

# CONNECT

MAY 2020

## Small Business Owners Standing Together from Six Feet Apart





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# Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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The past month has been an exercise in adaptability and resilience. In the first three weeks of Governor Whitmer's "Stay Home, Stay Safe" Executive Order, our Chamber team spent hours each day reaching out to our members, calling each business one by one to check in and assess their needs. We've worked with Care Ottawa County to help address the needs of human services outreach. We pivoted our programming and produced webinars featuring experts on financial aid, human resources, public policy, mental health and small business assistance. We've shined the spotlight on restaurants that are open for carryout and encouraged the community to support our local businesses. We're connecting with chamber officials at the national and state level for the latest policy updates and collaborating with regional chambers to assist businesses with applying for grants. Every day we add resources to our website toolkit so that our members can stay informed.

There has never been a more critical time for our community to come together, and the Chamber team will continue to operate in high gear to make the important connections that help businesses adapt. We're looking forward to the new future of business and will continue to be your trusted resource and partner in the months and years ahead. Please do not hesitate to reach out to us. We are committed to this amazing community, and we are here for you.

Best Regards,  
Jane Clark

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# Small Business Owners Standing Together from Six Feet Apart

By Caroline Monahan

Putting it mildly, commerce across the country has taken a very unexpected detour. Businesses of all shapes and sizes are charting their own paths in this new normal, yet also coming together in ways that dwarf prior collaborations. Even in a community known for looking out for fellow businesses, the current collective response to bolstering the local economy is exceptional. Two local business owners who have taken a front seat in pulling leaders together are Boyd Feltman and Matt Holmes, who both have multiple businesses in downtown Holland, across West Michigan and across the country. Digging in to local and national advisory resources gives them both insight on surviving and looking ahead to what happens after the state of shut down expires.

## Boyd Feltman

To the local community, Boyd Feltman is the owner of Peachwave Frozen Yogurt & Gelato and has been since 2013. Perhaps not known by all is that Boyd is also the co-owner and brand CEO of the national Peachwave brand, which operates over 40 stores in thirteen U.S. states and the Cayman Islands. Although born and raised in Michigan, he had settled in Danbury, CT and spent most of his career in an executive finance capacity for GE Capital. In 2012, wanting to start his own business and be closer to families, he and his wife decided to move back to Michigan, and selected Holland as the ideal place to live, work and play. He purchased the 8th Street building (formerly Post Jewelry) in the fall of 2012 and launched his business to a welcoming community.

In Boyd's own words, he's "Having a blast! I absolutely love my team, my suppliers, my licensed operator family, and doing business in the West Michigan community. We enjoy the challenge every day to build and sustain more tools, tech, and support for the stores and high-quality product and dining experiences for our customers. We welcome and embrace the challenge and opportunity with a togetherness that I always dreamed about! All is not perfect with the brand, but what would we do if it was? It's the pursuit to be better that we all seem to enjoy."



Boyd Feltman of Peachwave

As with growing any business, there were challenges early on. When he purchased the national brand, he discovered there was a decided lack of marketing tools, graphics support, consistency, technology, and overall strategy. As both the national brand owner and as a local "licensor" (Peachwave is not considered a "franchise") this meant pivoting and investing in technology, store training and tools to support the brand and the other 40 local licensors around the country. This focus allows those locations to better compete and thrive in their own communities.

"It's been a really interesting and humbling challenge to efficiently solve. We are absolutely in a much better place than we were in 2015, but we are investing in sales and marketing strategies that are ready to launch in 2020 and 2021 that will really allow us to hit our stride both in Holland and nationwide," said Boyd.

He takes this commitment to helping business thrive in their communities seriously and puts his time and resources where his heart is. Currently Boyd serves as the chair of the Downtown Development Authority (DDA) and sits on the executive committee of the Ready for School Board of Directors. He's been active with the business department at Hope College, the Heart of Holland group that raised money to finish renovation of the Civic Center, and was on the Advisory Task Force to support the visioning process for the Holland Waterfront Redevelopment project. The Holland Peachwave store donates to over 70 non-profit organizations each year in the areas of Education, Health Care, and Community Well-Being.





Did You Know Downtown Benches are Six Feet Wide?

### Matt Holmes

Matt Holmes is also not one to shy away from challenge. He opened Home & Company in 2005, with a retail focus on décor and gifts. The recession in 2008 led them to expand the product offerings into fashion. His business resume includes founding and then selling Tip Toes, launching the Jean Marie's location on Chicago Drive in 2015, adding a second Jean Marie's location in Grand Haven in 2017, and in January, liquidating Home & Company in the clock tower building with a plan to open a third Jean Marie's location in that space. That is, as soon as there's a little more clarity on how long things will be disrupted.

The COVID-19 challenges have taken Matt's business even further into fashion with the expedited launch of an online platform. They put plans to launch their new [www.jeanmaries.com](http://www.jeanmaries.com) site in to overdrive and within five days were up and ready online. "I was incredibly proud of our team and seeing them rise to this challenge! In just a couple of weeks we went from basically doing nothing online to establishing a site that is off to a great start. In fact Shopify has us in the top 5% of all sites launched at the same time as we saw over 10,000 unique visitors in the first two weeks! Although it does not yet replace our in-store sales we are making significant strides and it is enabling us to maintain more staff than we otherwise could have," said Matt.




Matt Holmes of Jean Marie's

Something that has been important to Matt since launching his first business is to stay involved with local organizations in the community. Over the years he has served on the Farmer's Market Advisory Board and Girlfriends Weekend Committee, and currently serves on the Tulip Time, Holland CVB, and Principal Shopping District's Board of Directors. This gives him a well-rounded picture of the tourism and retail pulse of this community and has helped him build a solid network.

He is also on the executive team for the nation's largest group of independent retailers (Southwest Buying Group) with member stores ranging from Alaska to Florida to Maine and everywhere in between, meeting quarterly with a "masterminds" group to stay on top of business trends and best practices. Once per year the groups does a 3-day summit where one entity takes a turn hosting the group in their home town. Last year was his turn to host. "The group LOVED Holland! We hosted the event at Haworth Inn and the group enjoyed a trolley tour, learning with retail guru Bob Negen, a tour and time with Mandi Brower and her team at Quality Car Wash and more!"

Building relationships is at the heart of Matt considers when asked about success in business. He understands the value in earning the trust of a customer that makes them a patron for life. "At the end of the day we want customers to trust us to do what's right," said Matt. A key data point that Matt and his team are doing something right is the growth of their semi-annual fashion show. In the three years since it began, the show has gone from a solitary 110 seat capacity show the first year, to most recently selling out three shows of over 350 seats at each.

 [Read about how collaboration is making a difference on page 6](#)



## Feature: Small Business Owners Standing Together from Six Feet Apart

### The Power of Community

It's the energy and dedication to customers and community, and to staying ahead of the curve that positions these two business owners to help guide the ecosystem of other small businesses in our area through times of unexpected turmoil. For them, like many others, it has meant lots of online meetings, phone calls, emails and more.

Said Matt, "I am seeing it across the board from our retail organizations to local leaders who are realizing that we will all be better off working together. There is so much news, and with things changing as rapidly as they are it is helpful to be working to process and respond together. I would say that there has been more broad cooperation amongst different organizations/entities in the last several weeks than I have seen in years. That is encouraging."

Boyd added, "From so many interactions, meetings, and groups nationwide that I'm privileged to help and observe, I see silos being broken down like never before. It's a feeling of "Us" everywhere I turn. In the business community, most everyone has accepted and moved onto solving and helping. People are unlocking their tangible and intangible resources at lightning speed to help others. You can definitely sense that we are all in this boat together urgently rowing away from danger. Everyone needs an oar to paddle. If you don't have an oar, all you need to do is ask a few people and you'll likely be handed an oar faster than ever before."

When asked what the future may look like for this area as far as tourism and retail are concerned, both see adaptation and innovation as the keys to recovery. Boyd reflected, "Necessity is the mother of all invention. Humans need to celebrate and be social. How we accomplish that without gathering in the near-term will be the key. So, it will be fascinating to see the opportunities bubble up and how commerce will be able to invent and capitalize on new ways to do business. Some ways will just be tweaks while other things will require more drastic steps."

Matt sees the resiliency of this community coming from the natural attractiveness of the area. "Certainly, there's a huge disruption in the short term we are seeing already. That being said, once people feel safe to travel, Holland is positioned to recover quickly. It was a blow to lose the Tulip Time festival this year, but Holland is beautiful year-round. We are fortunate also that many of the reasons people come here is for the beauty of the lake shore and things we hope will be open sooner than later!"

Staying focused and letting one success build upon the last is the way forward for Matt. This new challenge, though not invited, energizes him to keep working and evolving for the sake of business and the community. Boyd adds the focusing on helping others will define how we come out of this time. "If only everyone could help 10 people a day in some way

(no matter how trivial), we will all get through this better. It doesn't matter if it's family, friends, customers, vendors, etc. Help will come in many forms such as advice, listening, money, information sharing, networking, deferring payments, smiling, etc. It all counts. Opportunity to help is everywhere if you look outward. I've found this to be highly energizing and they days are going by very quickly, too! No time to worry. Just find ways to help."



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# Keeping it Real

By Kristine Kay



**G**eesh, have I been struggling to write this article. I was feeling like now is not the time that y'all can think about interior design. I know I've been focusing more on the important work that must be done as a business owner, and less on creativity.

Truth be told, I was worried that you wouldn't think interior design was a relevant topic.

But then I received a message from a previous client telling me how grateful she was that we had not only created a home for her that is a place of beauty, but of comfort and respite. And then I received a second similar note. These have been moments of brightness in the past few weeks.

Yes, our environment impacts how we feel.

Yes, our environment impacts our productivity.

Yes, we all get it now!



Anyone who has had to make quick work of establishing a home office surely understands. Function wins, but then we find ourselves struggling to feel motivated and to be productive. What if your space was both

functional and made you feel empowered to be your best?

Now more than ever I am grateful for the sense of serenity I feel when enveloped by my home. Now more than ever I appreciate my home office that fills with natural light so I can geek out over varying tones of color. Those bursts of creativity speak to my soul and keep both my spirits and my productivity levels up.

I totally understand. Now might be the time when you must focus on the basics, which may not include funds for a refresh. But renewal and new beginnings are just around the corner. Let's take some time to dream. To plan how we will create a safe place for families and friends to gather. To invest in the spaces where work gets accomplished as an investment in ourselves.

All I needed to do was remember my WHY. The answer has always been the same. I am full-on passionate about creating a home for your family. That creativity comes from the heart, and anything that is shared from the heart is given as a gift. Ask any designer and I bet you'll get the same response.

So let's do this. Let's make your home a place of solace for you and your family. Let's make your home office a motivating place to work so you can be your best. Need help? Don't worry, we've got your back.



*Kristine Kay is the principal designer at Kristine Kay Interiors, a full-service Interior Design firm specializing in custom homes and commercial spaces. We'd love to be a part of the team that helps your business soar. Check us out at [www.kristinekayinteriors.com](http://www.kristinekayinteriors.com) and give us a shout at 616-460-1564.*

(616) 460-1564 [kristine@kristinekayinteriors.com](mailto:kristine@kristinekayinteriors.com)





# Care Ottawa County Coordinates Extraordinary Community Response

By Chelsea Scott

It was the night of March 12 and Patrick Cislis (Lakeshore Nonprofit Alliance and Community SPOKE Executive Director) couldn't sleep. "I laid awake after hearing that Michigan would be closing its schools," he said. "I began thinking about what the spread of this virus would mean from a human services perspective in our community."

The next morning, Patrick called Mike Goorhouse (Community Foundation of the Holland/Zeeland Area President/CEO) to see how he was processing and how he and his organization were going to get involved. "I called a meeting that same day with roughly 25 key leaders in our community to discuss how we might collaboratively address the anticipated human service needs that would most certainly occur," Patrick said. "Anytime there is a crisis of this magnitude there are predictable needs that will begin to increase in a community (food and basic needs, housing/utilities, mental health)." Among the organizations at that first meeting were Community Foundation of the Holland/Zeeland Area (CFHZ), Grand Haven Area Community Foundation, the United Way, the Intermediate School District, Public Health, The Michigan West Coast Chamber of Commerce, Lakeshore Advantage, Community Mental Health, Good Samaritan Ministries, Community Action House, Evergreen Commons, Love in Action and others.

The goal was two-fold: prepare safety-net organizations to respond to the increase in human service needs and create ways for the community to get involved to help with the relief effort.

And things moved. *Fast*. "Between my 7:30am phone call with Mike Goorhouse and our 2pm meeting on March 13th, Mike had already purchased a domain name (careottawacounty.com) and had an initial website layout," Patrick explained. "This quick action on his part allowed us to get the website live early on March 14th. I have to imagine that we were one of the first communities in Michigan to have something similar."



Careottawacounty.com is a consolidated resource for Ottawa County residents that gives clear, simple guidance for those looking to help in response to the COVID-19 crises. In the first month the site was live, it received 30,000 visitors and approximately 250 volunteers signed up! "Beyond being a hub of information and resources, careottawacounty.com is an access point for financial contributions to the Emergency Human Needs Fund," Mike said. "These funds were implemented with seed money from CFHZ and GHACF Endowments and a contribution from Greater Ottawa Co. United Way. Grant money from the fund is deployed in real-time to the hardworking human service organizations that are

keeping vulnerable populations housed, fed, and healthy. Donations from the community to this fund are approaching \$600,000. So far, over \$450,000 in grant funding has been distributed with a focus on food, housing, mental health, and basic needs."

Care Ottawa County embodies everything we want and hope a community can be in times of crisis; the coordination of resources, talent, funds has been masterful. "In moments like this we know that we need to step up and respond if there is a need and we have the resources," Mike said. "I have access to phenomenal writing, web and graphic design talent so we could jump on making the website and managing the Facebook page quickly. So we did. The United Way's volunteer center was in place and so they stepped up to manage the volunteer side of things. Grand Haven Area Community Foundation stepped up and coordinated all of the grantmaking processes for the Emergency Human Needs Fund. Community SPOKE stepped up and convened and coordinated it all. It is working with these partners that inspired us to step up and do everything we can to be a part of this community-wide response." Patrick echoed how critically important each player has been in the effort and then added, "But a heap of praise must go to our front-line health and human service agencies. Most of them are working around the clock to keep people fed, housed, and healthy. When all is said and done it will primarily be the work that they have done that I believe will make the biggest difference."

Visit [Careottawacounty.com](https://careottawacounty.com) for how you can help, including:

## Volunteering in the community

1. Sign up to be a vetted United Way volunteer to assist with grocery shopping for isolated seniors
2. Donate blood via one of the blood drive locations listed on the website

## Volunteering from home

1. Pack a family food box for Community Action House or lunch packs for Hand2Hand Ministries
2. Sew homemade masks and gowns for area medical facilities and area nonprofits

**Donate** financially to the Emergency Human Needs Fund or by giving goods directly to nonprofits providing food and household goods.





One volunteer from home opportunity that has been widely embraced by the community is the #StayHomeFightHunger campaign, started by Community Action House. Following a set of packing and delivery instructions found under the “Volunteer at Home” section of [careottawacounty.com](http://careottawacounty.com), families pack boxes with high-need items like pasta noodles and sauce, cans of meat, canned vegetables and fruit, paper towels, and soap. They can then decorate the box and add a caring note from their family.

When the box is dropped off at CAH, their staff will add fresh fruit and veggies, dairy products, bread, and meat. One box can feed two people for seven days. The need is high but our community is stepping up in big ways. Shoreline Container donated 4,000 of the perfect size boxes and more than 250 family food boxes were packed and delivered in the first week!

When individuals drop off their box, they can use the tag #StayHomeFightHunger on their social media post (photo or video) to leverage an additional financial donation to CAH. Four generous local companies and one family: Holland Doctors of Audiology, Lakewood Construction, PeopleIT and The

Insurance Group - Stacy Segrist-Kamphuis joined the Mike and Rachel Goorhouse family in a pledge to donate for each box delivered. Through this commitment, each box generates a \$45 donation! Over 475 boxes have been packed and donated as of April 9!

“The Chamber has been an incredible resource, connecting us with companies looking for ways to help and sharing information about [careottawacounty.com](http://careottawacounty.com),” Mike shared. “They have participated in the daily coalition calls since the very first meeting and provided a key link between the human service response and the business response to this crisis. They’ve also helped promote the community response by participating in the #StayHomeFightHunger campaign! They were the FIRST box packed and delivered!”

Both Patrick and Mike firmly believe the key to successfully navigating these uncertain times is by combining the efforts of friends, family, neighbors, nonprofits, and businesses. “I am incredibly proud of how we do collaboration in Ottawa County and refer to it often as the ‘Ottawa way,’” Patrick said. “Our community will bounce back

from this crisis quicker and stronger if we help each other out during this time.”

Visit [careottawacounty.com](http://careottawacounty.com) for more information and how you can get involved.



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# 2019 Directors Award

By Mac Brantley

When it was announced during this year's Convention that Andy Spears would be receiving the Directors' Award, perhaps the only person who was surprised was Andy himself. As he accepted the award, the hardworking agent, whose agency is in Holland, was appreciative and characteristically modest.

"I am humbled and honored. Winning this award is the highlight of my career so far. I have the best team, family, friends and clients who all made this possible. This is a day that I will never forget for the rest of my life."

The Directors' Award recognizes a top agent, with the company five years or less, who displays leadership, achieves strong production, commits to a sound business plan, actively engages in their community, creates effective marketing opportunities, and successfully manages their operation. In addition to production, the award recognizes habits that will lead to a successful career as a Farm Bureau Insurance agent.

Spears clearly deserved the award. In 2019, Andy was an All American, part of the Life Elite Club, and earned a Blue Ribbon Office of Excellence Award. He has been on the Executive Club, and Presidents Council in 2017. He's been active in the local Chamber, ACES Day, America and Me Essay Contest, and the Agent Charitable Fund. Andy also sponsors a host of local sporting events—including golf outings, a local youth softball team, and supports Junior Achievement. The managing partners who nominated Andy also recognized his character:

"He is an agent who leads by doing, referring others into this business, and taking the time to help his colleagues achieve greater results. We are proud of things that he has accomplished

during his five years as an agent... We are even more proud of the man that he is—a family man, a man of faith, and someone who tirelessly gives back to his community."

## Faith, Family Friends

Spears acceptance remarks were filled with gratitude.

"I'd like to thank God for providing his favor and grace in my life. There's no way I could have a successful agency without Him at the center of it."

He thanked his office team—Allison, Shenoa, Kim and Lorie—for all they do to serve their clients with excellence every day and for supporting him at the agency.

He thanked his managing partners, and his directors for their leadership and friendship "that extends beyond insurance," his fellow nominees, and past winners of the award.

"It's an honor to be forever in the club of this prestigious award and be able to help welcome in the winners in the years to come!"

Andy also took a moment to single out his father-in-law Cal Timmer, himself a Farm Bureau agent for 42 years, for his mentorship and getting him into the business.

Often wiping away tears, Andy reserved his most tender remarks for his wife and children.

"My wife Jenna has been my rock. At times, my psychiatrist, and partner through life offering me unconditional love and kindness daily. Keeping our family on the right path."

"I also want to thank my children Noah, Avery and Austin. They are the reason I work so hard to make them proud."

At this point, Andy injected a bit of humor when he noted that the kids enjoyed the incentive trips

and remained very interested in tracking his progress, excitedly asking him every day, "How many life insurance policies did you sell today, Dad?"

Andy also took time to thank several long-time friends at Farm Bureau—some of whom he grew up with. "I also want to thank Kaleb Klotz who I have known since grade school, for your friendship. We talk daily encouraging and pushing one another." Also Michigan Farm Bureau Board Member Mike DeRuiter. "I want to thank Mike for being a good friend, a mentor, and I think it's so great that after all these years that we all get to work as part of the same company."

## Mountains and Valleys

Andy closed his remarks with words of encouragement for his fellow agents by quoting from a gospel song:

*So, I will praise You on the mountain*

*And I will praise You when the mountain's in my way*

*You're the summit where my feet are*

*So I will praise You in the valleys all the same*

"My prayer is that all of you enjoy the journey and the mountains and the valleys of life."

*Andy Spears is a respected agent for Farm Bureau Insurance of Michigan serving the Holland area. You may contact Andy at 616-396-3333 or aspears@fbinsmi.com.*

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# Home!

By Drew DeMeester, Owner

**W**ow, what a year 2020 is turning out to be! This year has taught us that there is a limit to foresight and that we all need to have contingency plans. Our world has forced us as businesses, and individuals, to re-evaluate what is important to us—and we all now recognize that community lies as the foundation of more than we ever realized. As I write this article we are half way through Governor Whitmer’s original 3-week shutdown and uncertain about what the world might look like as you read this (Was the shutdown extended? Can we all come out now? Is toilet paper available again? Has grandma and grandpa figured out zoom yet?). No matter where we find ourselves though, I do believe that we all have some new perspectives on what home and community look like.

When the world started to get crazy, we all found ourselves being told to shelter in our homes. Did the thought of spending an extended time at home fill you with anxiety, or did you look forward to being in a space that reflected the best of you and your family? Home should be a personal place, a safe space, and a place we can share with those we most love. Those walls should reflect our lifestyle and enable us to be re-energized simply by being within. If you discovered that for you and your family to thrive a new space or a new home is in your future, now is a great time to start the



conversations with a building professional while those thoughts are fresh.

With our extended time at home, and being apart from our community, most of us probably have a new perspective on what relationships and gatherings look like moving forward (my prayer is that community doesn’t look like everyone scurrying around in their own individual hamster ball). Gathering with loved ones and close friends will take on new meaning in the coming months and years—and the place we will probably be seeking this out is in our own homes. As we begin to explore

the idea of gathering together again, is your home ready for that? Troxel Custom Homes is here to talk with you about what your future living space can look like. If you want to explore those renovation ideas that have been staring you in the face for the past few weeks, or if it is time to start work on a future home ideally crated for how you and your loved ones live—we are here to talk.

And speaking of community, I can’t end this article without thanking this great community where we get to live, work, and play. Thank you to all those on the front lines of the pandemic working hard to keep us safe and healthy. Thank you to our government leaders for doing their best to try and work for the good of our community. Thank you to the business leaders that have made this a strong and sustainable community even through the most trying of times. And finally, thank you to every one that has shown up and been great over the past few weeks, taking care of one another, praying for one another, being a friendly smile from across the street... and the countless other ways that you have all shown up and done your part!

*Troxel Custom Homes is located at 377 Garden Avenue in Holland. Reach them by calling 616-355-2600 or by visiting [www.troxelcustomhomes.com](http://www.troxelcustomhomes.com).*



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# Leading Through Times of Great Change

By Scott Patchin



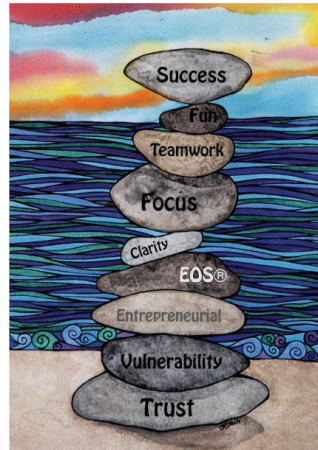
In times of great turmoil, looking around you will see people that are *built for this*, because they seem to thrive in the uncertainty and chaos, and they provide inspiring leadership that we need right now. In my life I have a wife that is a nurse, and I have daily contact with leadership teams, and I am in awe of how they lead. I also see evidence of how EOS® has equipped and prepared leaders, so let me remind you two critical things: you possess the skills you need to be *built for this* and this is the time to use them.

It all starts with your leadership mindset. In *Good to Great*, Jim Collins highlighted the wisdom of perseverance shared by Admiral James Stockdale, who survived brutal conditions as a prisoner of war in Vietnam. He shared his secret that helped him survive: *You must never confuse faith that you will prevail in the end—which you can never afford to lose—with the discipline to confront the most brutal facts of your current reality, whatever they might be.* We call it the Stockdale Paradox, and it reminds each of us that mindset is the most important skill we need to depend on, or develop, in these times because our people will feel it, whether we have it or not. Look around right now, and I guarantee you can see daily examples of this. What do your people see when they watch you?

EOS has equipped you with tools to either display this belief, or to live into it by

trusting your skills and working together as a leadership team to show the leadership your organization needs right now. Here are 3 key tools:

- **Meeting Pulse** – Your weekly leadership meeting (L10™) gives you a safe place to confront the brutal facts, and confront and solve the most pressing issues (IDS™). Remember, purposeful action shows faith by focusing on something we control. **Tip:** In crisis, speed up your pulse by doing daily check-ins with teams (10-15 min) to focus on alignment, communication, and reestablishing hope.
- **Scorecard** – Your weekly scorecard is the pulse of your business, so use it and add the metrics that you need to see (like cash, A/P, A/R). **Tip:** Identify which ones should be looked at daily (help you see the brutal facts). Remember, we review hard truths as a group so that we suffer and celebrate together.
- **Values** – These define your culture (first item on your VTO™). Review them often to make sure you are living them. **Tip:** Ask yourself this question weekly: How would our team say we are living these over the last week? What is working? What is not working? This conversation should lead to a list of things we need to Keep, Start, or Stop doing so that even in a world where our team is virtual or furloughed, we are still building culture.



Finally, I had local artist Carolyn Stich customize one of her cards for me to transform this cairn into a reminder of what the EOS journey looks like. The foundation of it is about putting the stones of Trust and Vulnerability in place. It is no coincidence that what Admiral Stockdale learned and what EOS asks us as leaders to be/do is closely aligned.

Lead well!

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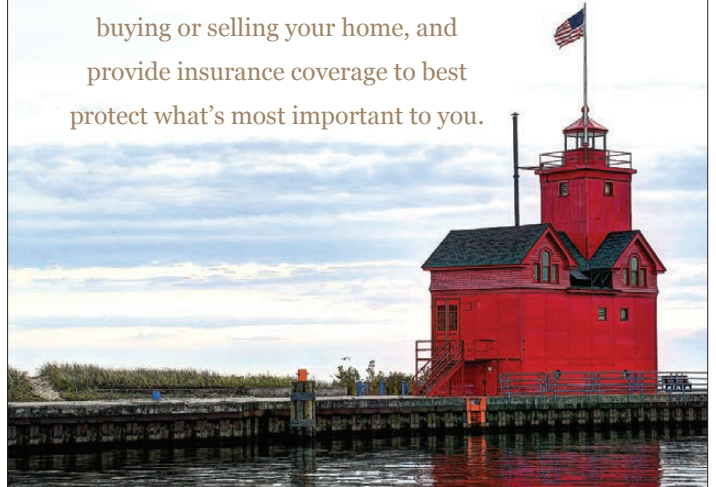
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## Meet Members of the 2019-2020 Class of West Coast Leadership

Meet more members of the West Cast Leadership program class of 2019-2020.



**Lauren Truer**  
*CapTrust*

**Are you a native to Holland?**

No, I've lived in Holland for 5 years.

**What's Special about where you work?**

I love the culture of where I work. We have an amazing group of 19 employees and growing! We are constantly working to be a guide for our clients in the financial market place. We are also aligned in our purpose and mission.

**How did you first hear about WCL?**

We have had many co-workers take this course and each one of them have loved it! They all encourage me to apply.

**What's your definition of Leadership?**

A leader, to me, is many things... a good leader spends quality time getting to know their employees. They are knowledgeable in their craft, trustworthy, involved, a good coach and a role model. I love and admire the leaders and coaches I have had in softball as well as all the amazing leaders I get to work with each day.



**Brenda Winn**  
*Holland Hospital*

**Are you a native to Holland?**

I've lived here since 1994 (25 Years)

**How did you first hear about WCL?**

Leaders at Holland Hospital, as well as friends that have been through the program.

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

Amazing group of leaders from the area to be able to network with and learn from. Excited to learn about how/where I can contribute my skills in the community.

**What's your definition of Leadership?**

Providing direction and guidance while helping employees find their purpose and strengths.



**Rashelle Wynegar**  
*Community Foundation of Holland/Zeeland*

**Are you a native to Holland?**

No, I have lived in Holland almost 5 years.

**What's Special about where you work?**

I love the way my organization supports the Holland/Zeeland community. We have a great time and learned a lot about effective leadership through our president/CEO. I have been there almost 3 years.

**How did you first hear about WCL?**

Through my work at the community foundation. I appreciate what this program is doing to prepare the next generation of leaders.

**What's your definition of Leadership?**

**Can you give an example of a leader you admire?**

My current President/CEO. I see leadership as the act of empowering, engaging, and collaborating with others to accomplish a goal.



**Brad VanMelle**  
*Lakewood Construction*

**What's Special about where you work?**

Lakewood is a place of growth and has a great work/life balance. I have worked there for almost 3 years.

**How did you first hear about WCL?**

Through both of my bosses as they are huge proponents of WCL.

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

Very excited! To be exact. I want to understand the Holland/Zeeland area better and to better understand areas I can grow personally and professionally.



**Adam Zuwerink**  
*West Michigan Law, PC*

**Are you a native to Holland? If not, how long have you lived in Holland/Zeeland?**

I'm from Freemont and have lived in Zeeland since 2015.

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

I have owned my own law firm since 2013.

**Have you been involved with the chamber before beginning WCL?**

Regular attendee at public policy committee. I've traveled with Jane Clark on the D.C. trip in the past.

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

Someone who sets a consistent vision and empowers others to put their own unique stamp on the big picture goals – Tom Brady





# Platinum Premier Partner Highlight: Blue Cross Blue Shield and Blue Care Network of Michigan



Thank you to Blue Cross Blue Shield and Blue Care Network of Michigan for their dedication to the West Coast Chamber. As the Chamber's Platinum Premier Partner, this organization supports programs and services on topics ranging from diversity, equity and inclusion, advocacy, women's initiatives, and many of our educational series.

In 2020, Blue Cross Blue Shield and Blue Care Network of Michigan is placing a special emphasis on mental health care, and sponsored our March 2020 Webinar, "Mental Health Does Not Shelter in Place."

Sandy Ham, Regional Sales Manager, shared more on this intentional focus. "For too many Michiganders, mental and behavioral health needs are going unmet.

Even for residents with insurance, only 66% access care for their mental illness and a meager 13% receive care for substance use disorders. Anxiety and depression—the most common mental health conditions in the state—are going untreated in our communities.

There are many reasons for this: provider shortages in certain parts of the state, costs of care and the stigma that can accompany seeking care.

Blue Cross Blue Shield of Michigan is looking for solutions. This year, we're launching a comprehensive Behavioral Health Task Force to study the issue and find ways to act. We know that delivering whole-person care, encompassing mental and physical health, is good for our members and good for Michigan."



Thank you to Blue Cross Blue Shield and Blue Care Network of Michigan for supporting the West Coast Chamber and for delivering remarkable care to our community.

\*Source: [https://www.mihealthfund.org/wp-content/uploads/2019/07/BehavioralHealthAccessBrief\\_PrivateIns.pdf](https://www.mihealthfund.org/wp-content/uploads/2019/07/BehavioralHealthAccessBrief_PrivateIns.pdf)

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# Technology for Humanity

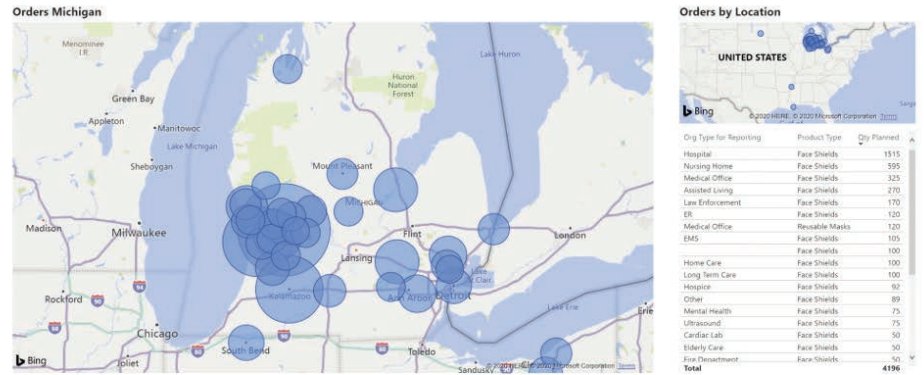
By Caroline Monahan

## You Built a Face Shield Out of a Printer?

The phrase “necessity is the mother of invention” has never been truer than it is today. At the Chamber, we continue to learn of Chamber member businesses pivoting their production lines and utilizing advanced technology to solve one of the most pressing needs of those on the front lines of healthcare and human services: Personal Protection Equipment or PPE. Even better is that our members are joining forces to amplify their efforts, and the Chamber team has been able to connect suppliers with those in need, spreading the positive impact of their work throughout our community and around the world. Here are stories of remarkable Chamber Members Charles Elwood (Solismatica), Barry Hutzel (Bazza Design), Jeff Robinson (Hybrid Machining), and Amy Sparks (Nuvar).

## 3D Printer Farm Spreads Across the Country

One remarkable story is the usage of 3D printers to build face shields. This project was born in our community and has registered participants across the country. Schools, business and individuals alike have all been able to jump into the project and mobilize their advanced 3D printer technology for the good of their communities.



Real time tracking of the printer farm on the 3dc19 website



3D printers at work at Hybrid Machining

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Jeff Robinson, Hybrid Machining

Charles Elwood of SolisMatica LLC, Jeff Robinson of Hybrid Machining, Stephen Wierenga of Perception Engineering, Chris Kaminsky, and Jordan Vanderham of Orindi joined forces to build a network of 3D Printers. These printers are producing and donating critically needed PPE face shields to hospices, fire departments, police departments, hospitals, nursing homes, and anybody else on the front lines of the COVID-19 crisis. **As of the April 6 print date of this publication, 296 3D printers have cranked out 5,772 visors for 101 requesting organizations, and \$16,753 has been donated to cover material costs.** Those numbers continue to grow and are tracked on the [www.3dc19.com](http://www.3dc19.com) website.

There has been great support for the group in our community. Raw material and monetary donations stream in daily. There is even a plane/pilot on standby to fly the visors to the far reaches of Michigan. A subset of the group, which includes Barry Hutzel of Bazza Designs, also designed and built a prototype of an open ventilator.

If you want to sign up your 3D Printer, make a donation to support the effort, or order face shields for your organization, please fill out the forms at this link [www.3dc19.com](http://www.3dc19.com). The dashboard on the website is updated with key metrics hourly.

 West Ottawa Eyecare is 😊 feeling thankful.  
57 mins · 🌐

Dr. Hannah is so thankful for her face shield donation from Hybrid Machining of Holland. A warm thank you to Michigan West Coast Chamber of Commerce's representative, Britt Delo, for generously bringing to our office today.

Thank you for protecting our health so that we may continue preserving our patients' vision and ocular health during urgent and emergency eyecare!

Tomorrow, we will receive masks from Dr. Hannah's aunt, Denise Phinney. Thank you to all for your generosity in keeping us safe!



The Chamber team's outreach initiative uncovered a need for Dr. Hannah Totten at West Ottawa Eye Care. Dr. Hannah had been unable to secure any PPE and was literally holding her breath while she cared for her patients in need of critical care for their vision. Chamber Director of Membership, Britt Delo quickly made the connection between Dr. Hannah and Jeff Robinson and was able to deliver face shields from Jeff, free of charge, to West Ottawa Eyecare within one day. Dr. Hannah responded, "You have no idea what a game changer this is for me and my emergency patients." Thanks to Jeff for making it easier and safer for Dr. Hannah to care for our community!

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# Technology for Humanity *Continued*

By Caroline Monahan



Amy Sparks, Nuvar

Nuvar Owner, President & CEO, Amy Sparks was faced with the circumstance that many employers were dealing with: orders coming to a standstill and the subsequent need to lay off workers. She was also balancing the need to put the safety of the team first while still serving their customers who are essential businesses and have deemed Nuvar the same as they serve the healthcare industry with critical medical equipment. This left her with

a much smaller team working to fulfill these orders as they come in. The week prior to the Governor's stay-home stay-safe order, they were continuing to hear about the critical need for PPE, especially face masks. Chamber President Jane Clark did some investigating for Amy and connected her with organizations in the most need. Then the team at Nuvar went to work.



Amy said, "We made a few calls to see if sewn face masks could work for use in a hospital, quickly received feedback on the type of material and construction that could work, brought it to our incredible sewers and upholsterers, and they quickly came back and said "we can do this"! Our supply chain team jumped into action and within 24 hours we were delivering masks to Holland Hospital."

Being connected to the larger business community put Amy Sparks in position to be able act quickly. Once engaged, the agile team at Nuvar got creative and come up with solutions. Amy is proud of her team for making a difference. She said, "They are amazing. Being able to be a part of the solution and help our healthcare workers who are fighting this pandemic on the front lines is incredibly rewarding. We had individuals coming in from all shifts to make this happen. Our company motto is "Making It. Better" and our team did just that!"



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## OSV “Jaws” Design with Cart

Two step-motors drive the “jaws” to squeeze the bag to displace and drive the air to the patient.

Renderings by Barry Hutzel  
of Bazza Design

### Ventilator Concept to Product in 48 Hours

Another piece of PPE that is in critical need across the country is ventilators. This team’s design and prototype work will enable anyone the world to pull the CAD plan and easily create critical equipment in their own community.

Barry Hutzel of Bazza Designs first became aware of a ventilator project via a LinkedIn post from his colleague in Grand Rapids, seeking help with a ventilator project that was open sourced. Open source means that the design could be posted in CAD form to anyone around the world and with a hobbyist router could make the design for use in their country. With a specialty of industrial design and graphic design skills, Barry volunteered to help and soon came to find that it was not a ventilator that needed to be created but a device

that could electronically pump a manual ventilator bag without the need of a person.

He was introduced to Chamber member, Jeff Robinson, and within a few days they created the first prototype that attracted the interest of Spectrum Health and the Open Source Ventilator (OSV) project that originated out of Ireland. Because of both Spectrum and OSV’s positive interest in the design, Jeff and Barry were then tasked to refine it, and they reached into the network of West Michigan engineers, robotics specialists and mechanical design professionals to create a completely new design that functioned better and was simpler to make.

This remarkable ventilator team includes Dugan Karnazes of Velocity Research in

Grand Rapids, Jeff Robinson of Hybrid Machining, Eric Binnendyk for mechanical and CAD assistance, Chad and Ethan Potinsky of Allendale Robotics, Ross Miller of Velocity Research, and Barry Hutzel of Bazza Design. There is now a Gen 2 design that incorporates the lessons learned from the prototype, and the team is working to have the Gen2 design certified as fast as possible.

The working prototype of the Gen 1 design is one of two chosen designs being considered on the Open Source Ventilator site. <https://gitlab.com/open-source-ventilator/ventilator/OpenLung>. Details on open ventilator prototype can be found here: <https://3dc19.com/ventilator-concept-toproduct-in-48-hours/>.



# Happenings at the Chamber



Accident Fund's Laura Hall presents a huge refund check to participating West Coast Chamber members at March's Wake Up West Coast Breakfast



Worksighted's Killian Smith sent us out of Wake Up West Coast with a rousing bagpipe serenade.



Pets are invited to the Chamber team's daily virtual good morning meeting.



Donations pour into the Community Action House food boxes program, complete with messages of support.



WUWC presenter, Jesse Price with Rodger and Amanda Price.





## Takeout Takeover Moments: Supporting Local Restaurants

For a complete list of restaurants open for takeout and delivery, visit the Takeover Takeout page on the Chamber website.



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Russ' Restaurant



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