Drive, HOH is active in the community in the following ways:

- Providing in-service education in area skilled and assisted living facilities and hospitals.
- Performing speaking engagements for various community groups such as HASP/Hope College, high schools, organizations and businesses to educate people about hospice care.
- Mentoring/hosting medical students/residents as they consider hospice as a specialty or learn about it to help supplement their career objectives.



Denise Stancill, Director of Business Development and Torrey Husmann, Executive Director. Photo by Photo Op Studio.

- Offering an on-site bereavement library.
- Providing bereavement/grief support.
- Participating in community senior health/wellness informational events.
- Taking part in Tulip Time parades and being a corporate sponsor of the event in years past.

To help fund their work, HOH has two main fundraisers: Celebration and the Vanderleek Cup Hospice Regatta. Every May, HOH holds its annual Celebration Gala event. 2018 marks the 33rd year that HOH has held this must attend event.

The first regatta took place in 2007 at Macatawa Bay Yacht Club. “After four years of steady growth, the event was in need of a larger venue,” Denise explained. “Yacht Basin Marina offered to become the annual host and since their initial involvement, this event has grown tremendously.” Not only does the marina host the event, but the Yacht Basin staff work year round in conjunction with HOH to ensure that each year’s regatta is bigger and better than the year before.

“Throughout the year, Yacht Basin crew consistently go above and beyond. Whether it’s manning a float for the Tulip Time parade, transporting a raffle dinghy around town or providing a space to film a promotional news segment, Yacht Basin has always accepted the challenge and helped the regatta excel along the way,” Denise said. “We cannot thank them enough for their countless hours of dedication and commitment to this event and to our mission.”

Another entity that has supported the mission and work of HOH has been the West Coast Chamber. “The Chamber has helped our organization achieve successful outcomes through fundraising, most recently for our 2018 Vanderleek Cup Hospice Regatta,” said Denise. “They have been a vessel for us in which to stay current about community happenings, learn about the successes of local business and learn from others about all they are doing to contribute to Holland and West Michigan being a great place to live. We appreciate the opportunity to continue

our membership with the Chamber and have enjoyed providing informational articles in *CONNECT*.”

At the end of the day, everything circles back to the people—the patients and families that Denise and her colleagues serve every day. Every person hired, dollar raised and community event offered is in support of the mission of providing the best possible end of life care. “Being able to ease the burdens associated with all the complexities of end of life and seeing a person go from fear to a place of calm is incredibly rewarding,” Denise shared. “We not only consider it a privilege but an honor.”

For more information about Hospice of Holland, visit www.hollandhospice.org.





Troxel Custom Homes

By Drew DeMeester, Owner

*"It's the little details that are vital.
Little things make big things happen."
— John Wooden*

All too often we can surf through the business of life and forget that it is in the details that surround us that we find the richness, uniqueness, and depth that we all treasure and value. No matter what your business may be engaged in, most likely the difference between you and your competitors truly does come down to details.

As a home builder, we are the creator of space that that you call home—the place where many of your most treasured moments will occur. You will probably never be more connected to, or impacted by, the space that you choose to live within. That space can be viewed as a simple box which can contain the necessities of life, but it can also be a space that is deeply relevant, impactful, and life defining if we layer the details of what you find as important upon it. The difference is in the details, many of them being nearly imperceptible.

As we each engage in the roles and activities of our life, simply taking the time to notice these details, or to point them out to someone else, can significantly affect our perception and experience. Making sure that you have addressed the details may very well be what gets you the sale, ensures that your client is happy, gets you the promotion, or makes a moment become a lifetime memory.

Have you done a details check lately in whatever role or function that you endeavor at?

Details start with listening. Finding out what is important to those that you serve will help you discover the details that they are seeking.

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As our company goes about our activities every day, we are looking for those details that can set us apart, enable us to continue to grow as individuals and a team, and that create value for our clients and the partners we work with. Of course perspective needs to be kept so we don't miss the big picture but I will save that for another missive.

Are you paying attention to the details? Are you discovering what the details might be for those that you serve, creating them to be significant to those that experience them, and ensuring that they become deeply relevant and memorable?

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Proactive Vs. Reactive

By Mark Kolean, Shoreline Technology Solutions

There are two kinds of people in the world: those who start worrying about how much gas is in their vehicle once the tank is half empty and those who drive past the “E” line and coast into the gas station on fumes. Every time we take a family trip as soon as we hit a quarter of a tank my wife is always fidgeting with the estimated tank graph in the car and telling me we need to stop. I know we have a good 40 miles before we really need to start looking for a gas station. I guess when talking about gas in the car you could say she is more proactive than reactive. I have had to learn the lesson the hard way after having run out of gas a few times in my life. I am much more conscientious about how much fuel is in the car at any given time, and take care of the matter before it becomes a problem.

When it comes to information technology and data I am all about helping business people start to think about being more proactive. Let us take for example the issue of backups; many companies have a computer / server / network backup setup by a tech person they know or hire. Then just assume they are running for years over with the HOPE that everything will be just fine. The problem is that without some ability to test and review those backups on a regular basis that backup system can fail and it could be months or years until you discover those failed backups on your own

again. One of the hardest parts of my job is having to tell a client or prospect that I am meeting with that the working backup they thought they had hasn't been working for four months.

I admit it is hard to get people to think about being proactive about their technology when they have always done it reactive. Think of it this way: how many employees use computers in your business? How much time each day do they spend with emails, financial data, CAD design data, spreadsheets, etc.? Imagine all of that data just being lost one random day because one employee opened up the wrong email, or a setting in the firewall was incorrect and allowed a hacker in, or the server died or a pipe burst and poured on top of the CEO's computer (all of these things I have had to help recover).

Being proactive in technology is really pretty simple, it requires only four things to be done right:

1. Data is backed up and verified in a timely manner.
2. Uptime increased by replacing low cost equipment with commercial grade quality equipment.
3. Patches and updates are installed regularly so known security issues are fixed.

4. Advanced security is set up over the network for intrusion protection so your private data doesn't become the Internet's public data.

It costs less to recover data from a backup than to send it off to a data recovery specialist and wait a month to get a tiny fraction back. It costs less to maintain the firewall and security than to have to argue with the bank that the \$40,000 transaction that was wired out of your bank account to Tibet wasn't something you intended to happen. When the wireless goes down five times in a day because the box store router was on sale, that starts not to look like such a great deal. Sometimes when a CEO decides to run their IT gas tank on “E” and do it themselves they run out of gas and have a disaster. Wearing the IT hat can be a painful experience if the technology is not setup right and this is most certainly a time where “an ounce of prevention is most certainly worth a pound of cure.”

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Lake Estate[®] vs. Homeowners Policies

By Andy Spears, Farm Bureau Insurance

Michigan is famous for its lakes. According to the Michigan's Dept. of Environmental Quality (DEQ), we have more than 11,000 lakes and ponds throughout the state. Because so many residents own lakefront property, it's important that it's insured properly. Lake front property owners may want to insure their property with a product designed just for them!

Created in 2011, Farm Bureau Insurance's Lake Estate[®] product is designed for those owning property on natural or man-made inland lakes, on the Great Lakes, or persons along one of the three connecting rivers between two of the Great Lakes (the St. Clair, St. Mary's and Detroit rivers).

So, what are the advantages or differences in a Lake Estate[®] policy vs. Homeowners?

Lake Other Structures

Lakefront property owners often have structures that need to be protected such as docks, piers, wharfs, boat houses/hoists and seawalls. On Lake Estate[®] policies, coverage is offered for Lake Other Structures on a specified basis, with the option to select a deductible specific to just those structures. Coverage can be provided for the insured's seawall that includes coverage for wind driven ice, something that is unique to this product. Coverage is also provided for loss to Lake Other Structures caused by the weight of contents, equipment, animals or people as well as the weight of rain which collects on a roof.

Shoreline Personal Property

Many lakefront owners have personal property located along the shoreline or in the water (water trampolines/slides, anchored rafts, removable docks/boat hoists). These items can be specifically listed along with an option to select a distinct deductible for that property. Newly acquired property is also covered.

Watercraft

If you're on the lake, you likely own watercraft of some type. Watercraft can present additional exposures. Lake Estate[®] offers \$5,000 of Fuel Spill Liability that is not covered on a Homeowners policy.

In addition, the policy includes \$5,000 of blanket physical damage coverage vs. the \$1,500 covered on a Homeowners policy.

Other Coverages/Options

There is also \$3,000 of blanket coverage for snowmobiles and recreational vehicles that is not provided on a Homeowners policy. Liability for the use of a golf cart within the boundaries of an association is also covered on Lake Estate[®]. This is not provided on a Homeowners policy.

A number of "additional coverages" that are included in both Lake Estate[®] and Homeowners have a higher limit under the Lake Estate[®] policy. These are: Debris Removal, Ordinance or Law and Loss Assessment.

Also, some coverages (Collapse due to hydrostatic pressure, Locksmith services, and others) are included in the Lake Estate[®]

policy for no additional charge but may require an additional endorsement (and extra cost) if included on your Homeowners policy. Owners of higher valued dwellings also have more options for their (Coverage A) deductibles than available via a Homeowners.

As you can see, the Lake Estate[®] offers a number of potential advantages over a typical Homeowners policy to meet the needs of the thousands of lakefront property owners here in our amazing state!

Andy Spears owns a local insurance agency in the Holland area. His passion is to serve and provide protection and peace of mind to his clients. Andy can be reached at 616-396-3333,

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Inspiring Our Community at Our Annual Meeting

By Caroline Monahan

Anticipation was high as we launched our new program year at the beginning of September and looked toward our annual business celebration on September 28. The buzz stemmed from the convergence of the perfect location and the fiery hot theme, and had the whole community talking. In fact, our 2018 Annual Meeting, “Inspire the Fire,” sold out two weeks prior to the event, which was thus far unprecedented. Phone calls to expectant guests on the waiting list were greeted with cheers of “Really? I’m in? Yes!” When doors opened, we were set for 565 guests.

The fact that this event was the very first one held at the newly remodeled Civic Center was a huge perk for our members who were fortunate to attend. After years of community discussion, designing and construction, the doors opened exactly one day before our event, and our guests got the first look. The entry way, with its sleek glass exterior,

was filled with light, despite the rain outside, and the welcoming fire and comfortable furniture made everyone feel at home. The transformation of the rest of the building is remarkable, and our guests were treated to a first class event, with amazing staging and A/V (courtesy of the professionals at Corporate Live), delicious food from Gilmore Catering, and, of course, an inspirational program that celebrated the Chamber’s impact on the business community and honored outstanding business leaders.

Our sponsors had the opportunity to attend our Flamin’ Hot Pre-Party, held in the Market Room, overlooking the dining room. Complete with a Bloody Mary Bar, this event was sponsored by Worksighted and gave those guests the opportunity to meet our guest speaker prior to his presentation. The Bloody Mary condiment of choice? Flamin’ Hot Cheetos, of course.

When we first met up with our guest presenter Richard Montañez early this year, it was at the suggestion of a member who had heard his story. In the months leading up to the event, this janitor at a Cheetos factory who worked his way up to PepsiCo VIP shared his fire with us, and we were incredibly excited to bring his message and experiences to share with our members. His inspirational story was the basis of his message to our guests: It’s up to you to make a difference in your life. When describing a pivotal moment in his life, when he had to choose between making a bold move or keeping with the status quo, he made the following statement: “Your job is to get out of the poverty line and get into the cookie (prosperity) line.” He stressed that, “You were created to stand out. It doesn’t matter where you sit. It matters where your heart sits.”



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There was no easy road to the top for Richard, who is now in the process of consulting on and being a producer of the movie that is being made about his life (produced by Fox Searchlight). His son, Steven, who travels the country with Richard and serves as his PR Manager, shared that the real story is so much more than the fact that his father created the Flamin' Hot Cheeto. "The real story is what happened after. It's about how hard he worked to get where he is today." Guests at the Annual Meeting couldn't get enough of Richard's message,

laughing along with him as he shared his fiery spirit with the crowd.

Our hope is that this message will carry over into our business community, as the Chamber works with every member toward the greater good for our area. Emails, shout outs and social media posts that flooded our way show us that our community is indeed "fired up," and that we can expect more great things to come from our member businesses, and the people who bring them to life every day. #inspirethefire18



Delivering Remarkable Experiences

You couldn't ask for a better example of the Chamber's core value of Deliver Remarkable Experiences than that set by the pros at Gilmore Catering. Those in the hospitality industry know the challenge of serving over 550 guests, and Gilmore made it look easy at our Annual Meeting, despite some last minute obstacles. Shortly before the event, we were informed that the full-service catering kitchen at the Civic Center, which was a late add-on to the project, would not be ready in time. The team at Gilmore rallied and took that challenge in stride, preparing the hot food off site and still managing to keep it warm and tasty when it landed on the tables in front of our guests. On top of that, they served 550 people in 12 minutes, which is next to impossible to do. Well done, Gilmore! Thank you for helping make our event remarkable.



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How Affordable Housing Improves a Community



By Dave Rozman



As home costs rise, families in West Michigan are finding it difficult to find housing options that they can afford. This challenge isn't isolated to only single parent households—even dual income families are struggling to afford rent. When surveyed, 60% of local Habitat homeowners stated that they had moved more than five times before living in their Habitat home. At Lakeshore Habitat for Humanity, we are addressing this problem by building homes for working families who need a home option that they can afford and maintain.

Carmen and Felipe have been Lakeshore Habitat homeowners for 19 years and expect to pay off their mortgage in the next few years. Originally, they applied for a Habitat home because their family of five was living with other families in cramped quarters. At times there were fifteen people in one house and ten living in one room. "When we moved to Holland, we were looking at houses that cost around \$95,000. That wasn't possible

for us, and the houses we were looking at didn't work for us anyways. They were either too small or too far away," said Felipe.

Since owning a Habitat home, life has changed considerably for Carmen and Felipe's family. Felipe used to drive 50 miles to work and worked an additional job to supplement the family income. His commute and a second job took time away from his family and limited their ability to actively contribute to the community. Now, Carmen and Felipe spend their extra time strengthening their family ties and volunteering nearby.

Today, two of Carmen and Felipe's children are medical assistants, their oldest son just finished a degree in international business, another child graduated with a bioengineering degree, and their youngest child completed high school in three years and is currently an exchange student in Japan. "Our biggest priority for our kids has been education. We would not have had the money for our kids to get a college

education without Habitat," remarked Felipe.

Habitat builds and sells homes to qualified homeowners without profit using affordable mortgages. Future Habitat homeowners in our program must complete "sweat equity" hours working on their home and other Habitat projects. Currently, four families have been accepted into the Lakeshore Habitat for Humanity homeownership program, one of which will receive our 150th Habitat home built in this community. Before we can begin building their homes, we must raise the funds for the materials. This is done year-round

through community donations, grants, and sales from the Holland ReStore.

To help us continue to have a positive impact on the community and begin work on our next four homes, please consider donating this year. You can contribute online at lakeshorehabitat.org, text Lakeshore to 50155, or mail a donation to Lakeshore Habitat for Humanity, 12727 Riley Street, Holland, MI 49424.



Since becoming Lakeshore Habitat Homeowners:

- 89% spend more quality time with their family
- 93% feel better about their children's future
- 86% participate more in groups or activities in the community
- 81% say their kids have friends visit their home more often
- 80% who changed jobs say that their job became better overall

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November Calendar of Events

Tuesday, November 6, 2018
Leading Edge: Effective Communication

@West Coast Chamber, 272 East 8th St, Holland, MI

A leader's ability to communicate effectively is directly linked to employee engagement and financial outcomes. After exploring the challenges and barriers to communication in today's world we will introduce a major superpower—listening.

Time: 8:30–11 am

Cost: \$45 per member, \$25 for each additional attendee from the same company, \$60 per non-member

Sponsor: Blue Cross Blue Shield Blue Care Network of Michigan



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: 8-9:30am

Cost: No cost to attend but registration is appreciated

Tuesday, November 13, 2018
Wake Up West Coast : Small Business Person of the Year Award

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

Wake Up West Coast brings together over 200 members every month for networking, to hear about business best practices, community initiatives, and to learn from fascinating leaders from around the country and within our own community. Each month features coffee and networking time followed by a delicious buffet and feature presentation.

Time: 7:30-8:30am

Cost: \$25 Member, \$40 Non-member

Sponsor: Consumers Credit Union



Thursday, November 8, 2018
ZAG: Off the Clock

@Tripelroot, 146 E Main Avenue, 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 new venue. Registration is suggested, but not necessary.

Time: 4:30–6pm

Cost: No cost to attend but registration is appreciated

Friday, November 9, 2018
Advocacy in Action: Public Policy Committee Meeting

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



Interested in governmental and political issues? The Public Policy

Cost: \$10 per person
 Sponsor: Blue Cross Blue Shield Blue Care Network of Michigan

Monday, November 19, 2018
Advocacy in Action: Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th St, Holland

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

Time: 7:30-8:30am

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

Sponsor: Huntington Bank

Wednesday, November 28, 2018
Network at Lunch

@Beechwood Grill, 380 Douglas Ave., 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 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 Member, \$35 Non-member



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

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Wassink Consulting L.L.C. is a local company owned by Kurt Wassink working with business and non-profit organizations in the West Michigan area. Primary focus areas include organizational development, training, executive coaching and human resource related consulting.

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Lakewood Construction Brings Home the Trophy for the Chamber Building Project



For 32 years, the Associated Builders & Contractors/West Michigan Chapter (ABC/WMC) has hosted the Excellence in Construction Awards program, highlighting the best in the West Michigan construction industry. Beauty notwithstanding, the purpose of the program is to celebrate quality and innovation. Construction is an important economic driver in sustaining a healthy and successful community. It raises the

standards of excellence and makes our community a more desirable place to raise our families, and attract and grow new business in the area.

ABC/WMC received 83 project award entries for a wide-range of categories from trade-specific projects. This year, one project in particular was a bright light in the Renovation/Addition Less than \$1 Million category—that project was the Michigan West Coast Chamber of Commerce's Robust

Renovation project, which was crowned the winner.

For those who've experienced the building both before and after, this award is the icing on the cake. For Chamber staff, members, and visitors alike, coming together in the transformed space makes every engagement ring with the Chamber's Core Values of Deliver Remarkable Experiences, It's All About You, and Contagious Energy with a Positive Attitude.

As the symbolic entryway into the City of Holland, the renovated building is the perfect representation of all that makes our Chamber and our community so vibrant and strong. As the Chamber has many members, the project came to fruition through years of careful planning, and the numerous voices of support from all sectors in our community. When all was said and done, partnerships for materials, construction, landscaping, design, electronics, and furnishings, as well as financial contributions, allowed the Chamber to complete the \$750K remodel without taking on any debt.

"For Lakewood, working on the Chamber building was a natural fit. We had been involved with the Chamber since 1971 and managed the remodeling and renovation project when the Chamber first moved into the building in 1987. The Chamber plays an integral role in ensuring

our community is viable and vibrant. It was important for us to ensure they had the highest quality product," reflected Lakewood President, Nick Nykerk.

Like all renovation projects, this one was not without its challenges and the Chamber's wish list was long and the budget modest. The project included a new atrium and spine (a vaulted roofline that splits the existing building), space reconfiguration, mechanical upgrades, existing office renovations, and extensive exterior work. The timeline from demo to finish was seven months.

The results are a bright, modern building that meets the Chamber's needs with unique finishes like the amazing sculpted wall in one of the conference rooms, the tulip seats outside, the outdoor learning lab, and the amazing spandrel glass spine that lights up the entire building—interior light in the day and a beacon of light for the community at night.

Said Nykerk, "One of the best things about the project was working alongside the Chamber, GMB AE, and all of the trades and craftspeople who came together to make this project happen. Lakewood is incredibly proud of being part of making the vision a reality. The award confirms that this building truly reflects who we all are as a community. World-class."



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Chamber Team Announcement

By Caroline Monahan

Colleen Schipsi, who joined the Chamber in February of 2016 as Event Coordinator, has been promoted to Event Manager. Colleen's incredible attention to detail makes every event remarkable, from signature events such as the Golf Outing, Breakfast with Bill and our Diversity in Business Awards, to our monthly Wake Up West Coast breakfasts. She's also an incredible proof reader! A graduate of West Coast Leadership herself, Colleen works closely with Jodi to make sure our WCL program events go off without a hitch as well. Over the past two years, Colleen has been responsible for developing our popular Affinity Group program, including developing the concepts for each group, recruiting and working with the steering committees, and coordinating the hundreds of details that go into each meeting and social event for the twelve groups that currently exist. Members come to Colleen with suggestions and she delivers.



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West Coast Cash Spotlight: Corporate Holiday Gifting

By Kara Wassink

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.

This holiday season, give the gift of choice! Corporate buying of West Coast Cash is a great way to show appreciation to your employees, both as an incentive and as a reward. Not only that, but investing in this program ensures that our valued workers show love to our valued community. It's a win-win.

Give your employees a \$5 certificate so that they can warm up at Ferris Coffee & Nut as the temperature decreases. Just across the street past the fireplace is Kilwins, where a \$10 certificate could offer fudge, caramel apples, and more. A \$20 gift could turn into a fun sweatshirt from Harbor Wear, also downtown Holland. They could even use a \$25 certificate and put it toward family pictures from deVries Photography—great for

a Christmas card! The best part: they get to choose where they spend it. As the holidays get closer, they may even extend it to their family and friends. Merchants and employees alike will be thanking you for supporting our people, our businesses, and our community in general.

Your employees work so hard every day to push your business toward its highest potential, so give them the opportunity to help other area businesses succeed as well. For your business itself, the West Coast Chamber offers a 3% discount on West Coast Cash purchases greater than \$10,000. Gift certificates could also be customized and even delivered.

This program is offered year-round, but right now is a great time to get started. Invest in your



employees through investing in our community. Get started today by surprising your employees with a little local holiday cheer! *If you are interested in finding out more about our corporate program with West Coast Cash, please contact Caroline at caroline@westcoastchamber.org*

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There's Never Been a More Important Time to Make Your Voice Heard

By Caroline Monahan

The West Coast Chamber strongly encourages you to learn more about the candidates in each race and the issues at hand. But most importantly, we hope you will use the tools on this website (<https://webapps.sos.state.mi.us/MVIC/>) to register to vote, find your polling place, and get answers to Frequently Asked Questions. Here's an overview on upcoming initiatives.

Michigan Proposal 1, the Marijuana Legalization Initiative

Proposal 1 was designed to allow adults aged 21 years or older to possess and use marijuana for recreational purposes. Individuals would be permitted to grow up to 12 marijuana plants in their residences. The measure would create an excise sales tax of 10 percent, which would be levied on marijuana sales at retailers and microbusinesses. Revenue from the tax would be allocated to local governments, K-12 education, and road and bridge maintenance.



Michigan Proposal 2, the Independent Redistricting Commission Initiative

Proposal 2 would transfer the power to draw the state's congressional and legislative districts from the state legislature to a 13-member independent redistricting commission. The ballot initiative would require four of the commissioners to be Democrats, four to be Republicans, and five to be independents or members of third parties.

The affirmative votes of at least seven members, including a minimum of two Democrats, two Republicans, and two members not affiliated with the major parties, would be needed to pass a redistricting plan.

Michigan Proposal 3, the Voting Policies in State Constitution Initiative

Proposal 3 would add several voting policies to the Michigan Constitution. Some of these voting policies exist in state statute, but not the state constitution, while most others would be altered policies or new policies. The new policies that would be added to the state constitution include straight-ticket voting; automatic voter registration; same-day voter registration; and no-excuse absentee voting during the 40 days before an election.



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Putting the Finishing Touches on West Coast Leadership's Community Project

By Caroline Monahan



One of the best things about the West Coast Leadership Program is that it's never finished evolving. Under the direction of Chamber Vice President Jodi Owczarski, and alongside WC Alum collaborators on the curriculum committee, the program is evaluated and tweaked every year, responding to class feedback, best practices in leadership development, and the needs of the community. New to the program for the class of 2017-2018 was the addition of a Class Community Impact Project, to be completed

after the class graduated in May of this year. The class choice: The beautification of the Holland Civic Theatre, a gem of a program, housed in the tiny original Grace Episcopal Church, in the midst of downtown. The primary benefactor: Fifth Third Bank, who donated \$5,000 to the cause.

With all of the development going on just to the north of the Holland Civic Theatre, which is located on 9th Street and River Avenue, it was time for the former church, built

in 1886, to step up its exterior to compliment all the new construction happening across the street. The Board at the non-profit theatre is quick to point out that they are a self-sustaining organization, but concede that the upkeep of their decades old building tends to drain resources they hope to allocate to more innovative projects. Board member, Deborah Ruth, shared that having the West Coast Leadership Class take the task of exterior improvements "gives them some breathing room" to make other projects on their wish list possible.

A core team of classmates spent the summer working with the HCT Board and area businesses, examining the needs and the options. Nick Nykerk, a member of the class as well as the President of Lakewood Construction, ran point on determining the scope of the project, and helping to find contractors to work with the team on the parts that needed to be tackled by professionals. Also involved in the planning and coordinating were Josh Delo, Amanda Conover, Coty

Lindell, Caroline Monahan, Jodi Owczarski, Dave Purnell, and Amanda Telgenhof. Other members of the class assisted with getting additional donations in the form of money from Captrust and Brooks Capital Management, and materials and/or installation from Repcolite, Welch Tile, and Vork Brothers Painting. BandATech Solutions took a different approach to donating, and worked with HCT to overhaul their website, which was much needed.

The results are amazing. The red awning that dominated the front façade was removed, and the worn red carpet on the stairs was ripped up and replaced. The siding was powerwashed, prepped and painted, and the landscaping was weeded and refreshed. West Coast Leadership Alums donated hours of sweat equity, and can't wait for the community to see the fresh face of the Holland Civic Theatre. Head over and see a show this year!

Tickets are available at www.hollandcivictheatre.org.

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Happenings at the Chamber



Cutting the ribbon at the new Chamber Pointe, located adjacent to the West Coast Chamber.



Celebrating the opening of CP Solutions.



Legislative officials speak at the Governmental Affairs Breakfast.



Adam Zuwerink's team at West Michigan Law, P.C. celebrates with a ribbon cutting.

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The team at Renew H2O claps at their ribbon cutting.



Ken Wasco from Gordon Food Service inspires attendees at Wake Up West Coast.



A group cuts the ribbon at City2Shore Real Estate.

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