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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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During these unprecedented times, it's important to remember that the value of your Chamber membership goes far beyond connecting at events. This issue highlights a membership benefit that may not even be on the radar for many of our members: the Accident Fund worker's compensation insurance program. This money saving program connects member businesses with participating insurance agents who are able to provide them with significant discounts and dividends via Accident Fund Insurance Company. Participants often tell us that the cost savings more than pays for their annual Chamber membership dues. I love to hear that.

The needs of individual businesses are unique and can often change over the lifetime of a business. That's why we continue to offer programs that respond to the needs our members bring to us. From discount programs to conference room space to customized marketing packages, we continue to evolve our services to create opportunities for you to reach your business goals. We mean it when we say, "It's all about you!"

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce

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Boer's Transfer & Storage

By Chelsea Scott



Andrew Boer
Photo by Photo Op Studios.

As one of the oldest moving companies in Michigan, Boer's Transfer & Storage Inc. coordinates moving families, businesses and corporate relocations originating anywhere in the world. "In 1929, Peter Boer moved his family from Sheldon, Iowa to Holland, Michigan," said President Andrew Boer. "Farmers were going bankrupt and Mr. Boer realized the short-range outlook for farming was very bleak." Finding that work was not as plentiful as he had hoped, Boer's Transfer was basically a drayage company, hauling firewood, coal, trunks, and luggage to and from the train depot. Of course, furniture moving completed the list of items he also hauled. As the family grew, more expansion occurred and less profitable business was discontinued. Specialization developed until Boer's Transfer was hauling household goods, both new and used.

Following Peter Boer's death in 1951 his widow, Amy Boer, continued running the business out of the home, along with her sons and daughters. When Amy passed away in 1972 the youngest son, Calvin Boer, purchased the business from her estate.

Boer's grew from two trucks to a fleet of trucks and became an agent for Mayflower Van Lines. After Cal's retirement in 2000, Vice President David Dirkse, a loyal and dedicated employee, took over the operation of Boer's. In 2007 Andrew Boer, son of Calvin, was promoted to President and became the third generation to guide Boer's Transfer & Storage, Inc. into the future. "Having literally grown up in the business, I started mowing the warehouse lawns and doing odds and ends around the facilities from a young age," Andrew shared. "Throughout my childhood, I was lucky enough to take some over-the-road trips with my dad (Cal). You could say I started from the ground and worked my way up."

With Andrew's gaze fixed on continuing to grow in a meaningful and sustainable way and giving employees and customers the space and atmosphere they deserve, Boer's upgraded their space in 2019. "We worked with our architect and construction firm and came up with a design that combined renovation of the current space while adding on to the building making it a functional, seamless office," Andrew said. "The process went very well and everyone at Boer's is proud and happy with the results."

Boer's has been a Chamber member since 1974, and takes advantage of the opportunities for networking and professional development, as well as the Worker's Compensation Program. Participating with the Accident Fund is essential. "In order for this program to work and be successful, the Chamber and

participating businesses need to manage it properly. Clearly, they do," he said. "In my opinion, everyone involved in the program is performing at their best. Because of everyone's strong efforts, we are all reaping the rewards in terms of discounts and dividends." He added, "Of course, the annual dividend is something we always look forward to."

The Chamber recommends Boer's to new families and businesses relocating to West Michigan and celebrates its milestones such as the ribbon cutting ceremony for their office addition and renovation. In return, "Boer's promotes all the wonderful things that West Michigan has to offer through the relationships we have with the many families we move yearly," Andrew shared.

Andrew's biggest inspiration has been the longevity of the business. "So many members of my family have put their blood, sweat, and tears into the business; it drives me every day to do the best I can, to honor all of them," he said. "A strong economy often makes it difficult to find and maintain good quality



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employees, but I am proud of our staff and the team we have at Boer's. Every one of them comes to work with a positive, ready-to-work attitude and this is reflected in the quality of our work." Boer's has consistently been a top performer for Mayflower Van Lines, winning the 2019 Customer Choice Award and Mayflower's Top Performer Award. This, Andrew was quick to point out, would not have been possible without their incredible people.

Andrew is excited by what 2020 holds for the business. "Our 'White Glove Service' works with architects, interior designers, builders, furniture manufacturers, and individuals, coordinating receiving, inspecting, storing and delivering new products to homes and businesses,"

he said. "With the growth of E-commerce, we anticipate this service will continue to grow. We are grateful to have such a capable team managing it and the strong base of customers we love working with. We look forward to many years of continued growth with them."

Anything is attainable with good people, something that Boer's decidedly has. "I would like to think all our employees feel like they are a part of the family," Andrew said. "Creating that atmosphere and culture has helped me stay focused on what is important. I probably couldn't ask for any better impact from a business."

Boer's Transfer and Storage is located at 13325 Riley Street in Holland. Visit them online at www.boerstransfer.com.



Photo courtesy of Grace Freeman.

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Safety Pays as Chamber Members Earn Workers' Compensation Dividends

Chamber Member Businesses Share Workers' Compensation Group Dividend of \$139,000 from Accident Fund Insurance Company of America



In January, our Membership Team had a great time delivering checks to members involved with the Accident Fund program. They spent the day visiting with participating insurance agents about the savings being passed along to their clients. This year over 50 Chamber member businesses will share a \$139,000 premium dividend thanks to safe work practices and their participation in a workers' compensation group dividend program available through the West Coast Chamber. The 13% dividend amount returned is based on each participant's premium costs and has an average return of over \$2,500.

In addition to dividend opportunities, the West Coast Chamber group dividend program offers participating businesses a 5% discount on their workers' compensation insurance premium rates. For many businesses, this discount, combined with the dividend, can completely cover the cost of Chamber membership. This makes it an incredible value and a key member benefit.

"Since becoming a member of the Chamber of Commerce, we have received discounts from the Accident Fund over the years that more than pay for our membership. This is just one of the many Benefits we receive from the Chamber, along with several seminars that we have attended, which have helped us grow our business," says Mitch Van Den Berge, owner of Van Den Berge Pest Control, who has been a Chamber member since 1986.

While keeping people healthy and injury-free is vital in its own right, it is also an important factor in the ability to earn a dividend. Safety at work leads to fewer injuries and fewer workers' compensation claims. "It's a fact—safety pays. A safe work environment is not only great for employees, it's great for the bottom line," says Laura Hall, Accident Fund's group program consultant. "We're proud to be able to present the Chamber with this dividend for members in this program."

Accident Fund's Loss prevention consultants work with policyholders on safe work practices and teach employee safety training. The company also offers an online "tool box" where policyholders can link to federal and state workplace safety websites.

Kimberly Book, Account Manager for Berends Hendricks Stuit Insurance Agency says, "We always encourage our customers to take advantage of the many benefits offered by the West Coast Chamber, and especially as it relates to their Work Comp coverage through the Accident Fund. The premium savings is excellent, but the dividends are even better. It is always such a treat to deliver their dividend checks for their share of the group's great claim performance from year to year." BHS is a participating provider and has been a Chamber member since 1993.

Workers' compensation insurance is just one of many expenses that employers have to consider. Businesses can make it



BHS Insurance



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a smaller part of their budgets by joining a group program.

Andrew Schippers, Account Executive at Lighthouse Insurance Group sums up this member benefit by saying, "This is yet another example of the West Coast Chamber being proactive in providing opportunities and benefits to their membership. As a

result of the group's positive loss experience, members are able to capitalize on up-front savings as well as declared dividends. Lighthouse Group is pleased to administer this insurance benefit as part of our long-standing commitment to help members reduce operating costs while maintaining high-quality coverage."

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An Ounce of Prevention: The Importance of Reviewing Worker Classifications

By Mike Doversberger



Many businesses utilize independent contractors. This arrangement, where appropriate, can benefit both the business and the independent contractor. However, problems arise when a worker is an employee under the law but is misclassified as an independent contractor.

In Michigan, increased attention is being given to the classification of workers, with legislative proposals being considered to limit payroll fraud. A Special Payroll Fraud Enforcement Unit has also been created within the Department of Attorney General (April 2019) to investigate cases of payroll fraud, including the misclassification of workers as independent contractors.

Misclassification of workers may result in potentially severe penalties and legal consequences for those businesses that employ them. Misclassified workers may also be regarded as ineligible for (or simply less aware of) statutory rights, including potential rights to unemployment, workers' compensation, overtime pay, and numerous other labor and employment protections. **The legal ramifications can be wide reaching and may increase with the number of workers involved.**

Having a worker acknowledge he or she is an independent contractor is unlikely—absent supporting facts based on the actual activities performed—to pass legal scrutiny. Rather, these types of acknowledgments, especially those that are often utilized but rarely reviewed, may create a false sense of security for businesses and lessen the attention businesses should otherwise be placing on each classification, such as reviewing the duties to be performed and, when appropriate, drafting tailored independent contractor agreements.



If a worker performs a task according to his or her own methods without being subject to the control of the business as to the means by which a result is to happen, the worker will more likely be deemed an independent contractor. Considerations to help evaluate the overall relationship may include (among others):

- Does the business provide instructions about how, when, or where to work?
- Does the business provide and require training?
- Are services required to be personally rendered by the worker?
- Is the relationship continuing in nature and exclusive?
- Must the worker perform services in an order set by the business?
- Is the worker paid monthly, weekly, or hourly (instead of a cost per job)?
- Does the business provide the tools and equipment to the worker?

Is the worker devoting a substantial time commitment (e.g., full-time) and is the work an essential part of the business?

These questions, if answered in the affirmative, are often more indicative of an employee relationship. However, the degree of importance of each varies by occupation and considerations that are relevant in determining the overall relationship in one situation may not be relevant in another situation.

This type of analysis and weighing of considerations under the law usually entails a greater review than just securing an acknowledgment. This important legal distinction should be given consideration upon engaging a worker or in conjunction with a general business compliance or operations review. In this area of law, the familiar old axiom rings true: *an ounce of prevention is worth a pound of cure.*

This article is general in nature and should not be construed as legal advice or as creating an attorney-client relationship. Consultation with legal counsel is recommended for specific situations.

Mike Doversberger is an attorney in Smith Haughey's Holland office, and practices in the areas of business, real estate, nonprofit, and employment law. He represents corporations and individuals, has drafted and negotiated numerous types of agreements, and has acted as counsel to employers on human resource needs and strategies. He can be reached at 616-499-6356 or mdoversberger@shrr.com.

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What's Your WHY?

By Mandi Brower, Chief Operation Officer

In preparing the content for this article I polled two groups of people. Group 1 was just a general Facebook post. Group 2 was an internal message within our retail organization. The responses all shared consistent themes like, "It's about people and bringing a smile to their face." "Working to make life easier for others by sharing my experiences." "I give 110% at work for my family." Almost every response included serving other people. There were a few people that were really challenged and do not know their *Why*.

Why is it important to know your Why?

Your *Why* is a reflection of your values and your beliefs. Your true *Why* aligns with your goals. Your *Why* is what motivates and drives you each day.

Finding my Why!

Several years ago I was working on determining my *Why*. I was told about a book called *The Passion Test*. I thought it would tell me exactly what my passions were and I could determine what my *Why* is and everything

would be great. It was a great book, but my answers did not just magically appear. There are many great books that direct you into finding your *Why* but I still could not put words to it. I really think I was looking for a book that said, "Mandi Brower, here is your *Why*." Funny how it doesn't seem to exist. In a meeting with my pastor for coffee one morning, we were discussing God's call for our life. How do you know what God's call for you is? I am someone who is pretty black and white. I have not received an email text or call from God writing out what I am supposed to be doing. However, the message came loud and clear through my pastor. While employing hundreds of team members in the retail environment, he says "This is your mission field." "You have people right here to lead and guide."

At this time in our organization, we were working on defining our culture. We were putting words to what the beliefs, desires, and values of our organization are. Someone walked into my office and

said, "What is the *Why* of our organization?" I replied, "That it is easy—to Enrich Lives, Add Value and Serve Communities." That day it turned into our Vision Statement. When you know your personal *Why*, you can get behind ideas, values, movements, that agree with your *Why*.

As leaders, we have the opportunity to enrich the lives of every one of our team members. We have the opportunity to add value to our guests/customers. We are blessed with the resources to serve our community.

Does your Why ever change?

Absolutely! Your *Why* can change with your environment, your career, your family, your growth as an individual. Your *Why* needs to always be something bigger than yourself. As your life changes, your *Why* changes. Your *Why* needs to be so big that it drives your decision to be the best version of yourself.

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Keeping up With Technology

By Doug Barese, Town & Country Group Operations Manager



In 1989, as a 21-year-old, I would have needed \$6.4 million to purchase what I recently purchased for \$8. That cost difference is synonymous with technology and is an example of what businesses hope to achieve in improving their products and processes.

As Town & Country Group's Operations Manager, some of my responsibilities include ensuring Just-In-Time delivery of material and equipment to job sites and implementing time-saving equipment, which basically means I am responsible for implementing new technologies. As with every industry, new technologies are constantly being rolled out for us to assess, consider financial impact and possibly implement. Choosing the right ones are crucial.

I recently read the unfortunate news of a local company investing too much borrowed capital in new technology—electronic reclining chairs—and not foreseeing larger market technology improvements—such as the increase of streaming content - which resulted in the company going bankrupt. Costly technology mistakes can make or break businesses!

Not many evolutions are equal to the cost improvements of computers. Home construction, commercial construction, chair design, pharmaceutical production, car assembly, food supply and education have improved, but the improvements haven't resulted in drastic cost decreases like the example of my new \$8 SD card.

We all want our businesses to succeed. We want proven technology that is more advanced than what our competitors use. How do you choose the right technology? As with construction, the decision is based on the foundation—in this case, your technology. Do you have a robust fiber Gigabit data infrastructure? Do you have a capable and adequate network infrastructure, both wired and wireless? Have you considered your staff's local technology, including desktops, laptops, tablets and phones?

Although technologies are constantly evolving, you don't have to build from the ground up to implement your industry's best practices. Some areas, such as a fiber Gigabit data infrastructure, might not need to be replaced, depending on age. But like a building foundation, if it was installed small and you added on to it as your business grew, it likely has many cracks and varying levels of quality. Having a well-engineered data infrastructure is vital, but other improvements can be incremental and, in many cases, in stages.

For many of our clients, that data backbone is what started their partnerships with Town & Country Group. But our diverse expertise in audio/visual, security systems, controls and electrical also have helped companies make the best technology investments. Regardless of who builds your data infrastructure, it is important you know your investment in building a strong data infrastructure only performs

to its level of engineering. Unfortunately, it isn't as simple as plugging in a computer and confirming it can connect to the Internet. As your company grows, your data network must have already been pre-engineered to meet your needs, but without the proper testing equipment and tools, you likely will not get your full return on investment.

Town & Country Group spends tens of thousands of dollars on testing equipment and training to provide the expertise your data infrastructure requires.

Whether it is for a school installing active shooter mass-notification systems or a company upgrading to a robust fiber-based wireless network, specific standards and testing tools are needed to ensure your investment is paying off.

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COVID-19 and Spring Break: Tips for Healthy Travel

Submitted by Spectrum Zeeland Hospital

Learn what precautions to take as you seek to stay healthy and well on your vacation.



Not necessarily, says Rosemary Olivero, MD, section chief of pediatric infectious disease at Spectrum Health Helen DeVos Children’s Hospital.

You can take a trip—but take precautions.

“Traveling for spring break is a really exciting time,” she said. “Everybody loves to do it—to get out of the cold weather and experience some sun and some fun.”

“But this year, with all the health alerts going on about the coronavirus, it’s a great opportunity to think about where you’re going and how to keep yourself and your family as healthy as possible.”

Travel within the U.S. generally offers the health advantage of good sanitation practices. And you are not likely to

encounter many mosquito-borne diseases such as malaria.

But even a flight to Florida, a popular spring break destination, has health concerns.

“You’re going to be sitting very close to other people,” she said. “A lot of viruses are transmitted by sitting within 3 to 5 feet of another person. And that’s exactly what you do on an airplane.”

Especially at this time of year, with cold and flu and possibly COVID-19 viruses in circulation, she advises taking steps to minimize your risks.

Regular hand-washing “is absolutely a must” when traveling this time of year, she said.

Consider buying travel insurance, Dr. Olivero added. Or pay for the higher cost

As COVID-19 seems to pop up in a new spot every day, some families fear the coronavirus will derail their spring break travel plans.

Should they pull the plug on a vacation and settle for a staycation?



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flights that allow you to reschedule. That can provide a safety net in case you need to change your plans.

Travelers also can check the advisories posted online by the CDC.

Also, for international destinations, families may call the Spectrum Health Travel Clinic at 616.267.2300 to help determine if a travel visit is recommended.

Here are other tips to ensure a healthy and happy spring break trip:

- Boost your immune system pre-travel: Get plenty of rest, eat right and stick to an exercise routine.
- Make sure you and your kids are up to date on vaccinations.
- Pack enough prescription medications for your trip in your carry-on luggage.
- Take a medical kit that includes: Band-Aids, antibiotic ointment, aspirin or Tylenol, aloe gel for sunburn, cough drops, cold/flu over-the-counter medication, antacids for upset stomach, Pepto-Bismol tablets for diarrhea.
- Even while enjoying vacation treats,



Rosemary Olivero, MD, section chief of pediatric infectious disease at Helen DeVos Children's Hospital said spring break travelers don't necessarily need to cancel their plans. (Chris Clark | Health Beat)

make sure to eat plenty of vegetables, fruit, lean protein and whole grains—to minimize the risk of digestive upset.

- If you're traveling by plane, train or bus, wipe your seat, seat belt, tray table, arm rests thoroughly with sanitizing wipes, and use sanitizer on your hands. Avoid the magazines or other cards in the seat back pockets. Avoid touching your face.
- Stay well-hydrated by drinking plenty of water.
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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.



Tracey Nally
ODC Network

What's special about where you work?

Diverse responsibilities and experiences with leaders who are forward-thinking and fearless.

Why are you excited to be in this year's class?

Now that I've gotten to know them, I'm convinced we will learn from one another and develop a bond that would not normally be possible.

What's your definition of Leadership?

Someone who has a vision and encourages individuality. They listen to their team to achieve goals and accomplish their mission.



Laura Nienhuis
Haworth, Inc.

Are you a native to Holland?

I'm a boomerang! Born, raised, moved away, came back!

**What's Special about where you work?
How long have you been there?**

Haworth three years. I love that this family-owned business has been around for 71 years! It's a large company that still feels like a family.

What's your definition of Leadership?

To me, leadership does not have to be your boss. It's somebody who wants to help, grow, coach, it's a person who walks the walk. Honest, respectful, listens.



Alexa Redick
Children's Advocacy Center

What's Special about where you work?

United Way identifies communitive needs from the community itself and pulls together a network of resources so everyone can achieve their full human potential.

What's your definition of Leadership?

Can you give an example of a leader you admire?

To me, leadership is identifying and individuals' skills, passion, and strengths, developing a relationship of trust and accountability and empowering them to have decisions from within themselves. Angela Davis is my leader and Educational inspiration.



Emily Spaniola
Lake Trust Credit Union

What's Special about where you work?

Lake Trust Credit Union believes in the power of community. We give back to the community with our time and resources. We want to create and sustain strong relationships.

Have you been involved with the chamber before beginning WCL?

Last year I started to make it a priority to learn more about Holland the community and the Businesses in Holland.

Why are you excited to be in this year's class?

I am so excited to expand my skills as a leader and make great contracts. I already feel a bond with my class.



Johnny Rodriguez
Quality Car Wash

What's Special about where you work?

Value People and Relationships.

Why are you excited to be in this year's class?

It is so much fun. I am eager to learn. I value networking and the ability to make connections.

What's your definition of Leadership?

A leader serves others.



Austin Schrottenboer
Plascore Inc.

What's Special about where you work?

How long have you been there?

Family-owned 1st generation Zeeland company. Full time 8 years.

What's your definition of Leadership?

Can you give an example of a leader you admire?

Someone who leads by example. My dad was someone I admired the most. Many people called him a leader. Before he died, he said that he didn't always know where to go, but standing still wasn't an option.

Annual Event Celebrates Remarkable DEI Programs



2020 CELEBRATING DIVERSITY



You're doing great things, and we want to share them! We're looking forward to our Celebrating Diversity event, where we'll recognize two Champions of Diversity in our community. This year's event features a new strolling lunch of food from around the world, sponsored by Gentex Corporation. Guests will mingle while exploring food stations featuring flavors from Thai to Italian to Mexican and more. You asked for more networking time, and this casual format will give you more time to connect throughout the event.

Tell Us Your Story

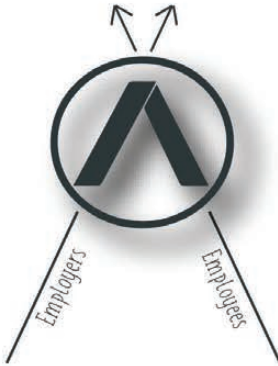
While we present two awards at this luncheon, we know that members throughout our business community we're working hard at making a positive impact in the area of DEI, and are asking for your help in sharing stories. Tell us about a remarkable program, experience, or story that positively impacts Diversity, Equity & Inclusion at your workplace or in our community. Visit the Celebrating Diversity Luncheon event page on our website to submit a story and a photo. (www.westcoastchamber.org/events)



2019 Champions of Diversity, Al Vanderberg of Ottawa County and Priya Gurumurthy.

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Connections Event Champions our Community

By Caroline Monahan



Over 150 people were on site at The Chamber's 3rd annual Community Connections event on March 11. They were there to learn and share about volunteer opportunities at local nonprofits. Community Connections stems from the Chamber's commitment to developing community stewards in our area.

Partnered with Holland/Zeeland Young Professionals and the Lakeshore Nonprofit Alliance, the event calls to aspiring professionals looking to make a difference in a lasting way and provides them glimpses into organizations that can use their help. This open-house style event allows them to meet many organizations at once and determine those that tug at their heartstrings. Further conversations reveal if that person is a match for the needs of the nonprofit.

Representatives from over 40 nonprofits manned tables and had this to say about the event:

"It went great. This is great exposure for us. I can't believe 150 people signed up to learn more about helping the community!"

"It's awesome building bridges with other organizations and getting plugged into some of the things they are doing and trying to get people involved with that... When the community comes together to learn more about what it needs, good things happen."

"These are exactly the type of people we are looking for. We are so happy we came and participated."

Without the event, it is difficult to get the broader picture of all the opportunities available in our community. The Chamber acts as the connector that makes valuable relationships possible. Registrants looking for volunteer opportunities had this to say:

"I reconnected with Renew and will probably visit them soon. I am also considering connecting with CASA. I brought a friend to the event who is looking at First Tee and Habitat."

"If you want to get involved in your community, this is the place. There were many vendors that I was not even aware of. I recommend it highly."

The next piece of the Chamber as Champion series will be at the 2nd annual Community Impact Day, where Chamber members provide boots-on-the-ground volunteer projects for over 25 nonprofits throughout the area in one afternoon. To date there are 370 different volunteer opportunities available at this event, and participants will be able to select the one that calls to them. The Chamber is committed to being a Champion for this community, and to bringing meaningful opportunities to our members who share our dedication for making this a great place to live.



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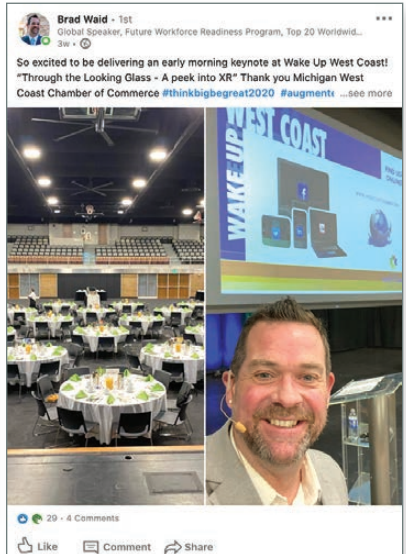


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Standing Strong with Local Businesses— From a Social Distance

By Caroline Monahan



Small business owners are our neighbors, our friends, our colleagues. Their children are our children's playmates and classmates. They send their kids to dance class, violin lessons and soccer practice, and provide employment for others so that they may do the same. They own coffee shops, hair and nail salons, corner stores, boutiques, clothing stores, restaurants, craft stores, bars, shoe/bike/tire repair shops, gift shops, pet stores, and more. They provide the unique products and services that enrich our lives and that also make visitors want to come to our community and contribute to our local economy.

Local small businesses are at the heart of our communities. As we all adjust and readjust to what the current new normal looks like, it's evident that this economic heart is beating a little slower. Working from home, social distancing and self-quarantining can mitigate the coronavirus outbreak, but at the same time devastate the small businesses that make our community amazing. They need community support more than ever.

These are trying times, but we do have infrastructures and technology in place to

help us weather them without being totally isolated. Here are suggestions of ways you can support local businesses while sitting at a keyboard or on your phone.

Buy Gift Cards: We all have our favorite places to eat and shop. If you have the means, stop in or go online and purchase gift certificates. The business receives the cash now and you can treat yourself to fun outings later. Cash flow is key during times like this, and every little bit helps.

Shop Local - Online and Off: Many local businesses, restaurants and bars have online shopping portals as well as storefronts. Some may also be offering discounts to encourage more online sales. Not sure if they do? Give them a call or an email to inquire.

Order Take Out or Delivery: There's never been a better reason to skip the kitchen work for a night. You may not be able to eat at your favorite places, but you can still enjoy their food. Some businesses that have not previously offered carryout are doing so now, and also using the services of delivery companies. At risk and concerned about opening the door for delivery? Include

your delivery tip in your payment and ask them to leave the package at your door.

Tip More than Usual: This community is known taking care of each other and working together for the greater good. When you stop in to pick-up take-out food or answer the door for delivery, consider adding an additional generous tip for those whose income will likely have taken a hit with reduced hours. A bigger tip may not directly contribute to a restaurant's bottom line, but it does help others and it contributes to the spirit of goodwill and appreciation in the community, which can help with everyone's mood.

While community organizations and government agencies are stepping in to help, there are things that individuals can do to help local businesses during this unprecedented time. Let's make it a goal to intentionally support our local businesses in ways we may not have thought to do before. If you're looking for additional ways to help, check with the Chamber by visiting the website at westcoastchamber.org sending an email to info@westcoastchamber.org or calling 616.392.2389.

Michigan Business and Industry Leaders Launch Michigan Compact on Immigration



New research from New American Economy finds that immigrants contribute \$2.1 billion in state and local taxes and hold \$18.4 billion in spending power

On February 27, 2020, a coalition of business and industry leaders came together at the Lansing Regional Chamber of Commerce to launch the Michigan Compact on Immigration, a set of key principles outlining the need for smart immigration policies at the federal and state levels that recognize the critical role immigrants play in helping drive Michigan's economy forward. The Compact, whose signatories represent more than 20,000 companies and more than one million employees calls for a federal immigration system that responds to the needs of Michigan employers and workers in a time when talent attraction and retention is critical to the state's economic growth.

The Michigan Compact on Immigration comes as new data

from New American Economy's (NAE) Map the Impact shows just how much value immigrants add to Michigan's economy. In 2018, immigrants held \$18.4 billion in spending power and paid \$2.1 billion in state and local taxes. They are essential players in some of the state's most important industries, from STEM to healthcare. While just seven percent of the state's population, immigrants make up more than 17 percent of STEM workers, a critical role considering Michigan faces significant workforce shortages in STEM jobs. As of 2015, there were 19 open STEM jobs for every one unemployed STEM worker. Immigrants also make up 28 percent of physicians in the state. As job creators, immigrant-founded businesses generated over \$27.3 billion in sales and employed over 167,000 Michiganders in 2016.



MICHIGAN COMPACT
on IMMIGRATION

The West Coast Chamber joined 15 other pro-business organizations in supporting and signing the compact, which urges our congressional delegation and state leaders to adopt these five principles of the **Michigan Compact on Immigration**:

- 1. Federal Responsibility:** to enact responsible policies at the federal level.
- 2. Strengthening our Economy & Workforce:** influenced by visa policies that protect both businesses and workers.

3. A Sensible Path Forward: for immigrants wishing to come to our country.

4. Stability: for workforce, communities and consumers.

5. Competitive Communities: are marked by those who attract a competitive workforce.

Read the Compact and its full list of signatories on our website Business Insider Blog.

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Crust 54

By Ethan Graber



Crust 54, locally owned and operated by Matt Klaus, is being intentional about how they are taking their business to the next level. It's no doubt that Crust 54 has been the talk of the town lately due to its recent acquisition of a new building in downtown Holland.

Crust 54 is always on the lookout for ways to best serve their customers. One way they do that is by sourcing natural ingredients from nearby suppliers. From their sauce to their cheese, Crust 54 believes that excellent ingredients will result in an excellent end product. "Our product is unique in that we only source ingredients that are all-natural and do not contain preservatives. We make all our pizza dough fresh on site, including our gluten-free dough, which is becoming increasingly popular," says Matt.

In addition to their natural pizza, delivering excellent customer service is something that every one of its 15 employees value. The connection that customers have with Crust 54 is evident at the parties, events, and weddings they cater too. "Some customers become much more than just customers, they become almost like a second family," Matt says. Placing a high value on ingredients and customer connections has allowed Crust 54 to thrive as a local business.

Crust 54, located downtown Holland, participates in the West Coast Cash program because it supports local businesses such as themselves. Klaus highlights how the program, "ensures that money will stay within the greater Holland area."

Crust 54
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1145 S. Washington Ave, Holland MI
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www.crust54.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. Once ordered, purchasers simply print the certificates or email them to a recipient, and then it's time to shop. *Buy yours today at www.westcoastchamber.org.*

Gold Premier Partner Highlight: Smith Haughey Rice & Roegge



Founded in 1941 and built on the foundation of litigation excellence, Smith Haughey Rice & Roegge has grown to a practice with more than 60 attorneys spanning four locations across the state of Michigan. The firm's Holland office has grown to an office of six attorneys and three support staff, and 2020 marks the firm's fourth year proudly serving clients in the Holland community.

The Holland office primarily represents businesses and their owners, assisting clients throughout every stage of the life of the business – from startup to sale and/or transition and everything in between. Our attorneys practice in all areas of business and real estate law, including employment, intellectual property, entity formation and planning, corporate governance, shareholder relations, mergers and acquisitions, commercial finance, commercial transactions, general contracting, securities, nonprofit law, any related litigation issues, and the purchase, sale, leasing and development of real estate.

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Happenings at the Chamber



Team members from Hutt Trucking having fun at WUWC Breakfast.



Barry Hutzel and others learn how to navigate virtual reality.



The team from 730 Eddy Studios brought AR to life at our February WUWC breakfast.



Payton Haas, Ada Delgado, and Rebekah Groters from Macatawa Bank learning how to take their presentation skills to the next level.



Angelica Velez of Winsome Travel Design introduces herself and hands off the microphone at Network at Lunch.

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Scott Whiteford representing Whiteford Wealth Management as the sponsor for our Network at Lunch.



Our West Coast Leadership class participates in a simulated society to better understand the difficulties that can come out of governing a society.



Darlene DeWitt from Consumers Credit Union and Jordan Kopp from Charter House Innovations enjoying Network at Lunch.



Celebrating Chamber President Jane Clark and all the West Coast Chamber members named to the *Grand Rapids Business Journal's* 50 Most Influential Women list.

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