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October 2019

Feature:

Updated Vision Plan Encourages Further Growth in Family-Friendly Downtown Zeeland



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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



This issue puts the spotlight on the vision for the City of Zeeland, and the leaders and businesses that are contributing to the growth and development of the city. From retail to residential to urban planning, the area is buzzing with innovation that brings new opportunities for residents to live, work and play, and encourages additional investment from new businesses.

Thinking big and being great is our Chamber theme for the year, and we kicked it off with an inspirational Annual Meeting that challenged us all to turn challenges into opportunities. As the hub of the business community, we're able to help businesses find resources and information and build the relationships that help turn challenges into opportunities for business growth. That's how we help you build your business, and how we all build a vibrant community. Thank you for Thinking Big with us.

Best Regards,
Jane Clark

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Feature:

Updated Vision Plan Encourages Further Growth in Family-Friendly Downtown Zeeland

By Cassandra Bondie | Photos by Photo Op Studio & Walker Leigh Photography

The innovative ideas and projects sparked by the City of Zeeland's updated vision plan have residents and businesses alike feeling the Zeel. The plan, unveiled in January, builds off the initial document developed in 2009.

"It's a tool that belongs to the entire city," said Zeeland Marketing Director Abby deRoo. "We present the project ideas to city council and continue to refer to it regularly so we can stay fresh and on-track."

New Features

The first vision plan brought several beloved changes to downtown Zeeland, including a splash pad, public restrooms, and gathering space.

"The original vision plan identified the need for a water feature," deRoo said. "So we did some research, found a location, and decided to create the splash pad. That's been the largest physical project, in addition to developing the 'woonerf' — which means living street — along Elm Street. There are no curbs, no dedicated sidewalks. Every user has a shared right to that space."

The private sector also introduced much-needed changes, including eateries with later hours.

"All of our downtown restaurants with liquor licenses are new," deRoo said. "Restaurants are some of the best anchors in any community, and late hours encourage nightlife and help spur development."

Upcoming Projects

The updated vision plan will tackle even larger projects, addressing the need for connectivity throughout downtown.

"It all goes back to connectivity," said City Manager Tim Klunder. "That's the central theme of everything we do in our downtown area. We want to connect one place to another throughout the entire downtown."

One of the largest projects underway is the redevelopment of the corner of State Street and Main Street.

"That's a big gateway to our downtown," deRoo said. "There's an underutilized one-story building on the northeast corner. The city bought that property and now we have an opportunity to take the lead."

The city would also like to connect municipal parking lots to Main Street, making it easier for visitors to shop and navigate downtown.

"That will help ensure a more enjoyable and welcoming experience," deRoo said.

In addition, the updated vision plan addresses the potential for an expanded snowmelt system.

"We already have a snowmelt system on Elm Street," Klunder said. "Since that went in place, there's been talk about further expanding into the downtown area. One of the big drivers of that is the likely source of heat, which would come from boiler upgrades in our library. Those are slated for an update in 2020, so it all makes sense from a timing perspective, but we're still working through a feasibility study."

Business Involvement

Change in downtown Zeeland is about more than city council meetings and behind-the-scenes planning. It also involves investment from the private sector.

"The overall improvements that building owners have done themselves to their spaces have all been welcome enhancements from the community," Klunder said. "It's created more of a lively, exciting atmosphere that continues to be family-friendly."

One downtown business that recently remodeled its storefront is The Salon Co.—formerly known as Legends Design Salon.

"It's been exciting," said owner Jennifer Becksvoort. "Before Mitch Bakker purchased the building, he sat with me to just get to know me. Asked questions about my dreams for the future of the salon and spent time listening with such care. He and Amy Cheyne guided us through a complete remodel. They were careful to make sure the space they created would fit the needs that we have for the Salon. Everything is totally new, and we've rebranded everything from the inside out."

For Becksvoort and manager Margo Hoekstra, the choice to invest in Zeeland was simple.

"It doesn't take long to love this community," Hoekstra said. "To grow here, it just seemed like the best thing to do. Zeeland is expanding and growing, but it still has that small-town feel. And the community has just welcomed us with open arms."



Jennifer Becksvoort



Abby DeRoo and Tim Klunder are feeling the Zeel.

So far, the remodel has made an impressive community impact.

“I’d say it’s going better than we ever could’ve anticipated,” Becksvoort said. “We hit the ground running after our open house in June and, since then, we’ve been gaining new clientele, making new connections, and immersing ourselves in the community as much as we can. It’s a lot of good changes.”

In addition to ground-floor storefront investment, change is happening on higher levels.

“We’ve seen the conversion of a number of second-floors downtown to apartments,” Klunder said. “And that was all done by the private sector.”

That includes the renovation work of Mitch Bakker and Amy Cheyne of 3D Properties.

“It was seven or eight years ago when we bought our first property in Zeeland,” Bakker said. “Needless to say, I was really impressed with some of the businesses that had started to move into Zeeland. It felt like a great town to invest in. Not only were people moving in, but there was this energy and a commitment to vision and marketing from the city. So, we started to invest in various



Mitch Bakker

Photo by Walker Leigh Photography



Amy Cheyne

Photo by Walker Leigh Photography

buildings as they came up for sale and renovated them. It was about creating mixed-use apartments and businesses, which is a great long-term investment.”

But, for Bakker, the choice to invest in Zeeland was about more than profit.

“There’s a bigger vision now,” he said. “There’s a vision plan and a real seriousness in making sure things are done right and properly. There’s been this evolution of going forward, and I think that’s the nice thing about Zeeland. It’s a community approach.”

That community approach is the heart of the vision plan, which aims to give business owners, investors, residents, and visitors the connectivity and entertainment of a much larger town—all while maintaining the small-town, family-friendly atmosphere locals have come to love.

“Although it was wonderful before, it’s up-and-coming now,” said Hoekstra. “And those changes reflect where we’re going and what we want to see. And that’s for the whole family.”



Coming of Age: Legal Documents for College Students and Other Young Adults

By Nick Reister

It's that time of year when we look at the calendar and wonder how summer has already passed. School is back in session and college kids are on campus. For your children in college, it's important to remember that they are now most likely adults, so they should have a few legal documents in place should they need parental assistance. Those critical legal documents include general durable powers of attorney, health care powers of attorney (also known as "patient advocate designations" in Michigan), and HIPAA authorizations.

- A general durable power of attorney may come in handy for helping your college student with legal and financial transactions. If you help your child with banking, paying bills, filing tax returns, applying for government benefits, housing arrangements or leases, etc., this document will give you the authority to deal directly with institutions or other third parties on your child's behalf.
- Health Care Powers of Attorney (Patient Advocate Designations). Many people think that health care providers will communicate with a child's parent even after the child has become an adult. While there may be occasions when that may happen, when a child becomes an adult, the law instills in that adult child the sole responsibility of his or her own affairs, eliminating a parent's power to make decisions on behalf of his or her child. In addition, each provider, hospital, and health care system has different policies and procedures which seek to protect patient information. At a time when your student



is not able to make medical decisions for his or herself, parents are often the logical decision-makers. By executing a health care power of attorney or patient advocate designation, your child appoints the person or people who have the legal right to make decisions on your child's behalf when he or she is incapacitated or otherwise unable to make his or her own decisions. Unfortunately, the need for making medical decisions on behalf of your child usually arises following a traumatic, life-threatening event, so the importance of a health care power of attorney cannot be overstated.

- The Health Insurance Portability and Accountability Act (HIPAA) prohibits the disclosure of a patient's medical information without authorization. A HIPAA authorization is written consent by your adult child for health care providers, health insurance companies, and other similar parties to disclose your adult child's medical information to you. In the event of an illness or accident, odds are that you will not be given information about your child's condition without this authorization. Like the health care power of attorney, planning for the worst and not

needing it is far better than waiting until the document is needed and not having it.

Even though summer has passed us by, it's not too late to check these legal documents off

your back-to-school list and the attorneys at Smith Haughey are happy to help. If you have any questions or would like to discuss this further, please

contact attorney Nick Reister at nreister@shrr.com or 616-458-2377.

Nick is an attorney who serves clients, families and businesses throughout Michigan and specializes in Agriculture and Agri-business Law, Business and Wealth Succession Planning, Business Law, Elder Law, Family-Owned Business Law, Probate Litigation, Real Estate Law and Trusts and Estates. He coaches youth sports, is a youth group leader, and is a past member of Holland Young Professionals.



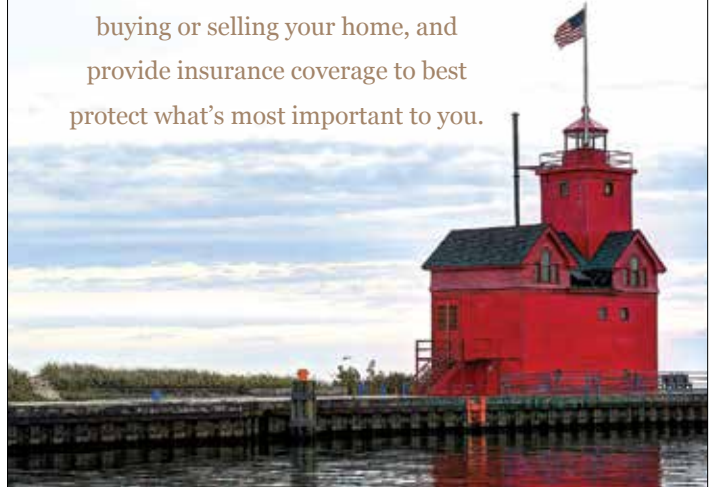
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Finding Leadership, Integrity and a Love for a New Job

By Doug Barese, Town & Country Group Operations Manager

I found leadership and integrity in a pew. I was in my 20s, and I surely didn't expect to find it there. Maybe I was naive, but I imagined I'd find that aspect of my character in business. I did a little bit, but it crescendoed for me in church.

I was asked to serve on a church board more than 20 years ago, and I accepted. I felt it was in my blood, as my mother and grandparents also served their church. As a child, I counted many ceiling tiles in Pillar Church, but the stories of church involvement always stuck with me.

As parenthood approached, I felt even more drawn to the path for which the church provided. My wife and I found our church and I was subsequently asked to be part of several initiatives and projects. Through that work, I realized what being a leader really meant.

Surrounded by great men and women, I admired their skills and passion for serving thy neighbor. I was drawn to their love of the work and wanted to replicate the value they brought to the church. I wanted to follow their lead.

Leadership and integrity are often intertwined. Being a leader means doing the right thing. It means allowing your actions to speak for you and drawing people to your cause. The church showed me that. The men and women with whom I worked embodied that message.

The wholeness and integrity of the work encouraged me to stay true to God's path for me. It drew me close to my moral compass.

Years later in that pew, the values and lessons that I learned and practiced led me to another opportunity—a career opportunity in a new field. I wouldn't have been put in that position without displaying the leadership skills and integrity that I had honed at the church.

And this opportunity would allow me to put these learned skills and traits on full display.

I was approached in 2013 by a member of my church who founded an electrical, technologies and controls company in 1983. Ken Bing established Town & Country Group on four core values: Unimpeachable Integrity, Service Second to None, Customer Satisfaction and Commitment to Quality.

Those core values struck a chord with me.

Ken and I worked on several projects together for the church. He told me he wanted to hire me as Town & Country Group's Operations Manager. Ken's quality of character always impressed me when we worked on projects together for our church.

I wanted to be more like him. He had dedicated his life to serving others. He embodied the traits I wanted out of an employer. And I knew I could overcome the challenge of entering a new industry if I followed his lead and vision.

He was the leader I wanted to follow.

Six years ago, I never imagined having a career in the skilled trades. But I haven't regretted or questioned my decision to accept Ken's offer. A career in construction has offered me so many opportunities I wouldn't

have had elsewhere.

I love my job because as a leader, I help people advance in their careers, and I impact their lives and families. I love my job because I get to work alongside brilliant minds to maintain and enhance processes to make our company more efficient and grow our services while maintaining our commitment to leadership and integrity. I love my job because I know the buildings Town & Country Group helped construct will stand long after I am gone for my great-great-grandchildren to see. I love my job because I constantly get to work alongside

a leader that sticks to his core values that he set forth to follow.

Most of all, I love my job because it allows me to serve my neighbors.

We've all heard the saying, "Find something you love to do, and you'll never have to work a day in your life." But we also need to maintain balance with family, health, friends, and spirit. Loving your job and being on a path that allows me to serve others has created more success than I have ever imagined.

As another school year begins and students look toward their futures, I encourage them to



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look for more than a paycheck or job requirements. Find something you are passionate about and search for an industry and employer that supports your personal core values, whether it be life-long learning and innovation, or leadership and integrity. And if you graduated high school more than 30 years ago, like me, it's not too late to find what you are looking for.

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Dedicated to Health and Wellness

By Caroline Monahan

According to the Global Wellness Institute, the global health and wellness industry is now worth \$4.2 trillion. The industry has been growing with 12.8% between 2015 and 2017 and represents 5.3% of global economic output. The Health and Wellness industry encompasses all activities which promote physical and mental wellbeing: from yoga to healthy eating, personal care and beauty, nutrition and weight-loss, meditation, spa retreats, workplace wellness and wellness tourism. The expertise, products and services provided by these businesses contribute to maintaining a healthy community, and a robust workforce. Meet some West Coast Chamber member businesses on a mission to keep us healthy:

Gazelle Sports Holland

Gazelle Sports has been locally owned and operated for the past 30 years. We actively pursue, encourage and celebrate a healthy lifestyle. We strive for retail excellence by providing the world's best customer care, focusing on a never-ending commitment to unmatched product knowledge and creating friendly, positive relationships with customers, vendors and our communities. Our biggest inspiration is helping our customers and friends accomplish their goals and cross their own personal finish lines. Our commitment to retail excellence is only matched by our commitment to bettering the communities we call home.

How do you help clients move toward a healthier way of living?

We want you to get out there and move! We also know that a support system makes that easier, so we offer group runs and training programs in each of our communities. Plus, we have free clinics to help with anything from running gait to injuries.

Audrey Byker Health Coach

Health Coaching includes educating clients about healthy eating and lifestyle choices, helping clients develop and set goals, and taking clients' good intentions and putting them into practice.

I received my training at The Institute for Integrative Nutrition—a one-year Health Coach certification program. I officially opened for business in March of 2015 in Grand Rapids, Michigan at Grand Rapids Natural Health, and then opened my own office in Holland in 2018.

How do you help clients move toward a healthier way of living?

Every individual is unique in his/her story yet there are common themes often including time and priority management, lack of knowledge and kitchen skills or too much information and overwhelm, emotional eating, a desire for instant gratification, perfectionism, and the diet mentality. Through motivational interviewing, positive psychology, goal setting, and accountability, the client is empowered to become an expert on him or herself. Small changes build over time and when turned into a habit make a big impact on health.



Healthy Honey Bee - Monika Krimendahl

I am a licensed massage therapist and yoga teacher committed to helping improve my clients' wellbeing. I have nine years of massage practice, 600+ hours of yoga teacher training and 16 years of essential oil practice, and take a holistic approach to helping my clients. Each client has unique needs, but all come to me for one thing: support on their journey to health and wholeness. The three primary tools used for pain, stress relief, and transformation are massage, yoga, and essential oils.

How do you help clients move toward a healthier way of living?

Some challenges are our patterns and our mind. We have unhealthy patterns that we created in the past and we continue to use even though they don't serve our healthy lifestyle. Transforming and learning new habits and letting go of the old ones are really hard and it starts with commitment. When we know that certain feelings and thoughts don't fit with our commitment, we can then begin the transformation if we choose to.



ETS Performance West Michigan

We are a sports performance facility training athletes ages eight through the professional level. Our mission is to provide unmatched speed, power, deceleration, energy system development, movement and performance mastery training for serious athletes who are 100% committed to fully maximizing both their genetic, physical and psychological potential. Our programs are designed for all athletes, at any ability level, from every sport, and customized to fit their needs.

How do you help clients move toward a healthier way of living?

A frequently overlooked factor in the development of athletes is the importance of nutrition. The right nutrition combined with specific nutrient timing is crucial for every athlete to enhance the recovery process and therefore maximize their workouts. Every ETS EDU athlete has their very own ETS EDU nutrition app that provides athletes and their parents with the education on what's necessary and what's ideal to fuel their bodies to help them reach their goals.

Community Wellness is Good for Business

By Caroline Monahan

Businesses are gaining a greater understanding of the effect that employee health and the health of the communities in which businesses reside has on their success. Business investment in health has become increasingly common as the private sector seeks to improve the health of their employees. Since companies can spend as much as 50 percent of profits to pay direct and indirect costs for health-plan premiums, workers' comp and disability, and absenteeism, investing in a healthy workforce makes good business sense.

The recent grand opening of the Boar's Head Health & Wellness Center is a local example of investing in supporting valued team members in leading healthier, happier lives. The onsite center provides free, convenient, holistic wellness services for Boar's Head Brand employees and their families. The center is able to serve both Spanish and English speakers, so employees and their loved ones feel more comfortable when discussing their health.

To better understand businesses' growing relationship to community health, the U.S. Chamber of Commerce Foundation Corporate Citizenship Center (USCCF) partnered with the Action Collaborative on Business Engagement in Building Healthy Communities to study and promote business engagement in strategies for improving community health. Below are some of their findings.

Some of the common strategies that companies have used to invest in community health are:

Philanthropy, Health Advocacy, Employee Volunteering

Targeted philanthropic giving, participating in health advocacy, employee volunteering, and employees serving on the boards or advisory councils of health initiatives further extend the potential of businesses to positively influence community health. The community participation associated with employee volunteer programs has also been demonstrated to improve health.



Team members celebrate the grand opening of Boar's Head's new Health and Wellness Center.

Innovative Products and Services

Businesses can also directly affect community health through their products and services. More businesses are changing their products and services to generate greater innovation and growth for the company while simultaneously providing greater benefits to society. As consumers have become more health and socially conscious, businesses have innovated to meet their demands, influencing community health in the process.

Partner with Other Stakeholders

Individual and community health is a product of the interaction of societal, economic, and environmental factors. Partnering with external organizations on community health initiatives enables businesses to improve the health of their workforce through community and workplace health promotion; increase human capital through employee recruitment, engagement, and retention; and profit from business opportunities to develop healthful products and services that respond to market demands.

Regardless of the size, type, or location of a business, many are proactively looking to improve health in the communities where they operate. Whether it be via on-site programs or wellness programs within the

community, investment in the health of residents in our area helps us maintain a vital and active workforce and a vibrant place to live and work.

For more information on the study [The ROI of Health and Well-Being: Business Investment in Healthier Communities](http://www.uschamberfoundation.org/health-wellness-and-food), visit the U.S. Chamber of Commerce Foundation website: www.uschamberfoundation.org/health-wellness-and-food.

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October Calendar of Events

Tuesday, October 8, 2019

Wake Up West Coast

@Holland Civic Center

In this conversation Mike Harris from Worksighted will share lessons learned from his journey to build "the place he wanted to work at every day."



Wake Up West Coast brings together over 200 members every month for networking, to hear about business best practices, community initiatives, and to learn from fascinating leaders from around the country and within our own community.

Time: 7:30-8:30am

Cost: \$25 per Chamber member / \$45 per non-member

Sponsor: Colliers International

Exclusive Venue Sponsor: VenuWorks Holland Civic Center Place

Thursday, October 10, 2019

Lakeshore Latinas Meeting

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



The Lakeshore Latinas mission

is fostering advocacy, service, authentic relationships and opportunities for personal and professional development.

Time: 5:30-7:30pm

Cost: There is no cost to attend, however, registration is greatly appreciated.

Friday, October 11, 2019

Advocacy in Action: Public Policy Committee Meeting

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



The Public Policy Committee reviews

issues of local and regional concern and makes position recommendations to the Board of Directors. Join us as we welcome The Center for Michigan who will lead a discussion around Michigan's waterways, the economic activity that depends on them, and how to balance economic development and water preservation.

Time: 8-9:30am

Cost: There is no cost to attend.

Friday, October 11, 2019

Maximize Your Membership

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

Join us for our Maximize Your Membership Orientation lunch to learn about the



benefits of membership. This upbeat and interactive orientation is designed to help new, prospective, and existing members learn how to utilize their memberships for maximum effectiveness. We make it a fun day at the Chamber when we welcome you into our home to get acquainted!

Time: 11:30am-1pm

Cost: There is no cost to attend, but registration is greatly appreciated.

Complimentary lunch will be provided.

Sponsor: AccidentFund Insurance Company of America

Tuesday, October 15, 2019

Family Owned Business Affinity Group Meeting

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



To open up

the conversation on how to help your family business leaders work together more effectively, we will look at Patrick Lencioni's *Five Behaviors of a Cohesive Team* and apply them to a family business context. We'll gain an understanding of building trust, mastering conflict, achieving commitment, embracing accountability and focusing on results and explore best practices to intentionally implement those behaviors within and through our teams.

Time: 8-9:30am

Cost: \$10 per Chamber member / \$30 per non-member

Sponsor: Quality Car Wash

Monday, October 21, 2019

Advocacy in Action: Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E. 8th St, Holland, MI



Our monthly Governmental

Affairs Breakfast gives our members the opportunity to dialog with our local elected state and federal legislators. The

topic for October Governmental Affairs is transportation. Join us as we welcome Jeff Cranson, Director of Communications and Dennis Kent, Grand Region Planner from MDOT as they share updates with us on what they are working on.

Time: 7:30-8:30am

Cost: \$25 per Chamber member / \$45 per non-member

Breakfast Sponsor: Trans-matic

Tuesday, October 22, 2019

Power Happy Hour

@CityFlats Hotel, 61 E. 7th St, Holland, MI



At this summer event, each

participant will make over 50 contacts. Arrive at 3:00 pm to grab a drink and browse display booths, make new contacts and win door prizes! Be ready to start promptly at 3:15 pm for Power BINGO, created to make the most of the open networking time.

Time: 3-5pm

Cost: \$30 per Chamber member / \$50 per non-member / \$75 Display Table – includes your event registration (Chamber members only)

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Wednesday, October 23, 2019

Leading Edge: Creating Unmistakable Culture to Win the War for TALENT

@Boatwerks, 216 Van Raalte Ave, Holland, MI



Please join the West Coast Chamber and

Lakeshore Human Resource Management Association as we welcome guest speaker, Mike Novakoski, who will share the story of how he and his partners transformed E&V from a commodity commercial construction company to an oddity in its markets. Registered attendees will receive a copy of the book, *Become Unmistakable, Start the Journey from Commodity to Oddity*, included in your registration fee.

Time: 8:30-11:30am

Cost: \$75 per Chamber member / \$95 per non-member

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

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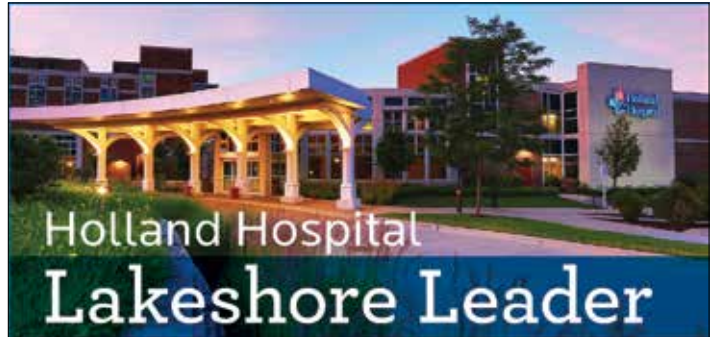


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Back to School for the West Coast Leadership Program



The 2019-2020 class of the West Coast Leadership Program met for the first time at orientation on August 28. The Learning Lab was buzzing with energy as members started to get acquainted and to learn about what to expect in the coming year. The Chamber has taken an active role in growing the next generation of business and community leaders since 1988. Participating in this program requires commitment, and it is important that participants have the cooperation of their employers. We salute their employers for supporting them and investing in developing leaders with a passion for our community.

The West Coast Leadership Class of 2019 - 2020

Adam Zuwerink, West Michigan Law
 Alexa Redick, Greater Ottawa County United Way
 Allie Hopkins, Herman Miller
 Andrew Koop, Koop & Burr
 Austin Schrotenboer, Plascore
 Brad VanMelle, Lakewood Construction
 Brad Haverkamp, Chemical Bank
 Brenda Winn, Holland Hospital
 Brianna Lynn, Ready for School
 Charles Murray, Cardinal Legal
 Emily Spaniola, Lake Trust Credit Union
 Jeff Robinson, Hybrid Machining
 Jennifer Bryant, Greater Ottawa County United Way
 Jeremy Gonsior, Hamilton Community Schools
 Jessica Bloor, Trans-Matic
 Johnny Rodriguez, Quality Carwash
 Josh DeVries, Robert W. Baird
 Jovana Garcia, Haworth
 Julie Achterhof, Quality Carwash
 Keegan Alderink, Michigan West Coast Chamber of Commerce
 Kyle Richie, Request Foods

Kyle Geenen, Geenen Group Real Estate
 Laura Nienhuis, Haworth
 Lauren Bowman, CapTrust
 Lauren Boker, Best Version Media
 Mark Dykema, Biggby Coffee
 Mary Cook, Herrick District Library
 Matt Hamm, Horizon Bank
 Meagan Maas, Community Action House
 Melissa Fochtman, Smith Gas Liquids Company
 Mike Lucas, Mannes Body Shop
 Patricia Hertel, Smith Haughey Rice & Roegge
 Ross Haveman, Haveman Electrical Services
 Phil Dirkse, Disher
 Rachel Austin, Elzinga & Volkers
 Rashelle Wynegar, Community Foundation of the Holland/Zeeland Area
 Ricki Levine, Holland Historical Trust
 Ross Haan, Impact Fab
 Ted Kostiuik, Shoreline Orthopedics
 Tracey Nally, ODC Network
 Tracy Amid, Kids Food Basket

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Annie Hamstra

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www.allstatecraneandrigging.com All State Crane and Rigging is a full-service crane-rental company that outfits any jobsite of any size. They provide everything from complex, customized solutions with several pieces of equipment over long periods of time to single pieces of equipment for an hour or two.

Creatively Centered LLC

Melissa Haveman

(616) 607-4614
melissa@creativelycentered.com
www.creativelycentered.com

Melissa Haveman is an executive coach, book coach, and author. Over the last 15 years, she has taken over 175 non-fiction book-length projects from idea to publication as a writer, developmental editor, or content director. During that time, she worked with writers, subject matter experts, and other creatives, and lead a virtual, freelance team as a Director of Content.

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Jon Lundstrom

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Wake Up West Coast Preview

Your Healthy Culture Starts with Trust



By Caroline Monahan

Authentic brands understand themselves at the deepest level and act in accordance with that understanding. Their brand promise is genuine and their actions seek to make good on that promise. They're able to foster meaningful and lasting relationships with their customers and team members. In Chamber EOS language, that means they have identified their Core Values and those values are reflected in everything that they do. How does a company reach this notable state of authenticity? Alignment.

Alignment has become an overused and misunderstood word in business. In most companies alignment is synonymous with agreement. In this conversation Mike Harris will share lessons learned from his journey to build "the place he wanted to work at every day." He will talk about why the best companies—the most innovative, the ones with the clearest brands and the best cultures—really focus on trust. Mike will share some simple concepts that can help your organization understand alignment differently and see its true brand take shape.

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Mike Harris
CEO
Worksighted



Mike co-founded Worksighted and is passionate about employment strategy and hiring practices.

A charismatic public speaker, Mike has shared his expertise at events like TEDx Macatawa, Holland Young Professionals, and the West Coast Chamber. In his TED talk, Mike outlines how aligning passions with work increases performance. Mike is devoted to guiding and growing the future leaders of Worksighted and the local business community by sharing knowledge he gained through starting and growing a business.

Mike is a board member of Entrepreneurial Organization Grand Rapids. He has been honored as the Michigan West Coast Chamber of Commerce's Small-Business Person of the Year (in 2011, then known as the Holland Area Chamber) and on Grand Rapids Business Journal's 40 under 40.

Mike Harris earned his bachelor's in mathematics and computer science from Hope College.

Wake Up West Coast

Tuesday, October 8, 2019

7:30 - 8:30am/Pre-Breakfast networking begins at 7:00am
Holland Civic Center

[Tickets available at www.westcoastchamber.org](http://www.westcoastchamber.org)

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Eastern Floral

By Natalie Schmidt



Company Information:
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www.easternfloral.com

If you've ever been in the market for fresh-cut florals or elaborate event centerpieces, chances are you know the name Eastern Floral. A family-owned and operated full-service retail florist, Eastern Floral has been part of the West Michigan community for over 60 years. They have even been voted "Best Florist" for 11 consecutive years in many local publications and were nationally named a Teleflora Top 50 Florist. Impressive titles aside, Eastern Floral says what really sets them apart is their commitment to providing only the highest quality customer service.

Eastern Floral places a high value on connecting with the West Michigan community. When asked what their favorite part about doing business in the community is, they state, "This is home! It is where our roots were planted, and where we have grown and thrived." For Eastern Floral, it is this sense of community that has made their work so fulfilling. They go on to explain, "There's nothing like working with West Michigan flower growers,

collaborating with local businesses and serving customers that live right down the road from our front door."

West Coast Cash is one way Eastern Floral has been able to strengthen these connections. By participating in WCC, Eastern Floral aims to align its brand with the Chamber's mission to support area businesses. In practice, there is no limit to what customers can use WCC for at Eastern Floral. From fresh-cut floral stems to artfully arranged designs and gift items, customers have used WCC for nearly everything at Eastern Floral.

With locations in Grand Rapids, Holland, and Grand Haven, Eastern Floral has become a name-to-know in the West Michigan community. Though even with the business's success, Eastern Floral has remained committed to providing exceptional customer service and building connections within the community. They express, "We are honored to be part of a community and can't thank our customers enough for supporting us."



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.*

Meet the Chamber's New Board Members

September marked the new program year, new fiscal year, and the welcome to three new Chamber Board Members. Our Board of Directors pulls leaders from a cross-section of industries, with an intentional emphasis on selecting members of diverse backgrounds, genders and ages, in order to get a well-rounded perspective on the issues and needs of our business community. The three individuals below bring with them a wealth of knowledge, expertise, and best of all, contagious energy.



Seth Bushouse
Senior Director of Human Resources
Gentex Corporation

Seth Bushouse is local to Holland. He attended Holland Christian Schools, and afterward graduated from Calvin College. He is passionate about his work at Gentex, where he is responsible for the HR function for the organization. Seth and his wife Anne live in Holland, and have three children who attend Holland Christian—Lauren (15), Luke (13), and Lillian (8). He stays plugged in to the community through his work on the Boards of local non-profits, through volunteering at his children's school, and at his church. If not coaching or watching his kids in their sports and extra-curricular activities, you may find him playing a pick-up game of basketball, trying to improve his golf game, reading at the beach, or woodworking in his garage.



Pete Haines
Superintendent
Ottawa Area Intermediate School
District (OAISD)

Pete Haines joined OAISD in July of 2015 after serving 11 years at Greenville Public Schools, the last eight as superintendent. His background in public education includes teaching middle school science in Kalamazoo, serving as a principal at Tri County Area Schools in Sand Lake, Michigan, then as both assistant superintendent and adjunct professor at Grand Valley State University.

Pete holds a bachelor's degree in biology for secondary education from Western Michigan University, a Master of Education from Grand Valley State University, and has completed doctoral coursework at Eastern Michigan University. He is married to his high school sweetheart, Ronnie, and blessed with two remarkable and grown daughters, Olivia and Rachel.



Brad Haverkamp
Community President - Commercial
Group Manager
Chemical Bank

Brad Haverkamp is the Community President for Chemical Bank and has worked in the banking industry for over 20 years. Recent board experience includes service on the Calvin College Board of Trustees and the Junior Achievement of the Michigan Great Lakes Board of Directors.

Brad holds a bachelor's degree in economics from Calvin College and an M.B.A. from the Western Michigan University Hawthorne College of Business. He has also completed the Graduate School of Banking program at the University of Wisconsin-Madison. Brad and his wife, Cindy, have three daughters ages 18, 16, and 10.



The Benefits of Peer Networking



Business owners in Zeeland get together to network with their peers as part of the West Coast Chamber Zeeland Affinity Group. The ZAG was launched in the summer of 2017 and continues to grow as the Zeeland business community expands. Group meetings alternate between informational programs and social events called “Off the Clock.” What makes this robust affinity group so valuable? We asked some of the ZAG members to tell us why.



Adam Zuwerink
West Michigan Law, PC

I have been a member of the West Coast Chamber for a few years but moved my office from the City of Holland to downtown Zeeland last year. Joining the Zeeland Affinity Group has been a great way to meet other professionals within walking distance of our new office. As someone who is newer to the Zeeland community, the morning meetings have been very educational in learning about the community. And the happy hours at Tripelroot have been a great way to meet other Zeeland business owners. I love the regional aspect of the West Coast Chamber’s focus on the entire greater Holland area, but sometimes it’s nice to go to an event where I know everyone I meet is just a couple of blocks away.

Having the West Coast Chamber’s beautiful ZIP space available for meetings has been very valuable to my law firm. It’s only a half-block away and is convenient for both client meetings and internal office meetings with no distractions.



Dave Purnell
DP Creative Audio & Video

My biggest business challenge is getting the word out about the varied services that I offer. DP Creative Audio, LLC has now officially become DP Creative Audio & Video, LLC, offering a variety of video services and focusing on corporate and non-profit storytelling, in addition to the audio services I have always offered. The Chamber has offered me many opportunities to connect with the right people to get that word out.

Participation in ZAG has strengthened my relationships with other Zeeland business and community leaders and expands my business network. Joining ZAG is one of the easiest and most rewarding things that you can do to grow your local network, share your story, stay current on local issues, and enjoy the company of some terrific people.



Heather Wood-Gramza
Director
Howard Miller Library and
Community Center

My biggest business challenge is communicating the purpose of a modern public library. So many people are operating from an antiquated view of what a library is and what it does. The Chamber helps us by holding events in our community center so people can be exposed to the many services available and helpful in their personal and professional lives.

It is so important to connect with other organizations and business leaders within the Zeeland community. As the new director of the Howard Miller Library and Community Center, it allows me to meaningfully engage with others and to determine how to better serve the greater Zeeland area. The affinity group affords me the opportunity to continue growing in the areas of communication, community engagement and public relations. Personally, it has been gratifying to meet others who wish to make a difference in the community.



ZAG Members gather to learn about the Zeeland Vision Plan.



"Off the Clock" gathering at Tripleroot.

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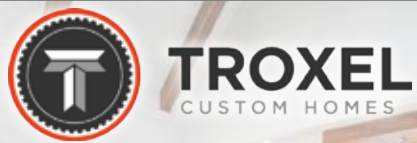
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Happenings at the Chamber



Tim Haines teaches Social Media advertising at the August Leading Edge event.



Ambassadors connecting at the pre-season orientation.



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