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Women Inspiring Women: The Art of Building Community

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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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This issue spotlights the impact of our women's networking programs and introduces people who are taking full advantage of the wisdom and expertise of those around them.

Building a network of colleagues and allies is key in supporting the growth of a career, and the development of a fulfilling life. For some, building a network may seem as daunting as building the Great Pyramids. It doesn't matter if you are new to the job scene, new to the community, or have lived here for years, putting yourself out there to make connections can feel awkward.

If this sounds like you or a developing member of your team, I've got great news for you. You're a member of the Chamber and we've got the resources and opportunities to help you navigate and be successful. In any given month, you can find events to match up with your business and professional needs. You can also schedule time with members of our team to get advice and introductions to people who can help propel you forward. Our business community is thriving, and you can count on us to keep you connected.

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce

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West Coast Chamber Women's Programming: Q&A With Reyna Masko, Shannon Dykstra & Darlene Kuipers

Compiled by Chelsea Scott

Through programs focused on professional development, networking and mentoring, the West Coast Chamber brings together professional women of all generations to share experiences, insight, and support. We spoke to three of these women to learn more about their Chamber involvement, which programs they have benefitted from and how their experiences have changed them.



Reyna Masko

**Friend of the Court Investigator
Ottawa County 20th Circuit Court
Family Division**

Reyna Masko was born in Central America in the country of El Salvador. She immigrated to Houston, TX with her family when she was 8 years old and moved to Grand Haven, Michigan in 1998. She has worked for Ottawa County for the last 20 years, protecting the rights and interests of children in domestic relations matters.

Q: When did you become involved with the West Coast Chamber?

A: In 2014 when I joined the Leadership Program. I became more involved with the Chamber in 2016 when I joined the Lakeshore Latinas and then became part of their yearlong West Coast Leadership Program cohort 2017.

Q: How has being involved with the Chamber improved you/your business?

A: Being involved with the Chamber has created business and community contacts. Since the Lakeshore Latinas is under the Chamber umbrella, I have been able to get to know more about what the Chamber does and have had the opportunity to get to know the women that run the organization which are all amazing, wonderful and motivational!

Q: Please share a bit about your involvement with the Lakeshore Latinas group.

A: I joined the Lakeshore Latinas in 2016 and fell in love with the group because there is very little diversity around Holland and Grand Haven communities and this group allowed me to find women who share my Latino culture and native language. This group has grown and has become more than what we originally thought it would. The group consists of six women as Steering



Members of the Lakeshore Latinas Group at the Celebrating Diversity event.

Committee members and it is our mission to create a network of Latinas from the Lakeshore area. Our focus has been to create a safe space where we can be open and honest.

Q: Why is networking important and how has the Chamber impacted how you network?

A: I chaired Ottawa County's Cultural Intelligence Committee for about seven years and in doing diversity, equity and inclusion work it was great to network, get to know other organizations that are working towards the same goals and collaborate with them. The network that I gained from being part of the Chamber has been very valuable.

Q: What does empowering women mean to you?

A: I have a big issue with the word

empowering, actually. If you look up the meaning of the word empower, it means to give someone the authority or power to do something. The word empower is also only used when talking about women, youth or people of color. I personally don't think we need permission to do anything but rather be inspired and given opportunities to do something. So to me empowering means exactly what we have made our mission for the Lakeshore Latinas: to foster advocacy, create opportunities for personal growth and profession development but most importantly to create authentic relationships in order to learn from one another and bring out the best in each other, support and inspire one another.



Women Inspiring Women Nonprofit Panel.

Shannon Dykstra
Legal Assistant and Director of Client Services
West Michigan Law

West Michigan Law brings peace of mind to business, real estate, and estate planning clients. As Legal Assistant and Director of Client Services, Shannon manages client projects, runs the office, and helps draft and edit legal documents.

Q: When did you join the Chamber?

A: I started attending Chamber events when I joined West Michigan Law a year and a half ago.

Q: Please detail your involvement with the West Coast Chamber.

A: As a Chamber Ambassador, I get to brag about the opportunities our Chamber offers and help members connect. I am also involved with Women Inspiring Women, the Zeeland Affinity Group, and events like the Wake Up West Coast breakfasts.

Q: How has being involved with the Chamber improved you/your business?

A: While West Michigan Law has gained many great clients through our Chamber involvement, I think the most vital improvements are the ones we can't exactly quantify. Being involved with the Chamber means comradery, professional development, and greater knowledge about our community and its resources.

Q: Why is networking important and how has the Chamber impacted how you network?

A: People often think of networking in terms of its value for business development. But the value of networking is also greater than that. When we network, we exchange ideas, collaborate, and develop long-lasting relationships. The Chamber also hosts my favorite networking event ever, the "Power Breakfast."

Darlene K. Kuipers
Vice President
Michigan Forestry Company

Michigan Forestry Company is committed to exercising sustainable forest management on behalf of the landowner through strategic harvests, forest management planning and administering timber sales. Darlene is dedicated to developing communities through small business and entrepreneurship, economic development and community programs.

Q: How are you involved with the Chamber?

A: Moving back to West Michigan after the recession, the first thing I did was plug into the West Coast Chamber. I have participated in networking events, attended and emceed Wake Up West Coast, attended government affairs events, participated in West Coast First class of 2014, Women Inspiring Women and had the privilege of sitting on the Steering Committee to develop the West Coast Women Mentoring program. I've attended several marketing and communications affinity group events and engaged in a Leads group for several years (now called Chamber Connect groups).

Q: Please share the benefits of your Chamber membership.

A: My company had an immediate introduction to all the members. Whether or not they are potential clients, it is an opportunity for a landowner, or future landowners, to learn about sustainable forestry and refer to Michigan Forestry Co. as needs arise. Additionally, it has helped me connect and develop a community-oriented mindset, provided cutting-edge insights on new tools, resources or trends and provided opportunities to connect with leaders that have acted as a

sounding board for strategic planning and professional development.

Q: What women's programming are you involved with?

A: I'm currently involved with Women Inspiring Women and was on the Steering Committee to develop the West Coast Women Mentoring program. At the last WIW event, I had the opportunity of facilitating the panel of three incredible female nonprofit leaders in our community.

Q: Which programs do you find most valuable?

A: The season of my career has dictated which programs are most valuable. When I relocated back to West Michigan, the networking events were a fast way to make connections for both business and professional needs. When I was in transition as I became a working mom, the Women Inspiring Women events helped me share struggles related to work-life balance and learn from women who have already walked the path to become both a success at work and at home.

Q: What benefits have you experienced from women's programming?

A: The women's programming at the Chamber has been a breath of fresh air. It has supported solutions and conversations around the challenges of being a woman in the workplace and provided a platform for women to connect and grow. These programs built bridges to women who have already experienced starting a business, were champion working moms or took time to invest in their family and brought their skills back to the marketplace; women who navigated setting priorities, dealt with

 Continued on page 6

Feature: Spotlight On: West Coast Chamber Women’s Programming

workplace and industry challenges or had a bright idea that fell flat. Sharing stories within this group affirms that I am not alone, allows me to learn best practices and be inspired by the female trailblazers that call our community home. That is “Learn, Innovate, Share” at work!

Q: How has the Chamber impacted how you network?

A: By nature, I’m a life-long learner. I’ve always gleaned information from those that have already tried, failed and succeeded. Using the six degrees of separation rule, there are millions (if not billions) of stories that you could potentially be impacted by. In theory, the more people you know, the more experiences you have access to acquire knowledge from and contribute to teaching. This community is inhabited by so many brilliant minds; nothing drives me more to network than the potential to absorb their stories. Perhaps someday one of my stories will be able to give back to someone through six degrees, or less.

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The Value of Architecture in Project Outcome

By Max Nykerk | Architect, Lakewood Construction

Throughout the course of any commercial construction project, the right team plays a significant role in the outcome of the project. What most people don't realize, is that each team member can have an impact throughout the entire project, as well as for years to come. One specific team member is your architect, as they can add value to the project outcome outside of design.

1. Planning – A vital part of any project is the planning; this is where architects can have a significant impact on the outcome of the project. In this phase they can work with you to understand your operations wants, needs, goals, and future growth. All of these things are important to know and keep top of mind for the following phases. They can also work with the other team members to ensure that all details work together for a successful project.

2. Design – This is the phase that everyone is most familiar with. But what additional benefits can they truly bring? The first is making sure that the fit, feel, and function of your new space not only aligns with your needs but most importantly with your budget. Design can make or break the budget and it is important to have an architect that always keeps this top of mind. The second is that your new space has the flexibility to change with both company growth as well as environmental changes. This means you can be confident knowing you will be able to have space that works for you for many years to come.

3. Construction – The construction portion of any project is largely impacted by the work of the architects. High quality drawings provide a clearly communicated product and process to the field team ensuring that you get exactly what was planned and budgeted. Quality upfront also ensures that you save money in the long run with the least amount of changes necessary as they impact cost and schedule.

4. Culture – Employee retention and employee morale are important in any business. architects have the ability to influence both of these things through creative design solutions. Using things such as natural light and color can change the overall feel of the space in a positive way. Having the right type of space for performance can also enhance employee morale and is done through things like having the right balance of space, light, and materials.

As you can see, an architect impacts many different parts of a construction project. Hiring the right architect to work alongside your construction management company can help ensure that you get the best value for your investment. :

Lakewood Construction is located at 11253 James Street in Holland. Reach them via their website at www.lakewoodinc.com or calling 616-392-6923. Don't forget to follow them on Facebook; just search for Lakewood Construction in the search bar.



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Building Authentic Marketing

By Mary Jane Schreur



In the world of information, consumers are becoming digitally fatigued toward marketing. Messages are viewed with more skepticism and less trust. Prospects seldom act on an offer the first, second or even third time they see it.

Clients respond to messages from businesses they know and trust.

Developing a steady message stream to connect with potential clients and customers with a message that reflects your brand builds that trust. So how do you identify and develop your value-based, authentic message for consumers?

Be true to who you are.

Developing your authentic marketing plan starts with, and directly correlates to, building a strong business around a set of core values. Your team matters here—ask them to help you identify the shared values that drive their work. You cannot be everything to everyone, so define your company’s niche; who do you serve best, and what do you do best? Focus on what your company does well. That authenticity will be a natural progression in your message.

"Honesty is the Best Policy"

Take mom’s advice and be candid with your customers. Help them understand the

process your company goes through to create a product, give tours of your workspace and create videos to show how your team achieves a shared goal. Many consumers like to see the inner workings of a company. When working with a customer, share your thoughts and concerns at the beginning of a project. Point out if there are any difficulties or concerns that may be encountered and share how to avoid frustrations if challenges do come. Also, show appreciation to customers if they point out faults or errors and then take responsibility. Learn from mistakes, grow and improve.

Show that you care.

Consumers like to stand with companies that have similar values as themselves, so include your commitment to specific organizations in your communication. Be proud of your involvement in the local community, share what it means for your team to give back, and use your messaging to encourage further participation with the causes that matter most to your company.

Having these items in place, allows letters, emails, phone calls and personal interactions to be unified to build the trust consumers can depend on.

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Celebrate Life

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



Celebrating may not be the first word that comes to mind when you are nearing the end-of-life of a loved one. But what better time to celebrate life, for all it's given, and for all the memories? The hospice mission is personal and often challenging... to help a dying patient. To make the most of each day and every precious moment.

It is common for many to raise the question of a hospice employee, "How can you work there?" Certainly, given the nature of hospice work, it is reasonable to wonder what the draw is for such a highly complex and sensitive specialty. It is no stretch of the imagination to perceive the work of caregiving to terminally ill people as feeling heavy and overwhelming due to the daily focus on end-of-life.

The reason for the draw is hospice, by nature, is all about celebrating life and all the things that make people want to live. Hospices exist to honor the sacredness of human life and the unique pages of each person's story as they journey through it. The real focus of hospice care is about living.

The hospice care team works to enable those who engage with hospice to feel they are important and worthy of dignity and respect each day they live while under hospice care. Caregiving at this sacred time in life is about celebrating who each individual is

and honoring their own end-of-life wishes—what is important to them.

The end of life is also an opportunity to set differences aside, to reconnect, perhaps even reconcile with those who may have drifted away. Quite often, the final days together are filled with stories and laughter... a celebration of sorts.

I quite often find we are given little reminders over the course of a given day of just how precious the gift of life is, even amidst those times when the moments do not always feel so perfect. In our office at Hospice of Holland, we have countless pictures displayed in our workroom of our staff members celebrating life in various ways that are unique to them. Some of the images portray quiet walks in the park, some highlight special occasions and group activities, but many are of the simple

moments spent with family and friends (and often a favorite pet!).

The pictures are there in part as a subset of our employee wellness program. The images portrayed are often reflective of the efforts we make as a team to live healthily and experience a higher quality of life. They convey little moments in time where we are deliberate to engage in living. Much like what hospice caregivers seek to promote when caring for our end-of-life patients.

For more information about Hospice of Holland programs and services, to make a referral, or for answers to your questions about hospice care, please call 616-396-2972. View www.hollandhospice.org and hear from others why care from Hospice of Holland made a difference for their loved one.

Celebrate Life

Celebrating may not be the first word that comes to mind when you're nearing the end-of-life of a loved one. Yet, what better time to celebrate life.

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Women Influencing Our Community and Beyond



L-R: Jennifer Remondino, Jennifer Owens, Jane Clark

When the *Grand Rapids Business Journal* published its most recent list of “The 50 Most Influential Women in West Michigan,” it included three outstanding people from within the Holland and Zeeland area, all of whom are making a solid impact on how we live and do business. That being said, it’s no coincidence that all three are also influencers within the West Coast Chamber, the unwavering Champion for our business community. Jane Clark, West Coast Chamber President, Jennifer Owens, Chamber Board Member, and Jennifer Remondino, Chamber Board Chair are being recognized for their leadership in their respective industries, and in the spheres where they are charting the directions for their teams, organizations and communities.

Jane Clark President Michigan West Coast Chamber of Commerce

A leader’s job is to crystalize the vision and build a strong organization. This includes developing a culture that aligns with an organization’s mission and vision, and that nurtures the growth of a strong team. My discovery of the Entrepreneurial Operating System—EOS has been life-changing for me as a leader and for how our organization operates and influences business in our area. Following the simple, yet powerful, tools outlined by Gino Wickman in the book *Traction* has taken our organization to new heights with an amazing staff team that is 100% rowing in the same direction. We are now achieving goals that we never thought possible.

In my 30 years at the Chamber, I have had the privilege of working with some of our community’s wisest leaders and greatest visionaries. I have learned that surrounding yourself with brilliant people elevates the whole organization and allows for inspiration and innovation that surpasses what one can achieve alone. A great leader recognizes the importance of having a team with strengths that complement each other and of seeking insights from smart people on the outside looking in. I like to tell people it’s ok to “call my baby ugly.” Honest feedback is invaluable and pushes you to stretch yourself and your organization.

My favorite leadership quote comes from

Simon Sinek, “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” Making the effort to connect with the people around you lays the foundation for trust and willingness to reach for new heights together. It’s the difference between being a manager and being a leader. There’s no substitute for authenticity.

Jennifer Owens President Lakeshore Advantage

I love reading about business leadership best practices. My favorite resource is the *Harvard Business Review*. I also love *Wired* and *Fast Company*. Both magazines give great insight into future trends, leaders, and companies. I am a constant student always learning. I am always asking our team to take what we’re doing that is great and make it even better.

My favorite quote is from Margaret Mead, “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” This is so true in our community where small ad-hoc groups have made a huge difference.

I learned the most from the jobs I didn’t enjoy. I think too often young people get stuck on what they are going to do when they grow up and think it is for the rest of their life. My first two jobs after college, I really didn’t enjoy. However, both opened doors for me to my true career calling.

When you find that next best fit, always

leave a position on a high note, never burn bridges on your way out the door. I can’t tell you how many times people from past positions have shown up again in my professional life. Each time, I breathe a sigh of relief that I didn’t send that flaming email on my way out the door.

Jennifer Remondino Executive Partner Warner, Norcross + Judd

When I think of influence, the first thing that comes to my mind is my mother. She has taught me so much, but most importantly the concept of intentional living. This concept has helped me make purposeful decisions that focus on enjoying my family, my work, my community, and life generally. I love meeting new people, learning about them and their families.

This passion for connectivity has fueled my choice to become an estate planning attorney, to coach soccer and to get actively involved in the Chamber and Lakeshore Advantage. And I am having a blast. One of my favorite quotes is, “Always be humble and kind in success, you did not get there alone.” I make the most of every opportunity to build relationships, which has helped me make a greater impact on my community.

Giving back to the community where I live, work and am raising a family is critical for me. Engaging in this way allows me to be part of the fabric that strengthens our community. I challenge everyone to do one thing this year to make our Lakeshore community a better place to live and work.

Pick up litter at Kollen Park with your kids one afternoon. Volunteer for an afternoon at the Warm Friend in downtown Holland. Read to second graders at Maplewood Elementary School. Donate to the Community Foundation of the Holland/Zeeland Area. If everyone reading this right now did just one of these things, imagine the impact that could be made.

Although we are giving added observance to strong women leaders in our community during Women's History Month, the Chamber has amazing programs to help women develop their careers, their networks and their spheres of influence all throughout the year. The Women Inspiring Women programming includes educational events, panel discussions, social gatherings and mentoring opportunities. We have also launched the "INSPIRE" email series that is sent quarterly and is available to any subscribers. Look for the Affinity Groups dropdown on our website, and you'll find more information about our Women Inspiring Women programs and how to sign up to receive INSPIRE emails.

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Meet Members of the 2019-2020 Class of West Coast Leadership

Meet more members of the West Coast Leadership program class of 2019-2020. Over the next four months, they'll get together for one full day per month to dig into the core segments that make up our vibrant community and look for the best ways to give back and make a difference. We appreciate the support of their employers! It demonstrates a dedication to professional development and a strong belief in the work of the West Coast Leadership program.



Ricki Levine
Holland Museum

What's special about where you work?

We have an exceptional staff who is looking towards the future and the differences we can make.

Why are you excited to be in this years' class?

I am excited to engage with others and learn more about the people, places, and things in Holland.

What's your definition of Leadership? Can you give an example of a leader you admire?

Michelle Obama said that a leader is, "someone who works with, and for, and on behalf of others. Someone who inspires and motivates by their actions."



Brianna Lynn
Ready for School

What's special about where you work?

We have an all-female staff and are driven by the local community.

Why are you excited to be in this years' class?

Almost every leader in my Holland life has participated in the program. The class is made up of some truly amazing people.

What's your definition of Leadership? Can you give an example of a leader you admire?

A leader I admire is Hope College's Derek Emerson because, as my former boss, he recognized my abilities and strengths, and encouraged me. A leader inspires those around them.



Meagan Maas
Community Action House

Have you been involved with the Chamber before beginning WCL?

Yes, I love the Chamber.

Why are you excited to be in this years' class?

It is such a diverse and phenomenal group. I can't wait to see what professional and personal opportunities it provides.

What's your definition of Leadership?

A leader is authentic, aware, focused on others, and a life-long learner.



Chuck Murray
Cardinal 270

What's special about where you work?

How long have you been there?

I am able to develop a new skill set and help others. I have been here for 6 months.

Why are you excited to be in this years' class?

I am excited to learn more about how the various aspects of Holland are integrated and work together. Business, Industry, Education—to enhance the community and solve problems through discerning discussions.

What's your definition of Leadership? Can you give an example of a leader you admire?

I've sought to practice servant leadership for about 20 years. A former boss, Debbie, is one I admire because she displays servant leadership.



Kyle Richie
Request Foods

Are you a native to Holland?

I am from the greater Detroit area (Romeo). I have lived in West Michigan for 11 years and currently reside in Grand Haven.

Have you been involved with the Chamber before beginning WCL?

Yes, but not until recently. I attended several events earlier this year and was impressed by the quality of the speakers' content.

How did you first hear about WCL?

I first heard about WCL through my boss at work. He thought it would be a good opportunity for development, and as a way to connect with area leaders.



Jeff Robinson
Hybrid Machining

How did you first hear about WCL?

I heard about WCL through other chamber members and admin.

Why are you excited to be in this years' class?

I wanted to learn the most I could prior to and during the startup phases of my new company.

What's your definition of Leadership?

I would define a leader as one who can inspire a group of individuals to be the best they can be, while bringing them all together for a common purpose.

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L-R: Scott Lubbers, Cindi Welton, Pam Doan, Jake Stansbury

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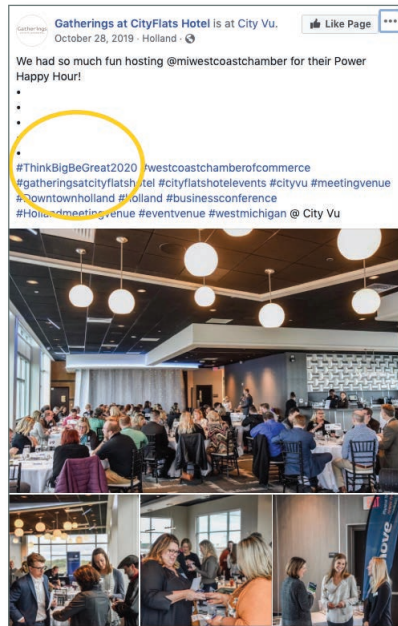
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Chamber as Community Champion: Community Connections Supports Area Nonprofits while Developing Local Leaders

By Caroline Monahan

“It’s kind of a like a mixer,” said Lakewood Construction President, Nick Nykerk, of his experience at the Chamber’s Community Connections event in 2019. After graduating from the West Coast Leadership program in 2018, Nick felt the call to make a bigger impact on his community. He registered for the event because it seemed like, “an efficient way to see what nonprofit volunteer opportunities were out there, all in one place.” He was right.

Community Connections is an event that first launched in 2018 and brings nonprofit organizations together with individuals looking for meaningful volunteer opportunities. Nonprofits apply to be part of the event, and then set up booths where they share their mission and programs with prospective volunteers and board members. The event has grown from 19 nonprofit organizations participating in 2018 to 45 booths scheduled to be on-site in 2020. “This Chamber event helps us build relationships... These connections don’t happen if you’re not networked with other people,” said Donna Bunce of Compassionate Heart Ministries.

Who is on the other side of the blind date? It’s people like Nick, who love this community and want to give back. In its first year, Community Connections was initially targeted to participants and graduates of the West Coast Leadership program, as well as members of the Holland and Zeeland Young Professionals organization, as part of leadership development programming. This year, in response to requests from Chamber members at large, the event is open to all members of the Chamber.

Community Connections is but one of the programs that bring the Chamber’s role as Community Champion to life. Over the course of the year, the Chamber works to identify needs within our nonprofit community and match them with resources to help

support their missions. The West Coast Leadership Program kicks off in September each year, with a specific mission of educating aspiring community stewards on the needs of our area. In December, West Coast Leadership Alumni holiday gatherings are developed as opportunities to provide nonprofit organizations with monetary support. Community Connections happens in the spring, and in early summer all Chamber members are invited to participate in Community Impact Day, which involves boots on the ground volunteer work throughout our community.

“It’s remarkable how many members have reached out to tell us they’d like help in connecting with organizations that make a difference in our community. We’ve responded by creating programs such as Community Connections and Community Impact Day that bring individuals together with our nonprofit members. We’ve got the tools and resources to connect people, and that’s what we’re doing,” said Chamber President, Jane Clark.

Nick Nykerk’s experience at Community Connections proved fruitful for him and for Compassionate Heart Ministries. He and Executive Director Donna Bunce were introduced at the event, and he discovered that the mission of her organization aligned with his core values. Fast forward to today, and Nick now leads the CHM Board of Directors, and both sides feel that they have come out winners in the relationship.

This year’s event will be held on Wednesday, March 11, from 4:30–6:30 pm. The event is generously sponsored by Chemical Bank and will be held at Compassionate Heart in Zeeland. Registration is free and is easy to do by visiting the Chamber website: westcoastchamber.org/events and clicking on the March 11 calendar date.



Community Connections 2019.

Apothecary Gift Shop

By Ethan Graber



The Apothecary Gift Shop has been operating as a family-owned business for the last three generations. It currently resides under the ownership and leadership of Jen Foley, who aims to continue thriving by keeping the business family-oriented. She uses this philosophy to lead her 25 employees. Jen shares, “Our leadership is family, and we treat our employees and customers like family.”

Originally purchased by the family in 1961, the Gift Shop’s building has evolved throughout the years. With the recent removal of the pharmacy within the building, it allowed for The Apothecary to cater more to the needs and wants of their customers. Jen says, “we work hard to make shopping with us a pleasant experience that customers will appreciate.”

Delivering a favorable experience for their customers inspire them to “work hard to find Michigan-made products as often as possible.” Supporting the local community

has always been a very important aspect of The Apothecary Gift Shop, as well as to its customers. Jen says, “The local population recognizes the importance of shopping small and local, which we are very thankful for.”

Located in downtown Holland, The Apothecary Gift Shop is an active participant in the West Coast Cash program. Jen states, “We believe that it’s an important program for our community. It’s also a chance to attract new customers that may have never been in our store.”

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The Leader's Guide to Corporate Culture: As Featured in the Harvard Business Review

By Caroline Monahan

If you were to Google the words “Workplace Culture” you would be rewarded with 7,201,000,000 results in under one second. It’s a theme that permeates blogs, magazines, leadership workshops, and management books. If you’ve been a regular attendee of our Wake Up West Coast Breakfasts, you will have heard from presenters about the “Why” of having a solid culture that is reflected both in your brand and in how you develop and operate your teams. You’ve learned how important it is that what the world sees on the outside is aligned with how you look on the inside. Case closed?

So why seven billion results in the Google search? Because culture is always a work in progress. Literally everything that goes on in your organization plays a role in developing and reinforcing the culture. This includes Leadership, Management, Workplace Practices, and People to name a few. Letting all of these variables percolate in their own

lanes without a clear plan for your corporate culture will lead to misalignment. From there it’s a slippery slope to decreased job satisfaction, retention and recruitment problems, and a reduction in overall organizational performance. No one wants that.

This month’s breakfast with culture expert Jesse Price will get into the “What” and the “How” of workplace culture. It will give you the tools to evaluate your organization’s culture to determine if it reflects your vision and strategy, to see how it’s affecting your company’s performance, and to measure its impact on your team.

He will also dig into what to do if you determine your culture needs to change. Leadership plays a critical role in developing and reinforcing culture, and Jesse will provide you with his advice on building a culture that creates and nurtures high-performance teams and organizations that lead to business success.



About Jesse Price

An expert in organizational culture and leadership, Jesse Price manages consulting teams that implement large-scale organizational change programs for companies across industries. His most recent clients have included some of the world’s leading logistics, retail, technology and consumer products companies.

Jesse co-authored *Harvard Business Review’s* foundational article on corporate culture and 2019 *Must Read*, “The Leadership Guide to Corporate Culture.” As managing partner and founder of Reya Group, Jesse has advised senior leaders across a number of sectors.

Jesse is originally from the Northwest and is currently based in New York, but lived and worked in Asia from 1999 to 2014. He graduated from Pepperdine University with a B.S. in international business and speaks English and Mandarin.



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March Calendar of Events

March 3, 2020 How to be an Effective Board Member

@West Coast Chamber
Time: 4:30–8:30pm
Cost: \$5 per person/ Maximum of 3 representatives per organization

March 10, 2020 Wake Up West Coast

@Holland Civic Center Place
Developing a High Performing Culture
Time: 7:30–8:30am / Pre-breakfast coffee and networking begins at 7am
Cost: \$25 Member / \$200 Reserve a Table of 8 / \$45 Non-member
Venue Sponsor: Venuworks
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March 11, 2020 Community Connections

@Compassionate Heart Ministry
Join us for an open house event with Lakeshore Nonprofit Alliance to showcase local nonprofits that need your guidance and experience as a board or committee member.
Time: 4:30–6:30pm
Cost: FREE
Sponsor: Chemical Bank

March 11, 2020 Lakeshore Latinas Meeting

@West Coast Chamber
Fostering advocacy, service, authentic relationships and opportunities for personal and professional development.
Time: 5:30–7:30pm
Cost: FREE

March 13, 2020 Advocacy in Action: Public Policy Committee

@West Coast Chamber
Come join discussions about the issues that affect you and your business.
Time: 8–9:30am / 7:30–8am Coffee and Networking
Cost: FREE

March 16, 2020 Advocacy In Action Governmental Affairs Breakfast



@Alpenrose Restaurant
Your opportunity to dialog with our local and elected state and federal legislators.
Time: 7:30–8:30am
Cost: \$25 Member / \$45 Non-member

March 18, 2020 Leading Edge

@West Coast Chamber
Building Teams and Talent: Learn to recognize and utilize key elements that move teams from involvement to empowerment.
Time: 8:30–11am
Cost: \$55 Member / \$35 for (1)

additional employee / \$75 Non-member
Sponsor: Blue Cross Blue Shield and Blue Care Network

March 24, 2020 Power Happy Hour



@City Flats Hotel
Grab a drink and browse display booths, make new contacts and win door prizes.
Time: 3–5pm
Cost: \$30 Members / \$50 Non-members / \$75 Display Table

SAVE THE DATE!

April 22, 2020
Celebrating Diversity Luncheon
@Holland Civic Center Place
Join us at our annual luncheon that celebrates our diverse business community.
Time: 11:30am–1pm
Cost: \$45 Member / \$75 Non-Member
Platinum Sponsor: Blue Cross Blue Shield Blue Care Network

WORKFORCE DEVELOPMENT CHAMBER STYLE

Welcoming Marketing Intern, Ethan Graber

Ethan Graber is a junior from Byron Center, MI double majoring in Communications and Business at Hope College. He is the Director of Events for Student Activities Committee, a tour guide, involved in Student Congress, and recently joined the West Coast Chamber Marketing team.





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Happenings at the Chamber



Scrapyard's Josh Bochniak and Waveland Property Management's Holly Benzinger learn more about The Chamber at our Maximize Your Membership event.



Tiara Yacht's Bridget English and Geneva Camp and Retreat Center's Bethany Wiersma sip some coffee at the Power Breakfast.



Farm Bureau Insurance's Lorie Vanwerden networks at the January Power Breakfast.



Hope College students grabbing some food to sit in on WUWC.

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Brad Haverkamp, representing Chemical Bank as the Economic Forecast Presenting Sponsor, talks with Jane Clark.



PNC Bank's Pujita Sieplinga, Kara Novak, and Pam Schuitema connect and mingle at WUWC.



Annie Lane Bridal's Annie and Stephen Hamstra connect with other members at our Maximize Your Membership event.

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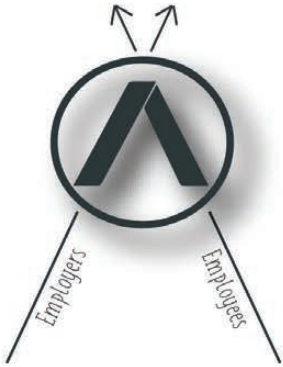
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