

# CONNECT

Energize, Innovate, Engage with the West Coast Chamber

July 2018

Feature:

## 2018 Ambassador Award Winners



*Pictured from left to right:  
Kevin O'Keefe, Sarah Fuhs,  
Aris Knitter, Nolan Kamer,  
Stacy Segrist Kamphuis,  
Kim Vandermolen.*



Best Version Media®



Cover photo by Photo Op Studio LLC

# Expert Contributors

featured in Connect



## INSIDE THIS ISSUE

Feature: 2018 Ambassador Award Winners.....	4
Expert Contributor: Mercy Health.....	8
Expert Contributor: Navigate.....	10
Expert Contributor: Town & Country.....	12
Save the Date: There's No Party Like a 50th Anniversary PAR-TEE.....	14
West Coast Leadership: What's Next for the 2018 Leadership Graduates?.....	15
Getting a Fresh Perspective: Summer Interns at the Chamber.....	16
Calendar of Events.....	17
Member Milestones: Haworth Celebrates 70 Years.....	18
New Members.....	19
West Coast Cash Merchant Spotlight: Mario's Pizzeria.....	20
Happenings at the Chamber.....	22



## ADVERTISING INDEX

Andy Spears Farm Bureau Insurance.....	13
Baumann & DeGroot Heating & Cooling.....	13
Boer's Transfer and Storage.....	11
Bosch's Landscape.....	9
Buis Mattress & Bedroom Furnishings.....	14
Captivation Capital.....	7
City Flats Hotel.....	18
Custer, Inc.....	22
Edify North.....	7
First National Bank.....	21
Floor Gear Unlimited.....	23
Gordon Water Systems.....	7
Holland Hospital.....	11
Holland Litho Printing Services.....	17
Hope College.....	11
Hospice of Holland.....	20
Lakewood Construction.....	21
Lighthouse Insurance Group.....	9
Macatawa Technologoes.....	16
Manpower.....	117
Mercy Health Partners.....	9
National LED Solutions.....	19
Navigate.....	10
Photo Op Studio.....	15
Shoreline Technology Solutions.....	7
Suburban Inns.....	24
Town & Country Group.....	12
Wendy Ryder Sotheby's Intl. Realty.....	17
Yacht Basin Marina.....	16
Zeeland Lumber.....	13

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

### Edify North

Employee Benefits

### Andy Spears - Farm Bureau Insurance

Personal & Business Insurance

### Hospice of Holland

Palliative Care

### Lakewood Construction

Construction Management

### Mercy Health Partners

Healthcare Provider

### Navigate

Marketing and Branding

### Shoreline Technology Solutions

Computer/Information Systems

### Town & Country Group

Electronic/Technologies, Controls, Security



## PLATINUM SPONSOR



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan



## SMALL BUSINESS FINANCE PARTNER



ECONOMIC  
DEVELOPMENT  
FOUNDATION  
SBA-504 LOANS



Best Version Media®



Patrick Avery



Chelsea Scott



MICHIGAN  
WEST COAST  
CHAMBER OF COMMERCE

### Looking to become a sponsor with an advertisement in Connect?

#### SPONSORSHIP

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

#### PUBLICATION TEAM

PUBLISHER: Patrick Avery  
CONTENT COORDINATOR: Chelsea Scott  
DESIGNER: Donna Johnson  
COVER PHOTOGRAPHY: Photo Op Studio LLC

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

#### FEEDBACK/IDEAS/SUBMISSIONS

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

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

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

#### TIMETABLE OF MAGAZINE DEADLINES

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

*Any content, resident submissions, guest columns, advertisements and advertorials are not necessarily endorsed by or represent the views of Best Version Media (BVM) or any municipality, homeowners associations, businesses or organizations that this publication serves. BVM is not responsible for the reliability, suitability or timeliness of any content submitted. All content submitted is done so at the sole discretion of the submitting party. ©2018 Best Version Media. All rights reserved.*

# Letter from Jane Clark

President, Michigan West Coast  
Chamber of Commerce



This month our magazine features our Ambassadors, and I would like to take this opportunity to personally thank them. Made up of members who volunteer their time and efforts to make us stronger, Ambassadors turn ideas into action to help us serve our members. This spring, we asked the Ambassadors to cast votes for those among them who reflected the Chamber's five Core Values in the brightest way. The six Ambassadors featured in this issue were recognized, but we know that the entire team is a great reflection of the spirit that we value at the Chamber.

Working with our staff, our volunteers help share contagious energy throughout the business community, and we offer them our sincerest gratitude for the countless hours they spend helping the Chamber stay plugged in. Members of the Ambassador network are a great source of information about the Chamber, and I encourage you to connect with them when you see them out at events. Ask questions; give feedback. It helps us learn more about how we can provide value for your business. Delivering excellent service and experiences to our members is our priority, and we couldn't do all that we do without our Ambassadors. Thank you!

Best Regards,  
Jane Clark

## Michigan West Coast Chamber of Commerce Board 2017-18 Executive Committee Members

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

## 2017-18 Board Members

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

## Michigan West Coast Chamber of Commerce Staff

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



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSOR



Feature:

# 2018 Ambassador Award Winners

By Chelsea Scott    Photos by Photo Op Studio LLC

It's that time of year again. The time when we shine a spotlight on Chamber Ambassadors, the invaluable group of individuals who engage members through a variety of programs including events and personal contacts. Ambassadors work with the Chamber staff to enhance member value and retention through planned activities that benefit the Chamber's diverse members and community.

Each May, the Chamber takes time to officially thank the Ambassadors and recognize those who go above and beyond. This year, for the first time, the award winners were voted for by fellow Ambassadors, based on the Chamber's five core values: *It's all About You, Contagious Energy with a Positive Attitude, Deliver Remarkable Experiences, Learn Innovate Share and Think Big Be Great.*

Keep reading to learn more about the 2018 Ambassador award winners.



*Your West Coast Chamber Ambassadors.*



## **Nolan Kamer, Nolan Kamer Agency / Farm Bureau Insurance**

### **It's all About You**

*This Ambassador goes above and beyond to help our members and the community be great. They commit themselves to building meaningful relationships and building an engaged network. They find that true success comes from helping others succeed.*

Nolan Kamer joined the Chamber in 2010 but really ramped up his involvement in 2015. It's safe to say the Ambassador Leadership Team Chair, Chamber Gold Sponsor and Zeeland Affinity Group (ZAG) board member is firing on all cylinders. "When I became an Ambassador, I really got to know the Chamber," Nolan said. "I jumped right into the role and went to every event I could fit into my schedule." In fact, that level of involvement is a big part of why Nolan pursued the Ambassador role. "I knew that Ambassadors were involved in all the events," he said. "They're looked upon as leaders within the Chamber

and opportunities that Ambassadors have, elevates the impact that the Chamber has on a small business."

Nolan pointed out that businesses aiming to make a difference in the area are part of the Chamber, and he has valued the fact that event networking has led to friendships first, business relationships second. "I've experienced the depth in the community that my office impacts, and this wouldn't have been possible if I hadn't become an Ambassador," he said.

When asked how being an Ambassador has helped other Chamber members, Nolan cited his passion for the Chamber and its programs. "I feel my enthusiasm toward the Chamber and the Ambassador program permeates the people that I'm in contact with," he said.

The fact that his fellow Ambassadors voted for him to receive the **It's all About You** awards makes it that much sweeter for Nolan. "I've never won an award where your friends, colleagues and peers vote," he said. "It's an honor to be recognized."



### Stacy Segrist Kamphuis, The Insurance Group

#### Contagious Energy with a Positive Attitude

*This Ambassador is always smiling. They are passionate and energetic. They foster an upbeat, friendly, and positive environment that allows others to thrive.*

The Insurance Group President Stacy Segrist Kamphuis recognized the value of Chamber membership early on. "I have been part of the West Coast Chamber for close to 20 years," she said. "As a young business, I knew that we needed to be a part of the big picture, and the Chamber gives you a short cut."

Stacy spoke highly of West Coast Leadership, pinpointing it as her favorite Chamber program. "If your heart is in your community, becoming a trustee is the icing on the cake," she said. "The class equips you with the bits of knowledge to become further involved in your own passions, or know just enough that you can turn to those that are passionate about that piece of the community that keeps us all running so smoothly."

A born cheerleader, the role of Ambassador was perfect for Stacy. "My mom and dad taught me that you should always invite everyone to the party. I love to be invited to a party," she said. "I can't think of anything more fun than going to parties, welcoming the new guy, learning about their business and taking a picture. It's a dream role."

With her level of passion and enthusiasm, it's easy to see why Stacy was voted to receive the **Contagious Energy with a Positive Attitude** award. "I turned 50 shades of red when I won; I was surprised," she said. "To be appreciated for making the effort made me feel like a rock star." The acknowledgement came at the same time as another set of awards for The Insurance Group. "We just won the Best of the Best for Insurance Agencies and 2nd place for Customer Service, so I am flying high right now," she shared. "I feel like I'm living up to my nickname of 'Queen,' so it's time to spread the cheer. You CAN be successful, happy and encourage others along the way!"



### Kevin O'Keefe, Chemical Bank

#### Deliver Remarkable Experiences

*This Ambassador helps make every experience with the Chamber memorable by providing hospitality and expert advice. Whether they're interacting with a longtime friend or a brand-new Chamber member, they make everyone feel welcome.*

If there were an award for years of Chamber membership, Kevin O'Keefe would surely be in the running. A member for 21 years, Kevin has served as Ambassador Committee Chair, Golf Committee Chair and Leads Group Chair to name a few. Throughout the years he has grown his business through getting to know Chamber members. "I have built many relationships," he said.

Kevin became an Ambassador because he viewed it as a great way for him to serve the community and meet a lot of people. "The Ambassador Program serves the Holland/Zeeland area by bringing the business

community together through events, networking and seminars," he said. "It is an easy way to connect with other businesses. I have grown a couple of businesses thanks to being an Ambassador."

Like our other award winners, the relationships formed through the Ambassador Program are what Kevin values most. He, in turn, has enjoyed giving back through his work in the program. "I would like to feel that I have helped other Chamber members by answering their questions, guiding them in an appropriate direction for them and their business, by being someone who can make them feel welcome," he said.

That welcoming spirit didn't go unnoticed. "Winning this award was an honor. I am so grateful that my fellow Ambassadors recognized me in the way that they did," he said. "It makes me feel very valued and special. The best part is that I wasn't trying to win an award, I was just being who I am."



### Kim Vandermolen, Lakeshore Family Chiropractic, PLC

#### Deliver Remarkable Experiences

Tying with Kevin O'Keefe for the **Deliver Remarkable Experiences** award is a familiar face—Kim Vandermolen. Kim, who is on the Ambassador Leadership team, was also Ambassador of the Year in both 2016 and 2017. Her enthusiasm is contagious, and she relishes the opportunity to be at every event to help, guide and answer questions for members who are not as familiar with the Chamber.

When Kim became an Ambassador, the main reason was to attend ribbon cuttings. "It is a great way to support new businesses, celebrate milestones and make deep connections," she said. "I also feel Wake Up West Coast, networking lunches and Power Breakfasts are great, and of course the monthly meetings are top notch!"

Kim's involvement with the Chamber has been instrumental in her role as Practice Representative Director for Lakeshore Family Chiropractic.

"Connections that I have made through the Chamber and being an Ambassador have been huge!" she said. "These people have not only helped me with booking appointments and building our practice, they have become great friends."

When it comes to her favorite thing about being an Ambassador, Kim couldn't pick just one. "The relationships I have built through being an Ambassador are priceless!" she said. "I am proud to call the Ambassadors my friends and enjoy the time I get to spend with them. I also love being on the Leadership Team and part of something even bigger. I am proud to be called an Ambassador!"

Kim is also proud to have been recognized by her peers for the **Deliver Remarkable Experiences** award. "I have been extremely honored to have earned the Ambassador of the Year Award the past two years," she said. "Winning this award is a whole different feeling because I was nominated and awarded this by my peers. I have a hard time finding the right words to describe the feeling! I'm humbled, proud, and so thankful."



**Sarah Fuhs, Westwind Construction**  
**Learn Innovate Share**

*This Ambassador is never done learning. They are curious about new possibilities and always willing to explore new options. They seek personal and professional growth and always encourage others to do the same.*

Sarah Fuhs joined the Chamber three years ago when she started her own business, Benefit Resource Partners. “Joining the Chamber was a way for me to network, learn more about our community and grow my business,” Sarah said. “It was through the Chamber that I connected with Westwind Construction; they became a client of mine and eventually hired me full time in December 2017 as their Operations Manager. I would not be in my current role without the Chamber.”

Sarah came to know the Chamber through attending events, then by completing West Coast Leadership, and is now an Ambassador. “I like to connect people with other people, services, opportunities, etc. and the Ambassador program has allowed me to do this,” she

said. “It has helped me to become a better steward of our community.”

When asked how being an Ambassador has affected her business, Sarah said, “The Ambassador program has afforded me the opportunity to build meaningful relationships with others, through which I have learned more about fellow Chamber members and their businesses. In turn, they have been able to get to know more about me and Westwind. I now have a network of individuals who I can lend an ear to, reach out to for advice and refer others to as they need help personally and professionally.” She went on to say that it’s through these relationships that Chamber businesses thrive. “The impact cannot be valued in dollars and cents—it is so much more than that,” Sarah said.

As someone who loves learning and facilitating learning for others, Sarah truly embodies the ideals of the **Learn Innovate Share** award. “Often, we don’t have the opportunity to see what ripples we may leave behind or how we may have influenced others,” she said. “This award affirms for me the positive impact I have had in others’ lives. I am humbled by this.”



**Aris Knitter, Five Star Real Estate**  
**Lakeshore, L.L.C.**  
**Think Big Be Great**

*This Ambassador envisions a bold future for our community. They dare to dream and embrace positive change. They are always looking at the big picture and inspire others to do the same.*

Aris has been involved with the Chamber on various levels over the years but really dove in when she became a realtor in 2013. “I participate in the Wake Up West Coast Breakfasts as an attendee and a volunteer and in addition to being an Ambassador, I am the former Chair for the Ambassador Committee,” she shared. “I am a member of one of the Connect Groups and am currently serving as chair for my group and on the Leadership Committee for the Connect groups.” Aris is another West Coast Leadership grad and recently started participating in the new affinity group for leadership class alumni. “I’m looking forward to the work of this group!” she said.

In addition to her desire to invest more time into her community, Aris became an Ambassador to become more connected, network and develop relationships to help grow her business. “I have met so many great people and built some wonderful relationships,” she said. “We help to promote and support each other.”

Aris is grateful to be part of a group that brings people and businesses together. “The Ambassador program serves the business community by bringing awareness about new and existing programs, marketing opportunities and new businesses to those that may be a good connection,” something Aris has experienced firsthand. “Becoming an Ambassador has helped me to grow my network in ways I couldn’t have done otherwise.”

Aris received the **Think Big Be Great** award for her work as an Ambassador. “I am honored to have won an award that was voted on by my Ambassador peers; it means a lot to me,” she shared. “It means the conversations I had are meaningful. It means showing up makes a difference.”

*Here’s to all Chamber Ambassadors and our award winners. Thank you for consistently going above and beyond, and for embodying the Chamber’s core values!*

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

You have questions about the cloud.  
We have answers.

(616) 394-1303  
www.STSmich.com



Shoreline  
Technology Solutions (STS)

ARE YOU EN?

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



EDIFYNORTH

Where  
EMPLOYERS & EMPLOYEES  
Intersect.



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



**Lick This Ad.**

Kind of bland, huh? Unfortunately, some advertising is. Flavorless as a sheet of paper. Not even worth a second lick, er...look.

Luckily, there's a local ad agency, run by Holland native Pete Van Regenmorter, creating advertising and marketing that's a feast for the senses—arresting, thought-provoking, **captivating**.

Want a taste of **Captivation Capital**® for your company? Check out **[captivationcapital.com](http://captivationcapital.com)**, then contact us today.

CAPTIVATION CAPITAL | 186 S. River Ave. | 616-355-2530

RECEIVE 25 GALLONS  
— FREE —  
call for details!

Good For You!

2017 BEST OF THE best  
Holland  
1st Place Winner

Gordon  
WATER SYSTEMS

- Bottled Water Delivery
- Office Coffee Service
- Water Softening, Rust, and Odor removal
- Reverse Osmosis Drinking Water Systems

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



Joshua M. Fournier, PA-C

# Regular Physical Activity, Health Screenings Can Improve Your Well-being

Courtesy of Mercy Health

According to the IDEA Health and Fitness Association — whose 30-year history includes the industry's first Code of Ethics and the first awards to recognize professional excellence in the fitness field — people of all ages can improve the quality of their lives and reduce the risk of developing coronary heart disease, hypertension, some cancers and type 2 diabetes with regular physical activity.

Mercy Health would like to encourage you to care for yourself and your loved ones by reminding you of the importance of maintaining a consistent fitness routine and getting regular health screenings.

Physical fitness is one of the single most important things a person can do to improve their overall health. There is the obvious benefit of losing weight, but physical fitness conveys to so many other areas of a person's life.

"After you start to lose weight, you will begin to feel better about your personal image, thereby improving your attitude and outlook on life. Regular physical exercise will also improve your sleep, which will allow you to think more clearly and be more productive throughout the day. And the list just goes on. I make a point to stress the importance of exercise at every annual exam with my patients because it's just that important," says Joshua M. Fournier, PA-C at Mercy Health Physician Partners Holland North.

The *Physical Activity Guidelines for Americans*, published by the U.S. Department of Health and Human Services, recommend that adults participate in two types of physical activity—aerobic activity and muscle-strengthening activity—each week to improve health.

Specifically, the guidelines suggest two hours and 30 minutes (150 minutes) of moderate-intensity aerobic activity (like brisk walking) every week and muscle-strengthening activities on two or more days a week, focusing on working on all major muscle groups. According to the



Centers for Disease Control and Prevention (CDC), muscle-strengthening activities can include:

- Lifting weights
- Working with resistance bands
- Doing movement that uses your body weight for resistance, such as push-ups and sit-ups
- Heavy gardening like digging and shoveling
- Yoga

The CDC recommends spreading your activity out during the week and even breaking it up into smaller periods of time each day. That way, 150 minutes of activity may not seem so overwhelming. It all counts as long as you're keeping a moderate or quick pace for at least a 10-minute session each time.

"Ultimately, it doesn't matter what kind of physical activity you participate in, so don't get overwhelmed all the options. What is important is that you pick something that you enjoy doing because that is what you are most likely to stick with. And the sky really is the limit," suggests Fournier. "If you don't like slogging away on a treadmill but enjoy being outside, then taking a daily walk on the beach or hiking a local trail is a better form of exercise for you."

If you have any concerns about starting a fitness program, remember to check with your doctor.

Another way various disorders such as diabetes, depression and hypertension, can be identified early is by knowing and properly managing your biometric numbers including your blood pressure, blood sugar and cholesterol levels.

"Providers can learn a lot from your biometric numbers. By looking at your blood pressure and lipid profile, we can measure how "healthy" you currently are. Then by working together, we develop a plan to improve those numbers, if needed. Usually regular physical exercise is one of the first places we start with," adds Fournier.

The best way to find out if your numbers are within a healthy range for your gender, height and age is to have annual health screenings. Having a primary care physician (PCP) who can coordinate your care is vital to your good health. A PCP typically specializes in family medicine, internal medicine or general practice. If you don't have a PCP, finding one is easy! Just visit your insurance carrier's website, look for the "find a doctor" area and follow the instructions.

Mercy Health is committed to providing resources that promote well-being though body, mind and spirit and is dedicated to helping you live a healthy life.

*If your organization would like to offer biometric screenings on-site to your employees, please contact Amy Huss at amy.huss@mercyhealth.com.*



# ill·logic

/il'läjik/ | noun:

*Believing that ignoring your symptoms  
will make them go away.*

We get it ... being sick can cloud your judgment. Thankfully, with extended hours and more than 40 convenient locations, Mercy Health Physician Partners makes it easier than ever to get you feeling — *and thinking* — like yourself again. *That's primary care you can be close to.*

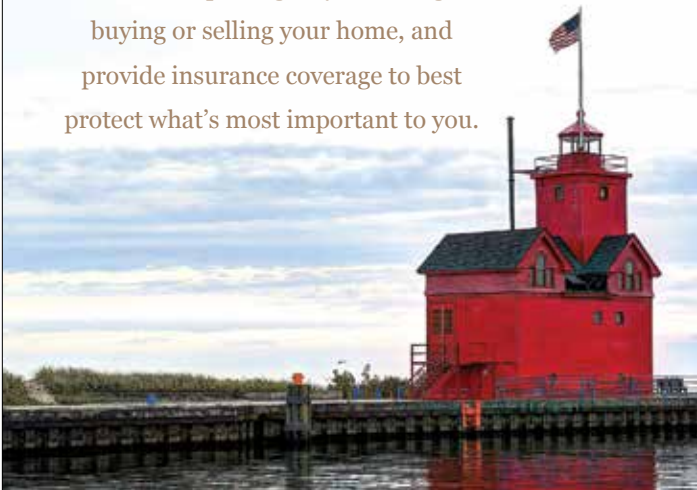


MercyHealthLogic.com



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

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



800.344.3531 • LIGHHOUSEGROUP.NET

BENEFITS • BUSINESS • LIFE • PERSONAL • TITLE



PLANTING FOR THE FUTURE



STAMPED  
CONCRETE  
SIDEWALKS  
AND PATIOS

Award Winning  
Company—  
32 Years in  
Business

FULL SERVICE  
LANDSCAPE  
COMPANY

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



# Legacy

By Rob Stam, Navigate

There was a soldier in the Civil War named William McWilliams. He fought in various battles for the Union Army, including the Battle of Gettysburg with General Custer. He took a musket ball to his leg at the battle of Boonville, leaving him unable to fight any longer. He died in near poverty and is buried in a small grave in Hamilton.

He was my great-great-great-grandfather; and until last year I didn't even know his name. The few sentences above contain almost everything I know about him.

His story isn't that unique, and there are countless more that would make for a better Hollywood movie. Yet, here I am telling it. And when my son did his 8th grade history report on Gettysburg, he was able to bring his "Sons of the Union Army" certificate with him as a result of being William's descendant.

I wonder if grandpa McWilliams thought about his legacy back at Gettysburg. Based on his inconspicuous grave, and the fact that none of us knew anything about him until my dad did some digging, he apparently had no real legacy. To the best of my knowledge, this is the first time anyone in the past 150 years has even mentioned him.

But a legacy it is—a man who volunteered to fight and was wounded for a cause so much greater than himself.

I remember years ago walking with my son, only four years old at the time, in downtown Holland when he inquired about those iconic footprints in the sidewalk

at 8th and Central. They are placed there in honor of a man who has a well-known legacy in this community. Years after his passing, Ed Prince is still a celebrity here. He too cared about things so much greater than himself. Much of what we enjoy in this community began with his vision and tireless efforts.

But what does any of this have to do with you or me? I never met Mr. Prince and I know very little about him, just like I know very little of my great-great-great-grandpa. But what I do know is that the opportunities we have in this community and nation are because of what others, many of whose names I don't know, valued and defended long before we existed.

And now, it's our turn. Let's be honest, we all have those moments when we ponder, "What's the point?" Most of us aren't fighting a war or building a corporation that employs thousands of people. So, what, exactly then, is the point? Work, meetings, events, etc.—is there a legacy in any of this?

Lest I leave you depressed, I offer some simple advice. We live in a world consumed with status. We are constantly comparing ourselves to everyone else, and we spend most of our energy working to improve our status quo. But legacy is about the opposite. It's not about you or me as individuals. Legacy is about what we value.

When it's all said in done, status means nothing. Eventually we all have the same status: covered in six feet of dirt. But what we value is what lives on.

So, as you go about your day, ask yourself: "What do I want to remain when I'm gone?" Hopefully more than just what's left of your retirement account.

Then, change your status quo accordingly. Become obsessed with a legacy that is about something bigger than yourself, something that isn't even dependent on your name being remembered, but instead about what you value being sustained in the years ahead.

The decisions you make today may affect the decisions of someone five generations from

now—like what to do for an 8th grade history project or what article to write for a local chamber of commerce magazine.

Think about the magnitude of those decisions today.

No one, even a broke, wounded soldier forgotten for 150 years, is too insignificant for that.

*Rob is the President of Navigate and author of The Entrepreneur's Survival Guide. For more information and contact information visit [www.robstam.com](http://www.robstam.com)*

**NAVIGATE**  
BUSINESS STRATEGY & MARKETING.

**LET US HELP YOUR BUSINESS GROW.**

240 E 8TH STREET  
HOLLAND, MI 49423  
navigateworks.com | info@navigateworks.com



We're honored to be named one of  
**America's 50 Best Hospitals**  
 by Healthgrades®.  
 2014 - 2018



# INNOVATIVE WORKFORCE SOLUTIONS ARE HUMANLY POSSIBLE



With over 60 years' experience in Employment Services, Manpower's recruitment, screening and assessment expertise help create success for both job seekers and employers. We provide free training for associates and impeccable service to our clients.

**Contact us to see how we can stack the odds in your favor.**

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

[manpower.com](http://manpower.com)



**Local & Long Distance Moving Specialist**

616-399-2690 or 800-433-9799

[www.boerstransfer.com](http://www.boerstransfer.com)



**HAWORTH**  
 Inn & Conference Center

## MEET.

Full service conference and meeting space.



## EAT.

One block from downtown Holland.



## STAY.

On the campus of Hope College.



For more information, call: 800.903.9142

[haworthinn.com](http://haworthinn.com)



# You'll Get Everything and Like It!

By Doug Barene, Operations Manager, Town & Country Group

I have always loved movies and reference them often. Through my late teens and twenties, my buddies and I would constantly quote the movie *Caddyshack*. The quote "You'll get nothing and like it!" is one we would often say to each other, kidding about our wishes and wants. I may use that quote with our sons and daughter, but I don't ever mean that. I want and give them more than what I received at their ages. Sugar cereal, "You'll get nothing and like it!" was what I received, but today our kids would never eat Rice Chex cereal, and can you even buy it today? That is somewhat the way it is with skilled trades jobs. What was once the predominant occupation of America's greatest generation is no longer acceptable or outdated for kids today. We want more for kids of today. However, those who are in skilled trades jobs today know something others don't, in that they can have everything, and like it!

People in their twenties working for Town & Country Group are working to buy their first home and are not worrying about college debts. They've earned four years of paid training, driving nice vehicles, and well on their way to living the American dream. We don't have video game stations or ping pong tables, but we do offer something most other jobs can't—the variety of workplaces and the satisfaction of helping to build your own community! Like raising a child, constructing a building provides a similar

satisfaction of accomplishment, although much faster.

There are pains and struggles in construction but not many other industries allow as much unlimited potential. The trend for those entering the workforce constructing the spaces of tomorrow is declining. Although efficiencies are being utilized in the field, skilled trades jobs will never go away. Efficiencies and possibly even robots will continue to assist and grow in use, but the individually unique schools, factories and many other building types cannot be built into a database to replace the common sense of experienced electricians, plumbers or other skilled trades.

We must work to encourage more young people to the skilled trades. A current Co-Op student of ours told me at his interview that he was unaware that people could have such good jobs in the skilled trades. This opportunity for all young people should not and cannot be a secret for only a few to benefit from. That is not to say these are easy jobs that anyone can do. Those that are color blind, please do not apply, as we can't have crossed wires causing an outage or worse yet, injury. However, those with initiative wanting to get to their American dream sooner than others, the door is open, "You'll get everything and you'll like it!"

*If you need assistance in your home or business, please call Town & Country Group and 616-772-6746 or visit us at [www.tcgroupinc.com](http://www.tcgroupinc.com).*



• Data Cabling • Fiber Optics • Audio Visual • CATV • TV's • Projectors • Sound •



Electric • Technologies • Controls



**TOWN & COUNTRY TECHNOLOGIES**  
Member Town & Country Group



**TOWN & COUNTRY CONTROLS**  
Member Town & Country Group



**TOWN & COUNTRY SECURITY**  
Member Town & Country Group

*Commitment To Quality*  
**CUSTOMER SATISFACTION**  
**UNIMPEACHABLE INTEGRITY**  
 Service second to none.

• Control Panels • PLC • HMI Integration • SCADA • Material Handling •

Electrical • UPS Systems • Generators • IR Scanning • Preventative Maintenance • Energy Analysis

Voice • Phone Systems • Paging • Security • Card Access • IP CCTV • CAD • BIM • Design / Build



Passionate about serving our local community.

Celebrating Our Staff:

This is Ryan Kolff.

- He is an Installation Field Manager
- Has worked with B&D since 1998
- Graduated from Holland Christian
- ACHR NEWS National Tech of the Month
- Is an expert in Hydronics and boiler work



Andy Spears covers Michigan

Auto, Home, Life, Business, Farm and more



Andy Spears  
 380 Garden Ave, Holland  
 (616) 396-3333  
 InsureWestMichigan.com



World's #1 Decking Brand Now in Stock

146 E. Washington Ave.  
 Zeeland, MI 49494  
 616-772-2119

5836 Clay Ave. SW  
 Wyoming, MI 49548  
 616-772-2119



Build. Trust.  
**ZEELAND**  
 Lumber & Supply



# There's No Party Like a 50th Anniversary PAR-TEE

By Caroline Monahan

It's been 50 years. The West Coast Chamber has been giving members and guests the chance to connect over golf since 1968! Back then, the average cost of a new home was \$15,000, minimum wage was \$1.60, and gas was 34 cents per gallon. The McDonald's Big Mac was introduced in September of 1968, and the tasty burger cost 49 cents. This was the year that birthed iconic sayings such as Hawaii 5-0's "Book 'em Dan-o" and "You've come a long way, baby," and legendary songs like The Beatles' "Hey Jude" and Marvin Gaye's "I Heard it Through the Grapevine." Bonanza and Gunsmoke were on TV (and everyone watched them because there was no cable or Netflix), and *2001: A Space Odyssey* was the hot film. The Green Bay Packers, Detroit Tigers, and Boston Celtics were all national champs, and a Superbowl ad cost \$54,000. Oh yes, back to golf. Lee Trevino won the 1968 U.S. Open, Julius Boros was the PGA Champ, and Bob Goalby won the Mas-

ters Tournament, despite the tournament being plagued by a cluster of scoring errors.

Much has changed since 1968, but what hasn't changed is the energy, fun, and great networking that takes place at our Chamber Golf outing. The event has moved from place to place over the years to give members the opportunity to try other courses and was even held at two different courses in one day, just to keep everyone on their toes. As we hit this 50 year anniversary, we're excited to celebrate in style, and cordially invite you to attend our post-event PAR-TEE. Yes, we're taking golf after hours. This year we are golfing at Holland's Macatawa Legends Golf and Country Club on Tuesday, July 24 and the PAR-TEE will take place in the clubhouse following the afternoon shotgun. Expect delicious appetizers, libations, live music, raffles, prizes, and the lively contagious energy that you can count on at every Chamber event. Tickets to the PAR-TEE are included

in the cost of golfing, and extra tickets may be purchased for any non-golfers who want to join us with the party at the end of the day. Look for much more information in the coming month, and head to our website today to register for a full day of networking and fun ([www.westcoastchamber.org](http://www.westcoastchamber.org)). See you at the PAR-TEE.

*First National Bank of Michigan is the official sponsor of the PAR-TEE.*



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



**BUIS**<sup>®</sup>  
MATTRESSES  
& BEDROOM FURNISHINGS

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

440 South Waverly Rd., Holland • 616-396-6257  
[www.buismattress.net](http://www.buismattress.net)



# What's Next for the 2018 Leadership Graduates?

The 29th class of the West Coast Leadership program graduated on May 16, but the journey continues for this group. A new addition to the program this year is a final group project, selected by the entire class, and funded by generous support from Fifth Third Bank. Possible projects were discussed throughout the nine months of the program, as classmates were introduced to the many diverse programs and organizations that contribute to the betterment of our community. On graduation day, the class decided on two possible projects, and divided into teams to work up proposals to be presented to the class and West Coast Leadership Alumni in two weeks' time.

After weighing both proposals, the class decided on a project to assist the Holland Civic Theatre with much needed exterior updates. The class' Arts & Culture Day included a tour of the theatre, and most on the tour admitted to not knowing that Holland offered live theatre right in the downtown area. The class spent the day touring arts venues and art installations throughout the city and learning about how our community places an impressive focus on the visual and musical arts. At the end of the day, the class left the theatre inspired by the opportunities it offered and decided to give this particular arts organization a boost of support.

Formed in 1960, the Holland Civic Theatre is the longest standing live theatre group in Holland. In addition to main stage shows throughout the year, the theatre produces two youth shows in the summer, a holiday show, and are also a venue for a yearly Tulip Time show. Over the years, the theatre has developed partnerships with the Tulipanes Latin Film Festival and the Juneteenth Celebration for the African American community and sponsored the ReActors of the Commons for seniors.

A volunteer driven organization, the theatre tracks volunteer hours closely, and have over 150 volunteers each year that put in hundreds of hours to help HCT to be successful, including 30-40 students that are on stage and back stage. Lynda DeCan, Publicity Manager said, "Many of our kids have grown up to be on stage and back stage in their college theatre departments as well as teachers and successful business people. At some point in everyone's life, they have to stand up in front of people and speak. This goes a long way in preparing young people for that."

The group project will take shape over the summer, and wrap up in the fall, when the theatre presents its first show of the 2018-2019 season. Ultimately, we hope this boost with help raise profile of the organization and encourage more people to engage with the theatre. From actors, to back stage crew, to ushers, donors and, of course, patrons, there are many opportunities, and the Leadership Class of 2018 is ready to help people connect.



West Coast Leadership Class of 2018



**PHOTO OP STUDIO**

Holland, MI 49423  
(616) 836-5217

*"we bring the studio to you"*

Weddings | Portraits | Events | Commercial | Architectural  
PROFESSIONAL PHOTOGRAPHY SERVICES  
[www.PhotoOpStudio.com](http://www.PhotoOpStudio.com)





# Getting a Fresh Perspective: Summer Interns at the Chamber

By Caroline Monahan



**Winsome Maddock**

Working at the Chamber has been such a fun experience. My favorite thing so far has been the weekly meetings. On Monday mornings, all the staff gathers, and we go over our goals for the week and update each other on our progress. There are also the weekly meetings for the smaller teams within the Chamber. At these meetings the teams have a structured meeting to make sure we are all on the same page and working together in the most efficient way possible. Also, I recently celebrated my 21st birthday, and I hadn't even been working here a full week when the staff at the Chamber threw me a little birthday party with cupcakes and everything. It was very sweet and they made me feel so welcome.

So far, my favorite thing about Holland is the community. Working with the Chamber, I have seen just how much interaction there is between all the businesses and how deeply they care about this town. After graduation I hope to stay within the marketing field and work on the West Coast of Michigan. Working with the Chamber is giving me real skills and knowledge in marketing and public relations. I am so grateful for the opportunity to be an intern here.



**Baylee Harrison**

I am going into my senior year at Olivet Nazarene University in Bourbonnais, Illinois, which is also my hometown. Since I'm not from the area, we've been taking field trips around town so we can learn more about the community. It's so beautiful here! On my first day of starting my internship in Holland, we were coming out of lunch downtown and we witnessed the enthusiastic Dutch dancers in the street for Tulip Time. That was a surprise!

My favorite thing about West Michigan so far is learning about the unique opportunities West Michigan has to offer, and my favorite part of working at the Chamber is working with great people that value the personal and professional successes of each other and their community. After graduation I want to continue to pursue a career in marketing, embracing wherever life takes me.

**Yacht Basin**  
marina

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

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

Put your feet up...  
**We've got I.T.**

**Macatawa**  
TECHNOLOGIES  
www.macatawatechnologies.com  
616.394.4940

Call today for a free network assessment!



# July Calendar of Events



Wednesday, July 24, 2018  
**50th Annual Golf Outing**

@Macatawa Legends Golf and Country Club, 4600 Macatawa Legends Blvd, Holland MI

This is a great annual summer event that allows members to get together and enjoy the great outdoors! You can choose either a 7:30am or 1pm shotgun. This will be THE golf outing of the summer that you will not want to miss! You can sign up as an individual or foursome. Tournament format is an 18-hole four-person scramble.

Time: 7:30am & 1pm Shotguns  
 Cost: \$125 per Chamber member AM shotgun / \$150 per Chamber member PM shotgun / \$175 per non-member shotgun

Wednesday, July 24, 2018  
**50th Golf Outing Par-TEE**  
 @Macatawa Legends Golf and Country Club, 4600 Macatawa Legends Blvd, Holland MI

The West Coast Chamber Golf Outing is turning 50 this year, and we're planning a celebration for golfers and non-golfers alike. Once afternoon play is finished, the PAR-TEE will kick off, with appetizers, live music, a bar, more prizes and fun.

Come experience the Chamber's Contagious Energy with a Positive Attitude! If you are registered to golf, your ticket to the PAR-TEE is included. If you aren't golfing but want to come join the celebration at Macatawa Legends Clubhouse, please register for the PAR-TEE to reserve your spot.  
 Time: 5:30-9pm  
 Cost: \$10.50 per Chamber member

**Event Sponsors:**

**Tournament Sponsor**  
 LG Chem Michigan Inc.

**Hospitality Tent**

Blue Cross Blue Shield Blue Care Network

**Par-TEE Sponsor**

First National Bank of Michigan

**Lunch Sponsor**

Rhoades McKee

**Hole-in-One Sponsor**

VerHage Motors Mitsubishi

**Refreshment Sponsors**

Economic Development Foundation  
 Farm Bureau Insurance / Nolan

Kamer Agency  
 Gentex Corporation

Gill Staffing

New Holland Brewing Company

Progressive AE

SERVPRO of Holland/W. Ottawa County

Smith Haughey Rice & Roegge

Worksigned

**Prize Sponsors**

Dick's Sporting Goods

Holland Terminal, Inc.

**Cart Sponsors**

GMB Architecture + Engineering

Lakeshore Family Chiropractic, PLC

Signature Surgical Arts & MedSpa

Zeeland Farm Services, Inc.

**Tea-Box Sponsors**

Blue Cross Blue Shield and Blue

Care Network of Michigan

Boar's Head Provisions Co., Inc.

ESSTEE, Inc.

Express Employment Professionals

Geerlings Development

Company/Midwest

Construction Group, Inc.

Holland Terminal, Inc.

Manpower

MFP Automation Engineering Inc.

Tennant Company

The Insurance Group ~ Stacy Seg-

rist Kamphuis | Doug Kamphuis

Yacht Basin Marina

**Game Sponsor**

Spectrum Reach

**Driving Range Sponsor**

Topline Engineering

**Pin Flag Sponsors**

Hampton Inn of Holland

Holiday Inn Express

Thurs., July 26

**HYP Art of the Brew**

@Tripleroot,

146 E Main,

Zeeland

Create your

own artwork

under the

guidance of

Artprize artist,

Alla Dickson, who now calls West

Michigan home. **Be sure to tell**

**your summer interns about**

**this event!**

Time: 5:30pm

Cost: Free

Presented in partnership with Holland/Zeeland Young Professionals and Lakeshore Advantage.



For a full listing of events, visit [www.westcoastchamber.org/events](http://www.westcoastchamber.org/events).

**COMPLETE PRINTING, BINDERY AND MAILING SERVICES!**

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

Amazing printing, incredible value!

**Holland Litho**  
PRINTING SERVICE

800.652.6567 | 616.392.4644 | [www.hollandlitho.com](http://www.hollandlitho.com)

*Inspiring homes with views as expansive as your vision.*

**Wendy Ryder**  
 Associate Broker  
 Western Michigan Luxury Lakeshore

466 E. 16th Street, Holland, MI 49423  
**616-218-2159**  
 Wendy@WeSellWestMIHomes.com

**COLDWELL BANKER** | **GLOBAL LUXURY**  
 WOODLAND SCHMIDT



# Haworth Celebrates 70 Years

By Caroline Monahan

When Haworth celebrates, they don't hold back. This year marks the 70th anniversary of Haworth bringing innovative product design and exceptional service to its customers. No anniversary is complete without a party, and Haworth threw one that lasted two days. The event served as a chance for the company to preview new products, give tours of the manufacturing facilities, office tours of Haworth's working showroom and show a gallery that recounts 70 years. Complete with food stations that

matched the countries where Haworth has facilities, the event also included reflective comments from the leadership at Haworth.

Dick Haworth recalled, "At the age of 6, I followed my father to the first construction site we built on 16th and Fairbanks Avenue... grandma and grandpa had loaned him the money to start the business, and dad had the guts to do it. Without either of those things, we wouldn't be here today, celebrating 70 years of the business."

A foundational business in our community, Haworth has been an active supporter of the Chamber for many years, as a sponsor, as a partner, and as an integral part of more than one Chamber office renovation. In 2017, upon the completion of the Chamber's most recent renovation, Dick Haworth visited with the staff to talk about the long standing partnership, and what it means to have a



strong Chamber at the core of the business community. Their generous contribution of design work and fixtures are part of what makes the new offices so special.

Founded in 1948, Haworth remains family-owned and privately-held serving markets in more than 120 countries through a global network of 650 dealers and 7,500 employees. Headquartered in Holland, the company had net sales of USD \$2 billion in 2017.

As part of the anniversary celebration, Haworth also announced, in January, that

it was awarding special one-time bonuses to all full and part time employees, in addition to their regular annual bonuses.

"The bottom line is this is a thank you to our members in recognition of our 70th anniversary," said Chairman, Matthew Haworth, whose grandfather G.W. Haworth started the business in the garage of his Holland home. At the anniversary party, he looked to the future of Haworth. "People often ask me what the company will look like in 15 years. I've thought a lot about it. While the What and Where is great, it's the Who we are that got us here. It's our culture and values that we celebrate. It's the most important thing. It's the people that create value together, who innovate and problem solve. And that will always be at our core whether we're fortunate to be here 10 years from now or 70 years from now."

**CityVū**  
EVENTS

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

[cityflatshotel.com](http://cityflatshotel.com)



## Renew H2O

**Bill Rhoda**

616-836-0663

wbrhoda@gmail.com

www.renewh2ollc.com/

Renew H2O's goal is to create water awareness and provide the highest quality water to you and your family. They have a specialized system designed to remove over 200 contaminants found in water. Their Ionizer produces appropriate alkaline levels for drinking and many other functions. Our minds and bodies are over 75% water. Make sure you are providing yourself with the highest quality water available.

## Bremerton Place Redwood

**Tiberlene McPeak**

616-250-1238

Bremertonplace@redwood.com

www.listings.byredwood.com/

apartments/mi/zeeland/bremertonplace-by-redwood

Redwood™ in Zeeland, MI offers distinctive, two-bedroom, two-bathroom, single-story apartment homes. Their efficient design provides optimal peace and quiet; no one lives above or below you. Their apartments are smoke-free and pets are always welcome. Don't settle, live smarter and experience apartment living the way it should be—comfortable, convenient and maintenance free!

## IPV Consulting

**Michelle Steffes**

616-805-8059

michelle@ipvconsulting.com

www.ipvconsulting.com

Michelle L Steffes, CPS, CPLC has been empowering people and teams for over 20 years as a leader and business builder. She is a frequent speaker and workshop presenter at conferences and corporate events. Her straight-from-the-heart style involving stories and analogies along with insights into cognitive restructuring & human physiology produces environments where people and teams can thrive.

## Principal Financial Group

**Chris Ripple**

312-799-0458

ripple.chris@principal.com

Whether you're a business, an institutional investor, or an individual preparing for the future, Principal Financial can help you reach your goals through our best in class retirement services, insurance solutions, and asset management services.

## Rolling Meadows Golf Club

**Mark Veenstra**

616-395-5926

thelinksatrollingmeadows@gmail.com

com

www.linkspar3.com

Located on St Andrews Drive, the Links at Rolling Meadows Golf Club is Holland's only 9 hole, par 3 golf course created with the family in mind.

## Strategic Solutions for Growth

**Shari Pash**

517-285-7127

shari@strategicsolutionsforgrowth.com

www.strategicsolutionsforgrowth.com

Strategic Solutions for Growth provides training, coaching, and consulting services for membership development of chambers of commerce, HBAs, and state/regional associations. They can tailor programs to any industry that is looking to increase their revenues through sales.

## Schippers Excavating, Inc

**Courtney Filighera**

616-895-4119

filigherac1@schippersexcavating.com

com

An excavating company based out of West Olive, MI.

# WELCOME!





your business

+

**BVM micro-targeted marketing**

=



**genius!**



Best Version Media

Call Patrick Avery,  
at 616-414-2208  
to find out how  
Best Version Media  
can help you  
raise your  
advertising IQ.



## National LED Solutions

LED Specialists / Wholesale

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

Great Products, Great Warranty, Great Savings

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



# Mario's Pizzeria

By Winsome Maddock



**Store location:**

850 Butternut Dr,  
Holland, MI 49424  
616-399-2570

July calls for summer gatherings and nights out downtown. If you're in the Holland area with West Coast Cash in your pocket, or looking to order takeout when entertaining, make it a priority to stop in at Mario's Pizzeria. Mario's Pizzeria has been serving pizza and burritos to the community of Holland for 38 years, and have been a West Coast Cash merchant for four years. Mario's has mastered combining the delicious flavors of Italian and Mexican food all on one menu.

For many customers, walking into Mario's feels like walking into their own kitchen at home. Regular customers, that keep coming back for "bogo free" pizza every Sunday evening, are known by name and treated like family by Mario's staff. The staff at Mario's have been working at this restaurant for many years, are devoted to making customers happy and are known for their friendly and fast service. The best sellers at this tasty restaurant include pizza and burritos, but smaller plates are available for smaller appetites. A customer favorite is the "take and bake" pizzas. You can bring the delicious flavor of Mario's pizza to your home.

Mario's is a staple in the Holland area, and they have been beneficial to the community in many ways. This restaurant is generous from its roots, donating to fundraisers and giving gift certificates out at community events.

*For more information, visit Mario's Pizzeria's website at [www.mariospizzaholland.com](http://www.mariospizzaholland.com).*

**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. There's no need to leave home or work to shop. Once ordered, purchasers simply print the certificates or email them to a recipient, and then it's time to shop. There is a complete list of participating merchants on the website, all of whom are looking forward to seeing traffic in their businesses. Certificates make great gifts for teachers, staff, students, and anyone else who would have fun shopping for their own special treat.

*Buy yours today at [www.westcoastchamber.org](http://www.westcoastchamber.org).*



**"The hospice lady helps Grandpa."**

**hospice**  
of holland

[hollandhospice.org](http://hollandhospice.org)  
[understandhospice.org](http://understandhospice.org)

Hospice of Holland supports those caring for a loved one every step of the way. We know the challenges that individuals face when they become the primary caregiver, and we're here to help. Family members feel tremendous comfort in knowing the needs of their loved one will be addressed throughout the end-of-life process.

Call today to learn about the care, comfort, and support that hospice provides.

Make the right decision . . . call sooner.  
Contact us today at 616.396.2972  
to learn how hospice can help.



START OFF ON THE  
**RIGHT  
FOOT**



## We Consider Your Business Our Business



Greg Accardo  
Market President



Tamara Milobinski, CTP  
Vice President,  
Commercial Banking



Jesse Prins  
Vice President,  
Commercial Banking

Whether you're opening a new business, or looking to expand or start a new project, we'll walk you through it all, every step of the way.

For more on how we can help take your business to the next level, talk to one of our experienced professionals.



Together, We are First.

FNBMichigan.com | 1 West 8th St. | 616.251.1200



## FIVE WAYS TO RULE THE LEADERBOARDS

1. **Post great content**  
(at least once per day. Twice is best.)
2. **Request citizenship with many people**  
(and they will often request it back).  
The more citizens you have in your Myopolis, the more exposure you will build. Exposure, interaction, comments etc. increase the likelihood that you will trend higher.
3. **Interact with many posts.**  
Comment, share, pingworthy, agree etc. The more interactions you have the more you will increase interest in people becoming your citizens. The more citizens, the more exposure for you and your brand.



4. **Invite people to Myopolis.**  
The more people you invite from other social media sites, or people who are new to social media, the larger your base. Remember, people don't need to leave their current social media communities (although once they experience Myopolis they may make that choice).  
At first, it's harder to take someone away than it is to get them to add Myopolis.
5. **Build your own communities that matter.**  
Get four or five close friends, colleagues or clients to use Myopolis as their primary means of connecting. Even small groups begin to carry heavy influence and motivate people to remain active.

Myopolis™  
Control Your World



← **DOWNLOAD TODAY!** →



Apple and the Apple logo are trademarks of Apple Inc. | Google Play and the Google Play logo are trademarks of Google LLC

# Happenings at the Chamber



The Chamber and non-profits make Community Connections.



Even the kids helped out with this ribbon cutting at All About You Chiropractic.



A wonderful ribbon cutting to celebrate Progressive AE.



Our West Coast Chamber Ambassadors welcoming Gezelligheid with a ribbon cutting.



**cluster**  
DESIGN • BUILD • EMPOWER

Design that fosters creativity.

810.347.9427 • 217 GRANDVILLE AVE. SW  
GRAND RAPIDS • CUSTERINC.COM



A fantastic ribbon tying for the opening of the Children's Advocacy Center.



Celebrating the opening of Reliable Sport's new location.



The Get Found on Google event was a hit!



Juanita Bocanegra and Congressman Bill Huizenga connecting at Governmental Affairs.



Community project kick off with our West Coast Leadership Alumni Affinity Group

Commercial Janitorial Equipment and Supplies



**FLOORGEAR**  
UNLIMITED

[www.floorgear.com](http://www.floorgear.com)  
616.834.3773

Sales # Service # Rentals # Parts

# CONNECT

Energize, Innovate, Engage with the West Coast Chamber

1183

Join the **inn** crowd.<sup>SM</sup>

Apply online today!

[www.suburbaninns.com/careers](http://www.suburbaninns.com/careers)



suburban inns

This is how we hotel.