

# CONNECT

JULY 2020



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# Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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Summer traditionally moves at a slower pace at the Chamber, mirroring the activity of our member businesses. It's a time to recharge and gear up for the program year ahead. This year, we find ourselves not only recharging, but also rebounding. So much has changed in our world and in our community in the past months. We've all put the time and sacrifice into keeping our community members safe, and I would expect nothing less from the people who live here and care so deeply for each other's wellbeing and success.



Our small businesses have felt the hardships of shutdowns in a significant way, and our community has stepped in to be a support for them. This issue highlights some of the extraordinary activity of businesses and organizations that reflect the character of the place we call home. It also celebrates the businesses that we know and love and reminds us that they are now ready to welcome customers through their doors. Whether it's dining, shopping, or going back into your workplace, the act of showing up for business owners in our area will make a big difference in their road to recovery. Our continued support will jumpstart the rebound for local businesses, and I encourage you to join the Chamber in being a catalyst for their success as we all move forward.

Best Regards,  
Jane Clark

## Michigan West Coast Chamber of Commerce

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[www.westcoastchamber.org](http://www.westcoastchamber.org)



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# We've Got You Covered: The Insurance Group

By Caroline Monahan | Photos by Caroline Monahan

The smiley face masks worn by the Kamphuis family read, "We've got you Covered." This play on words makes great sense for an insurance business, but also rings true to the core value of giving back that permeates from the team at The Insurance Group. Being a beacon of support to community businesses and organizations throughout the COVID-19 crisis has been a natural fit for this crew, which includes five members of the Kamphuis family, plus six more staff members. The masks, designed by The Insurance Group President and Chamber Ambassador, Stacy Kamphuis, will be donated to nursing homes, and will also be handed out to their clients as they return to welcoming people back into their offices after months of connecting remotely. They are ready to get back to the personal style of business at their core.

## All in the Family

Although her father started selling insurance when she was about six, this theatre major had no intention of joining the family insurance business. Stacy didn't think it fit. But when she was needed, she started helping her father part time until it became clear that it was her path. She would pack up her kids in her car and go meet clients, which you might argue is why they are all working with her today. Maybe it's in their blood. "Every dog in Holland is friends with Raechel because she would play with the dogs while I met with the client."

In 2001 she and her father officially started The Insurance Group together, running it with a lean team until he became sick with cancer, and couldn't work anymore. Stacy's husband Doug started helping with the books in 2009, while still working full time for the Department of Corrections. Doug said, "I would work all day and then come home and make phone calls at night. It was



Doug, Raechel, Stacy and Benjamin Kamphuis. Not pictured: Jordan Kamphuis.

a lot." Over the next four years, Benjamin and Doug joined the team full-time, followed by Jordan and Raechel.

All of Stacy and Doug's children had ideas of leaving Holland after graduating college. Benjamin is an MSU graduate, Jordan went to Michigan and Raechel graduated from Hope College. All explored moving away for reasons of love, opportunity or climate, but the pull of this family is strong, and all stepped into the family business. It's working for them. "They like us and go out with us, because we buy them dinner," said Stacy with her unmistakable wit.

## Get It, Give It

A core value evident in the family is the heart for giving back. When asked where this came from, Stacy answered, "I was raised that way. My father used to say, 'Get It - Give It.'" In her earlier days,

she volunteered a lot with the Holland Junior Welfare League, and now spends volunteer time helping with fundraising for community organizations.

Much of their charitable work springs from the relationships they've built with people they get to know from working in the medical insurance industry. Stacy calls them "her people." They believe in the work done by these organizations and want to help. Stacy said, "Nice people make you want to help them. And you just do. We do a lot of different fundraisers, depending on what's pulling us at that time. We're bouncers."

The list is long and includes the Alzheimer's Association, Holland Free Health Clinic, 70 x 7 Life Recovery, Tulip Time, Pathways, Hand to Hand, Harvest Stand Ministries, Nestlings Diaper Bank, and Community Action House (CAH), Hospice, Escape Ministries, Holland Public Schools,



Doug and Stacy in their favorite spot at Restaurant Seventy-Six.

Children's Advocacy Center, among others. During the COVID-19 crisis, they leaned heavily into supporting the food needs being met through Community Action House.

Meeting the greatly increased demand for food by local families required creative problem solving, and The Insurance Group joined a handful of other businesses in providing a financial match for boxes packed. "The Insurance Group and our five other financial backers provided matching financial support with every new family who joined the movement and shared on social media, together donating just over \$13,000 in direct financial support of our stepped up efforts," said Scott Rumpsa, Executive Director of the Community Action House. This incentivized hundreds of area families to join CAH efforts by packing family food boxes at home.

See page 16 for statistics on the impact of community support during COVID-19.

### Restaurant Support

"I would say that it's an exaggeration to say that we eat out every night, but it's not," joked Stacy. This food fixation gave them another outlet for helping others during the pandemic. Over the last months of the stay home order, they have made restaurant support a particular focus. "We want them to come back. We have to support the local restaurants who will have a harder time coming back than the chains. If Seventy-Six doesn't come back, we care. If Mizu doesn't

come back, we care. If Goog's doesn't come back, we'll starve!"

Even as restaurants are able to reopen under safety guidelines, Stacy is mindful of the fact that servers will only be able to make 50% of what they would make due to restaurant capacity limits. Look on Stacy's social media and you will see that she is a big advocate for #tiptwenty for takeout as well as dine-in. They hope they are setting an example that others will follow.

### Pandemic Impact on their Business

"We felt like our customer service was down during all of this. We're very hands on and our clients have missed that. Our place is very homey," said Stacy. Even the use of a voicemail system is foreign to their clients, as there's always been a cheery voice on the phone to help them with questions, and calls are always returned as immediately as possible. "It's what our clients expect from us and it's what we want to give them."

Remaining true to their core values is a priority for the team, recognized with the Holland Sentinel's Best of the Best awards for four years running. Benjamin noted the remote nature of recent months, "Our clients have been understanding, but we didn't like it. It made us anxious because it wasn't us."

Another big shift has been the lack of

opportunity to present and discuss plan options in person. This team would usually be out in the community, meeting with employees at various companies, and that's been impossible. Stacy explained, "There are a lot of young employees who need help walking them through it. This might be the first time they are on their own insurance plan, and they have no idea what to do. There are also people coming on and off of unemployment and trying to figure out their medical plans again. It's a lot harder to explain things over the phone."

### Hook, Line and Sinker

Stacy's involvement with the Chamber was solidified "hook, line and sinker" when she went through the West Coast Leadership Program (WCL). "Best thing professionally and personally (besides family) that I have ever done. Not only do you learn about your community, it helps you narrow down your passion. That's when our volunteering really jumpstarted." Since then, Raechel also went through WCL and both are Chamber Ambassadors.

The Chamber's role as connector helps them not only professionally, but it also helps them learn about more places where they can collaborate and make a difference. "We decided we want to work with the Holland Museum because of the Chamber," said Stacy, referring to the 2019 Community Impact Day, where she and her team volunteered for the afternoon alongside other WCL alumni. Stacy hopes this will result in a program that will be hosted at the Museum.

They believe that it's the little things that make Chamber membership so impactful. It's knowing that you will always have opportunities to market and network and build relationships. Raechel is also a fan of the variety of programs. "The Chamber finds so many fun ways to connect people to network. I'm not a morning person and won't always be at a breakfast, but there are so many other things to choose from, and I really like that."



# Helping Businesses Adapt to a New Work Environment

Submitted by Spectrum Zeeland Hospital



Spectrum Health is offering guidance to local businesses as they adapt to operating in a new environment with the COVID-19 pandemic. The goal is to equip employers and employees with advice on infection prevention and practical resources to help increase safety and minimize risk.

“As a health care organization and dedicated community partner, we strive to educate those we serve about health and wellness,” said Tina Freese Decker, President & CEO, Spectrum Health. “Now more than ever, businesses are seeking guidance on best practices that support a healthy workplace as we navigate this new landscape. We are pleased to provide this toolkit leveraging our infection prevention expertise to benefit our community.”

“Many businesses are facing unprecedented challenges from financial loss to securing cleaning supplies to a work force reluctant

to come back due to safety concerns,” said Keith Hustak, Vice President, Urgent Care, Occupational and Virtual Health. “We are here to help and support employers and employees by sharing our expertise with easy-to-use health and safety resources.”

The toolkit consists of the following resources:

**Employer Guide** – A foundational primer to help businesses no matter where they are in the process, whether it is navigating reopening to the community, welcoming employees back on-site or adapting to a new environment. The guide includes expert tips, best practices, checklists and ready-to-use signage and more. Request your free copy to download: <https://www.spectrumhealth.org/covid19/employer-resources>

**Webpage** – A dedicated employer resources webpage has been created that is a “one stop” for resource for FAQs, downloadable

templates and industry resources. Link to <https://www.spectrumhealth.org/covid19/employer-resources> for the latest updates, materials and services.

**COVID-19 Symptom Checker** – A free mobile site designed to help employees routinely check for symptoms before they come to work. The tool works optimally on a mobile device, available at: <https://covid19symptomchecker.spectrumhealth.org>

**Employer Hotline** – Call 616-486-1075 for help with all COVID-19 related questions including what to do if someone tests positive, contact tracing, personal protection equipment, infection prevention or other situations. The Employer Hotline is open Monday to Friday, 8am to 5pm.

*For access to the most current COVID-19 updates, visit [spectrumhealth.org/covid19](https://www.spectrumhealth.org/covid19).*



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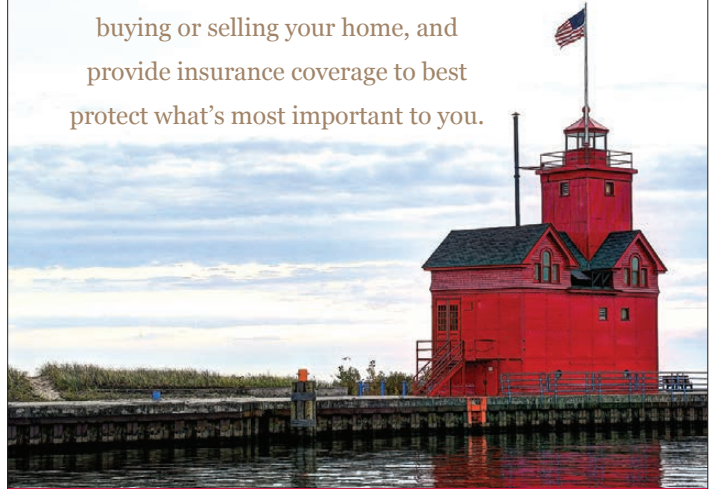
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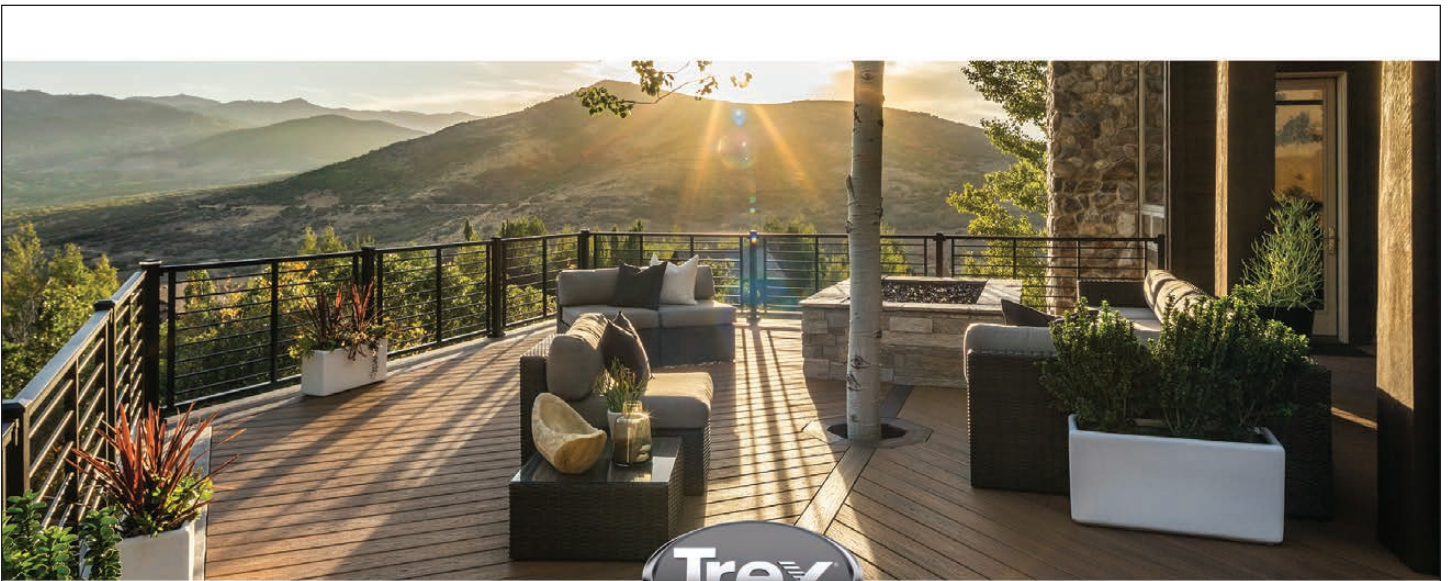
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# It is All About the Details

By Mandi Brower, Chief Operation Officer

It is all about the details. The details are in the small things.

Whoever said don't sweat the small stuff may have missed many opportunities to enrich the lives of those around them. When you are dealing with people it is the small details that are most important. The small details show you care.

Over the past two months, our lives have been challenged, our world has been changed. It doesn't matter your religion, your political views or your race, it has been strenuous for everyone. Now more than ever is when the small details matter. How you treated your team over the past couple of months will speak volumes of your culture and the direction your organization will take over the coming years.

As a team we look back and reflect on our past two months, it is the little things that have made the difference. We have eight retail locations—three of which are express car washes and five of which are fuel, c-store, restaurants and car washes. Four of our sites remained open with limited services and four sites were closed during the peak of the pandemic. It created a different kind of busy as we navigated through uncharted territory of shuffling schedules, extensive communication with team members and governmental agencies, new policies and procedures.

When the stay at home order was issued, we adapted to having some work from home and some working onsite. I knew this would be a challenge for everyone. Most of our systems were easily adaptable

for work from home, but what about the need for human interactions, the distractions of kids and pets, nothing could prepare us for what the new normal would look like. Only one book was ever written to tell you how to handle something like this. It is over 2000 years old and it states "Love One Another."

Here are some of the things that we did to navigate this together. We started out with 8:30am meetings Mondays, Wednesdays, and Fridays. It was 30 minutes of a little work but a lot more fun. We mailed note cards and their favorite sweet treats to those working from home. Amazon goody boxes were sent to the teams working onsite. Gift boxes delivered to our office staff working from home with their favorite salty snack. We implemented a \$2 bonus per hour for those working on the front lines. In welcoming back our office staff we had gift baskets with their favorite beverages and snacks on their desk. We utilized the PPP funding by giving it to the team. In an effort to alleviate the financial burdens of our team during this time, we continued to pay their average number of hours even if they were not working. In addition, we issued bonuses to the entire team to celebrate their hard work during this time of the unknown.

There are many experts in leadership and adapting to change. One of my favorites is Tony Robbins, an American author, public speaker, life coach, and philanthropist. If you have not heard of him, look him up. He has a chant that I first heard at a leadership

training a few years back. It applies to you right now in this moment and it applies to leaders everywhere.

*Now I am the voice  
I will lead, not follow  
I will create, not destroy  
I will believe, not doubt  
I am a force for good  
Set a new standard  
Step up!*

Step up, everyone. Love One Another. Be a servant leader. What can you do for those you lead? How will you use

the opportunity of the world "opening back up" or the "new normal" to enrich the lives of those you lead? What are the small details that may have been overlooked over the past few months that you can start focusing on now?

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# The Legal Landscape After the COVID-19 Pandemic: Mediation May be an Attractive Alternative to Litigation for Companies Getting Back to Business

By Thomas J. Vitale, Attorney



The COVID-19 pandemic has changed the landscape of legal disputes across many industries. For example, the impacts of COVID-19 has disrupted landlord-tenant relationships and increasingly put parties at odds when it comes to understanding their respective lease rights and obligations. Landlords and tenants continue to face the task of maintaining a working business relationship.

Similarly, commercial lenders are facing uncertainty on the business front impacting underwriting and other risks, not to mention legal uncertainties based on novel issues untested in court. Nonetheless, lenders must rise to meet reputational and business challenges.

In the construction industry, projects have been delayed, and some canceled due to the impact of the COVID-19 pandemic. Widespread shutdowns will have a major, negative financial impact, which may result in a host of possible legal issues (e.g. subcontractor default, delay claims, acceleration claims, etc.). Unresolved disputes on projects not only can slow down a project, but may result in significant legal costs.

Even before the COVID-19 pandemic, companies understood the risks associated with traditional litigation, which can be time-consuming, expensive and unpredictable. After experiencing this once-in-a-lifetime crisis known, companies in all industries have more reason than ever to evaluate all options before turning to litigation. One option is mediation. Mediation

is a voluntary process in which an independent third party, often an attorney or former judge, assists parties to a legal dispute in attempting to reach a resolution. Even though mediation has been popular since the 1960s, most companies have never participated in mediation, may not be aware of its possible benefits, or may not even realize mediation is an option before a lawsuit is filed. One benefit of mediation is the entire process is confidential, and another is the parties can be represented by counsel and present evidence. The confidential nature of mediation promotes free and open settlement discussion, with rules limiting what can later be used in court, should a resolution not be reached. Attempting pre-litigation mediation is certainly one method that should not be overlooked given its ability to save time and costs.

For companies interested in mediation, there are several proactive steps that companies can implement to encourage early resolution of disputes:

- If a dispute arises, find out if mediation is required under the applicable contract.
- If not, evaluate whether good faith mediation is possible. If all parties approach mediation with a willingness to compromise, the mediation process is more likely to be successful.
- Ensure all parties necessary to reach a resolution are at mediation, including decisionmakers.
- Maintain detailed records. In mediation, there will be

an opportunity to submit mediation summaries, along with evidence, which allows parties to demonstrate/ understand strengths and weaknesses of critical issues in dispute.

- Be creative. Mediators attempt to empower parties to work together to craft a resolution framework. There is value in the finality that comes with a successful mediation.

*Thomas J. Vitale is an attorney in Smith Haughey's Grand Rapids office, as well as a member of the Commercial Litigation and Construction Practice Groups. He focuses his practice on the construction, manufacturing and real estate industries, and can be reached at 616-458-5417 or [tvitale@shrr.com](mailto:tvitale@shrr.com).*

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



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# 20 Years of Providing Local, Affordable Career Coaching and Training

By Tonia Castillo, Career Services and Training Supervisor for Thompson M-TEC

The past few months have brought many changes to our lives. While some have been welcome, other changes such as job losses and financial insecurities have left many in uncharted territory. We know this can be unsettling. We know people need to find work.

For others, this time of change has provided an opportunity to re-evaluate career choices and options. Maybe in hindsight, you feel you have been working a job that hasn't been a good fit, or you'd like to take a career detour into a field where there's a need for more employees right now.

Rest assured, our team at Ottawa Area ISD's Thompson M-TEC is local and ready to help! We often

refer to our services as a "hidden gem" in our community because we've been offering adult career training and coaching for 20 years and training programs to corporations for nearly as long, but as a non-profit organization, we tend to be lower profile than for-profit organizations offering similar services.

The reason I say "similar" is because our menu of services is broader than most and yet tends to be more affordable. M-TEC is a one-stop shop for your career-related interests and needs.

On top of offering career and corporate training in high-demand career fields and over 200 professional certifications, Thompson M-TEC also offers



virtual career coaching including resume-building and interviewing skills assistance. And, OAISD is the only intermediate school district in the state that offers adult career and corporate training. If you find yourself looking for a new job-we can definitely help!

Our certified Global Career Development Facilitators through the National Career Development Association have provided career coaching to

more than 1,000 job seekers over the past 10 years. Through open dialogue and discussion, guidance, and a plan of action, we will help you discover your next steps in your career and the best way for you to reach your goals.

We work closely with West Michigan Works! and local employers which helps us keep a pulse on what employers are looking for in job candidates and current workforce needs.



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And since we are a non-profit organization, you can trust that we are here to help **you** be successful.

When we first connect, we'll take time to explore your interests and needs. If you are trying to find a fulfilling career, our five-step coaching process will provide you with a personalized assessment and plan. Do you love your profession and need a resume refresh? Let's ensure your resume reflects the best you, along with cover and thank you letters. Do you need to brush up on your interview skills? We will cover all aspects of interviewing including dressing for success, answering tough interview questions, and asking good follow-up questions.

Seeing the spark in a student's eye when they find their career path is one of my favorite parts of my job. And since M-TEC also provides job search assistance we are able to keep

in touch with our students and hear about their successes.


If you've ever thought about changing your career path, please know no one is too old, or too young, for career coaching. We've helped high school graduates decide upon a college major; GED students prepare for a skill-training program; and experienced workers transition careers or build upon their skills for a job promotion. During our process, you'll gain life-long research tips and critical-thinking skills along with a skill no one can put a price tag on. Confidence.

*Thompson M-TEC, a service of Ottawa Area ISD, provides customizable and flexible education and business training, career coaching and development, certification testing, and assessments to meet the needs of adult students and the business community. To learn more about Thompson M-TEC visit [www.mtec.org](http://www.mtec.org).*

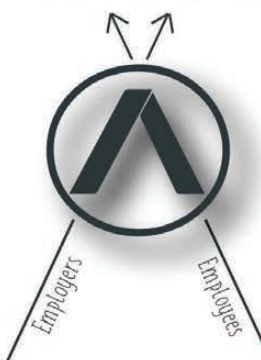


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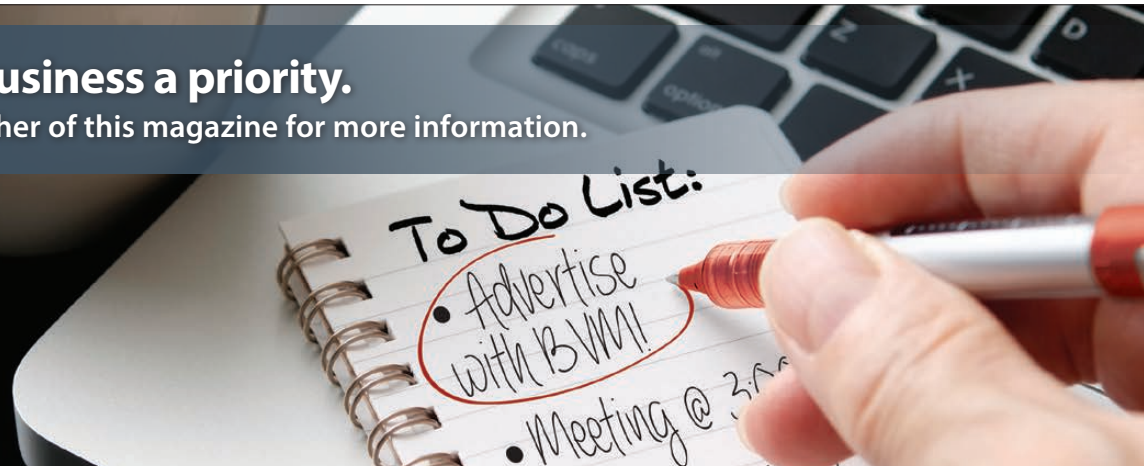
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Best Version Media



# Better and Stronger Than Before: Team Dynamic, Ability to Adjust Ensures Continued Growth

By Jeff Jipping, Town & Country Group Project Manager

It was a Monday when rumor became reality. COVID-19 would change the way we could work for three weeks—perhaps longer.

Late that afternoon at the Town & Country Group office, we gathered in the project management area—keeping our distance, of course—and discussed how the “Stay Home, Stay Safe” Executive Order would affect us.

There was no question we were committed to keeping our staff and their families safe, and we were determined to return from quarantine better and stronger than ever before. It was important that we keep our team together and at full strength, to ensure we wouldn’t lose the traction and growth we had been building and molding the past few years. In construction, it is a team effort. All the players are important, and losing just one can keep us from winning.

I was filled with so many emotions on the drive home. I feared the virus and the complications it brought and worried for my wife, who works in the medical field. But the biggest emotion was anxiety due to uncertainty surrounding everything and everyone.

Soon, the executive order increased from three weeks to six, then six to almost eight weeks. Time only caused more confusion and uncertainty; it led to constant changes and revealed no clear way to lessen the pandemic’s impact.

In the construction industry, we are well-equipped in dealing with uncertainty, confusion and constant changes. The “unknown” is always part of a project’s equation—no matter how much planning is done. The key to handling the uncertainty is relying on your team and their individual experiences. Those experiences help us devise a plan that creates a safe work environment for our teammates, develops an effective and efficient timeframe to reach milestones, all while working to exceed the customer’s expectation.

So, as a team, we work through the nuances of new products, practices, techniques and emerging technologies to build high-quality and high-performing buildings. We have to make adjustments when challenges arise, and we tweak our practices and procedures to deliver a product we are proud of.

Many of the projects we were working on at the time of the executive order were halted. Some of our teams were in the middle of tasks they weren’t able to complete. But thanks to Town & Country Group’s team culture and ability to adjust, the constantly changing rules and regulations didn’t threaten our ability to continue to provide excellent service. We tweaked our plans while keeping our teammates safe and healthy.

As we continue to navigate the altered construction landscape,

I am certain Town & Country Group will use the same team dynamic we rely upon daily to complete a construction project and use it to come back better and stronger than we were before the COVID-19 crisis.

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

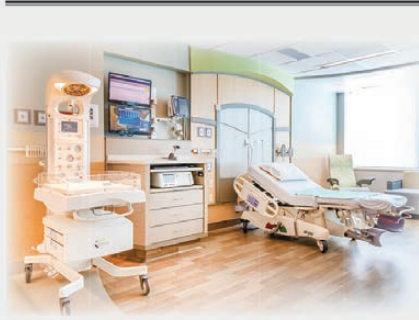


## THANK YOU, FRONTLINE WORKERS



Frontline workers, thank you for bravely keeping our community safe and healthy.

Our electricians and technicians have had the privilege of helping construct new facilities for the heroes at Holland Hospital and Holland Charter Township Public Safety Department.



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# #StayHomeFightHunger with the Community Action House

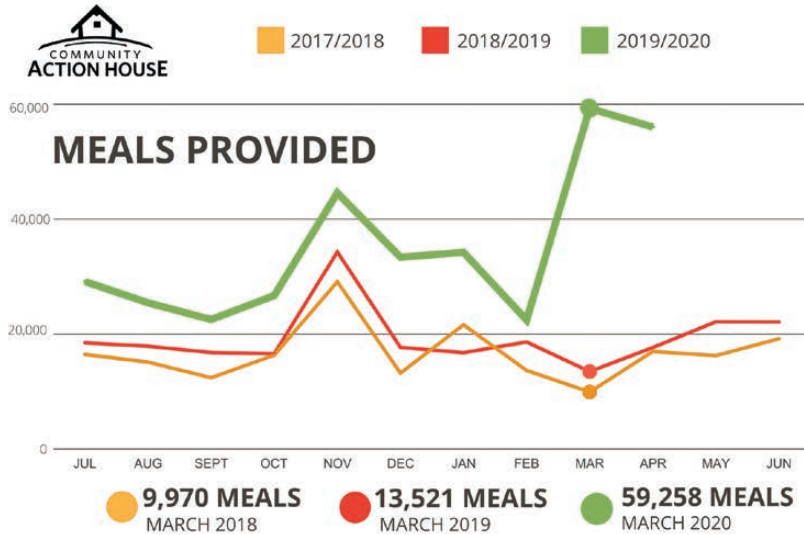


The onset of the pandemic meant a dramatic increase of need in our community. Many families who had never sought assistance before suddenly found themselves in need of food and basic supplies. The Community Action House (CAH) was there to help and launched the #StayHomeFightHunger campaign, asking the community to assemble boxes of food to be donated. The community responded by providing over 2,330 food boxes, which has meant sharing over 130,000 meals. As the program has evolved, the food selections have been edited to include a wider variety of choices, adding Latinx and Asian boxes as part of the choices. "Allowing choice is a big part of respecting the dignity and diversity of the families we serve," said Community Action House's, Megan Maas.

As CAH looks to an uncertain future, they're planning long-term efforts to sustain this need. Right now, the community is providing 40-50% of the boxes the CAH hands out, which is significant. Additionally, they have launched a campaign that allows anyone who signs up for a monthly donation to have it matched dollar for dollar. They are hoping to unlock the \$25,000 provided by a generous donor at #UnlocktheMatch,

A key piece of keeping the momentum going for the campaign is community members posting and sharing on social media. You can help by tagging Community Action House by typing @communityactionhouse.org in your post. Using the hashtag #StayHomeFightHunger is also helpful. They firmly believe that this campaign has been going strong for these 11 weeks, because people continue to share the need with their friends and family.

Scott Rumpsa, Executive Director, Community Action House had this to say about business support for their efforts: "With the onset of COVID-19 and resulting economic crisis, we had to find a way to greatly expand our



**4.4X** increase in meals provided in March\*  
\*from Mar 2019 to Mar 2020

**3,262** people served\*  
\*from Mar 16 to Apr 30

**63%** of our guests are NEW to us\*  
\*since March 16, the majority of our guests are newly in need



expansion, as we increased our food assistance over fourfold in the first few weeks of the crisis! Thank you, Stacy, and thank you, community!"

For those wanting to know more about this continuing effort, check out our webpage here: <https://www.communityactionhouse.org/standtogether>.

food assistance programming in a few short weeks. Stacy Kamphuis and The Insurance Group responded by helping us kick-start a movement of community support. They joined Mike Goorhouse, Lakewood Construction, Holland Doctors of Audiology, and PeopleIT by providing a generous financial match that incentivized hundreds of area families to join our efforts by packing family food boxes at home.

To date, the boxes that have been donated have represented a cash value of over \$40,000. The Insurance Group and their five other financial backers provided matching financial support with every new family who joined the movement and shared on social media, together donating just over \$13,000 in direct financial support of our stepped-up efforts. This huge community effort was essential to our

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# It's All About You



The Chamber's **Why** boils down to this: It's All About You. Being a partner for you, a resource for you, and an ally for you. When you renew your Chamber membership, it tells us that we are being responsive to your needs and providing value, and that you trust us to be here for your business whenever you need us. Your renewal is the ultimate source of feedback on the positive impact the Chamber has on fostering strong businesses that support a thriving community. Thank you!

We appreciate our members who renewed their memberships in May:

Al's Excavating  
Anchorage Yacht Sales

B 2 B CFO Partners  
B W Woodwork  
Baer, J Andrew  
Bayside Capital Management  
Better Business Bureau of  
Western Michigan  
Blendon Township  
Borr's Shoes  
Buurisma Agency

Canteen Vending  
Capizzi Automotive, LLC  
Castle Park Association  
Cherry Republic  
Chromatic Graphics, Inc.  
City Delicatessen, The  
Coastal Careers, Inc.  
Countryside Heating & Cooling,  
Inc.  
Cusack Music

Diverse Dimensions Inc.

E B W Electronics  
Eikenhout  
Elwood Staffing  
ESSTEE Real Estate Management

Farm Bureau Insurance Hop  
Fustini's Oils & Vinegars

G D W Farms  
Geenen and Kolean  
Global Concepts Enterprise, Inc.  
Great Lakes Window Coverings  
& Design Studio

Hamilton AV Design  
Heritage Homes, Inc.  
Holland American Food Co., Inc.  
Holland Medi Center  
Holland Public Schools

I T C  
i'move

JabberDesign Website Design &  
Development

Janus Firm, The  
Jerry Sanscrainte  
Jody Immink

Kenowa Industries, Inc.  
Key Personnel, Inc.  
Kids' Food Basket  
Koop & Burr Insurance Agency,  
Inc.

Lakeshore Scale, Inc.  
Landscape Design Services, Inc.

Magnum Equipment  
Meijer Inc. - 16th Street  
Michigan Manufacturing  
Technology Center - West /  
The Right Place  
Morrison Business Resource  
Mulder Fitch & Weaver LLC

Photo Op Studios  
Port 393  
Port Sheldon Township

Quality Car Wash

Reimink, Bert, Plumbing  
Request Foods, Inc.  
Rock "N" Thai Café

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Refrigeration, Inc.  
Starbuck Machining, Inc.  
Stow Company, The

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\* IA, KS, MO, NC, TN, TX and WI do not allow for the 5% up-front discount due to state filings.

## NEW MEMBERS

**Meijer Inc. - 16th Street**  
**Elvir Tabakovic**  
(616) 490-4636  
<http://www.meijer.com>  
[elvir.tabakovic@meijer.com](mailto:elvir.tabakovic@meijer.com)

**Morrison Business Resource**  
**Marie Morrison**  
(616) 236-3861  
<https://mbrlakeshore.com/>  
[mmorrison@mbrlakeshore.com](mailto:mmorrison@mbrlakeshore.com)





# Reconnecting with Your Customers: Ways to Market Your Business in Today's World

By Caroline Monahan

You've built relationships with your customers and the last months of coronavirus prevention measures have kept them, well, socially distant. If your brick and mortar business was closed for many weeks, you've no doubt been searching for new ways to market your business to reach customers and sell your products. It's time to reconnect.

No one knows exactly what retail will look like in the future, or even how it will look in the next month, but there are certain known quantities. Notably, the economy has taken a hit, and customers have concerns about shopping safely. As a nimble small business, you have the ability to absorb that information and adapt quickly to reinvent your marketing strategies.

Take advantage of your ability to pivot. It just requires a shift of mindset. The retail sales reality in 2020 is not just about driving traffic. It's about looking for new ways to engage customers and build relationships. It's not reinventing the wheel, but it's using the wheel in different ways to reach your goals. Using the marketing platforms that you already have in your toolkit in new ways can be a key to developing the relationships that will pay dividends in the long run.

## Messaging: It's Your Job to Make it Easy to Love You

What's the main thing on your customers' minds right now? What are the barriers that stand between you and your shoppers? It isn't routine to shop from brick and mortar stores right now, and it's your responsibility to help customers over any hurdles to shopping in your space and provide an experience that will make it easy to purchase from you. Ramping up "highly relational" campaigns on all of your platforms is the first step in building that warm fuzzy feeling about your business.



## Website and Social Media: Your Relationship Ambassadors

The top two places people go to find out about your business are your website and your social media platforms, so use those tools to communicate your plans for operating safely. Your website should communicate exactly how people can engage and shop with you. Be specific with your hours, your online shopping, and any curbside pickup and delivery options. Post videos that tour your store, highlight your products and show how shoppers will be safe in your business.

Tap into Facebook Live to have fashion shows, QVC-style merchandise displays, and shopping parties. Since video taps into multiple senses, it is highly engaging and primo at kindling your relationship with existing customers and at piquing the curiosity of new ones. Ask select people to share your videos with their audiences to amplify your message. (Hint: Ask the Chamber to share your social posts. It's a member benefit.)

## Back to Basics, Minus the Handshake

Snail mail may get a bad rap, but sending postcards is a way to cut through the digital clutter. Fun fact: 100% of postcards get read. Think about it. Besides a warm greeting, your postcard message might contain a gift certificate to your store.

Get on the phone and call your customers to tell them about great products that you are getting in. If you are ahead of the

game and have profiles on what particular customers like, this will be a natural tool for you. If you don't have that information yet, now is the time to think about robust ways to build your customer contact information database so you have reliable ways to communicate with customers far away from your door.

## Bonus Points if you Cross Promote

Don't forget to use everything in your toolbox and connect platforms for optimal effect. Send a personal email that contains a warm fuzzy video and invites people to follow you for more fun videos and live events on social media. Better yet, make a personal call and follow up with that same email.

## Five things to Remember:

1. Develop clear messaging about how people can shop with you and how you are making it safe and easy.
2. Maximize your digital platforms and make video a key piece of your campaigns.
3. Use personal communications channels to reinforce relationships with your customers and provide incentives to shop.
4. Spread your message across platforms and link them together for maximum effect.
5. Seize opportunities to reconnect. Every positive touchpoint you have with your customers builds goodwill and turns them into evangelists for your business, which leads to more customers.

How you think outside the box right now is going to have a big impact on your success going forward. It's time to rewrite your playbook. Embrace the opportunity to be the most innovative you've ever been!

# Maximizing Your Benefits is Easy on the Chamber's Website



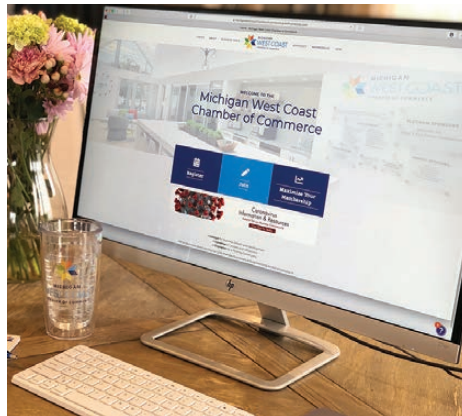
Did you know that the Chamber launched a new website at the beginning of April? Now that it's been up and running for a few months, we're loving the versatility of the Info Hub, and want to be sure our members are maximizing this members-only platform.

The Info Hub (formerly the Member Information Center or MIC) is where you keep your company's contact information up to date, manage your account billing and registrations, build out your business directory portal on the Chamber website, and post news about your business. If you aren't maximizing the Info Hub, you're leaving some key Chamber benefits on the table.

## Here are the top 3 things you need to maximize now:

### Billing

Under the Billing tab, the Primary Representative on the Chamber account can have all of their billing questions answered. They can see open invoices, upcoming billing, billing history and set up stored payment profiles (think like amazon style checkout). This makes it easy for members to login and take care of accounts payable at their own convenience.



Navigation: Click on "My Info" in the left sidebar, and then the "Billing" tab on top of the screen

### Member News

A popular Chamber benefit is sharing news about their business on our website and social media, and this is done through the Info Hub. To add your own news simply click the "add" button in the right corner, post your content, and add in the company logo and images to your post. The Chamber website gets over 250,000 page views in a given year, and when you add your news, visitors can find it easily from the website homepage.

Navigation: Click on "Member News" in the left sidebar

### Business Directory Listing

Think of your online Business Directory listing as an enhanced phonebook or an extension of your website. Enhancing your basic listing is done inside the Info Hub, where you can add your logo and photos, update your hours of operation and directions, and share links to content about your business. In 2019, the Chamber website had over 80,000 visitors. Make sure your listing stands out.

Navigation: In the sidebar, look for your company's profile page under "My Directory Listing"

To take advantage of all the Info Hub has to offer, log on and explore. It's easy to find by clicking on the Chamber website homepage Membership tab and selecting Member Login. Not sure if you have a login? The page will give you easy instructions on how to create an account or retrieve your password information.

**Info Hub Login URL:** <https://business.westcoastchamber.org/MIC/Login>.

**Chamber website:** [www.westcoastchamber.org](http://www.westcoastchamber.org)

## PREMIER PARTNER SPOTLIGHT



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# Metal Flow Corporation



*"Metal Flow is dedicated to the principle of craftsmanship and the notion that the customers, suppliers and workforce, being brought together with mutual respect for each one's contribution, has created today what is Metal Flow Corporation." – Curtis H. Brown, founder*

Headquartered in Holland, Michigan, Metal Flow Corporation is a worldwide leader in deep draw and progressive die stamping. Known in their industry for being innovators, and for helping customers engineer the highest quality product in a cost-effective way, they stamp complex components of varying shapes and sizes, and ship product all over the world. It is the goal of Metal Flow Corporation to set the standard for the industries they serve and

to be the organization against which others are measured. That includes being supportive of the communities where their team members live, work and play.

<https://www.metalflow.com>

The West Coast Chamber thanks Metal Flow Corporation for its ongoing support of the Chamber's mission as a Gold Premier Partner.



# Takeout Takeover Ambassadors

The Community response to our Takeout Takeover Initiative was remarkable. To date, there have been over 2,000 visits to the Takeout Takeover page on the Chamber website since it was first launched in mid-March. The page is located inside the website's Coronavirus Business Toolkit, which had over 13,000 visitors during the same time. This takeout campaign was initiated to promote takeout and delivery options for local restaurants shut down for inside dining during the pandemic. Thank you to our community

for showing your support to our local businesses! #tiptwenty

We asked our Chamber Ambassadors to send us reviews of their favorite takeout meals, and we've shared them on social media to further expand the publicity for our restaurants. Ambassadors love being out in the community, even if it's from a social distance, and filled us in on what they've been eating during the pandemic.

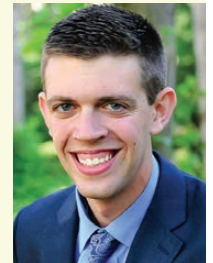


Chamber staffer Keegan Alderink enjoys her takeout from The City Deli while meeting the rest of the team for a parking lot picnic at the Chamber.

Photo by Grace Freeman

**Alex Overbeek**  
**Vitales Zeeland**

*"Vitales's pizza sauce is unparalleled in its deliciousness. Pair that with a bacon and sausage pizza and you would be hard pressed to find a better pizza!"*



**Aris Knitter-Lee**  
**Crazy Horse Steakhouse**

*"Always good food from Crazy Horse! We called in our order, it was ready and waiting for us and delicious as always! They will bring to your car, or you can go in and pick up."*



**Cheryl Kilinski**  
**Bob's Butcher Block**

*"The service is superb, and the food is great! They always have a good selection of pasta salads, potato salads, and cold cuts. Always smiling, always on top of everything."*

**Joe 2 Go**  
*"Great service, their sandwiches are wonderful!"*



**Dan Robertson**  
**Brann's Sizzling Steaks & Sports Grille**

*"[I ordered] Steak! Both dine in and take-out are great options to enjoy delicious steaks or other entrees and a wide range of sides to accompany it."*



**David Purnell**  
**Biggy Coffee in Zeeland**

*"Biggy Coffee in Zeeland had the misfortune of opening right before a major construction project started in front of it, costing it many sales. Instead of losing hope, the owner, Mark Dykema, was inspired to create some wonderful You Tube videos that brought humor and joy to the situation, and endeared him to the community. His passion for customer service and personal mission to bring joy to his customers are evident every time you grab a drink there!"*

**Tripelroot**

*"As a downtown Zeeland resident, I value the sense of community that Tripelroot has created since it opened. The Gentry's have worked hard to create a warm, inviting, family friendly environment. My wife and I particularly love to meet friends there for a drink, some good conversation, and to watch the many talented musicians that play there regularly."*



**Don Wilkinson**  
**Mario's Pizzeria**

*"We love Mario's Pizza. We normally do carry out and the pizza is always hot and delicious."*



**Janet McNamara**  
**Mi Favorita Grocery**

*"Mi Favorita is a hidden gem hidden inside a grocery store. My to go lunch staple is their delicious and authentic Mexican tacos. The grocery also offers house-made guacamole, salsas and more and has all of the ingredients to make your own Mexican feast."*



**Jennifer Reeves**  
**Beechwood Grill**

*"I've always loved Beechwood for their great service, good food (get the perch). Now I have a deeper appreciation as they've created a very efficient and sanitary take out process to ensure the health and safety of all patrons. Impressive!"*



**Butch's Dry Dock**

*"I love Butch's because I always seem to get a lesson on food and drink when I'm there. Whether you're looking for something casual or a finer dining experience, Butch's can deliver. Go! You might just learn how to make a new cocktail or discover new wine."*

**Kim Vondermolen**  
**James St. Inn**

*"Our family has enjoyed takeout from James Street Inn for weeks! Our favorite meals to go are the burritos, tacos on taco Tuesday, burgers and fries and the cheese broccoli soup! The staff is all amazing (including our daughter Izzy). Please continue to shop local and small businesses and tip generously!!"*



**Kristopher Reinhardt**  
**Hops at 84 East**

*"My friend and I meet here for Monday Night Football. Hoping we can get back there for the season this year. The service is always great. My family and I got takeout the other day. A couple burger and side salads with the cherry vinaigrette. FANTASTIC!!!"*

**Salt & Pepper**  
**Savory Grill and Pub**

*"Idaho Nachos always hit the spot! Burgers are also great and they not serve plant based. What more could you ask for?"*



**Lauren Boker**  
**Holland Eats**

*"I love Holland Eats! I'd much rather support a locally owned company when getting delivery and these folks are the absolute sweetest people. Great service and delivery from some really unexpected places! I can get exactly what I'm craving."*

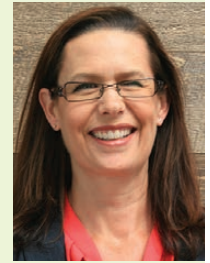


**Michele Chaney**  
**Gude's Goodies Bakery**

*"Best desserts ever!"*

**On The Border**

*"Love the chips & salsa and the mini street tacos!!"*



**New Holland Brewing Company**

*"Who doesn't love those pepperoni pinwheels along with my favorite pizzas! (it is hard to pick just one) I might have to add a Bloody Mary Tote too."*

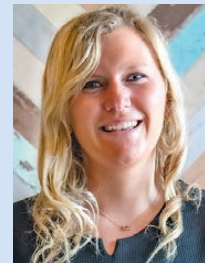
**Nolan Kamer**  
**The Curragh Irish Pub & Restaurant**

*"We have ordered takeout since the lockdown for our entire staff and our family. The food was amazing! If you haven't had their Reuben, you are missing out! It's one of our favorite restaurants in Holland!"*



**Raechel Kamphuis**  
**Kozaks of Holland**

*"The hardest decision you have to make when going to Kozaks is...are you craving a hot dog or gryo? Either way, you'll be completely satisfied!"*



**Tropical Smoothie Cafe**

*"Tropical Smoothie Cafe is perfect for no matter what mood you are in....whether you want a snack or a full meal, they've got you covered. If you want something healthy or more on the sweeter side, they've got you covered. I go there everyday!"*

**Raynetta Praest**  
**Alpenrose Restaurant**

*"Alpen Rose is one of our favorite restaurants. From the great desserts to the schnitzel, everything is homemade! PS. My husband took me on our first date there!!"*



**Biggby Coffee**

*"I love Biggby Coffee! All of the Biggby destinations are on my radar, as I travel through different parts of town. The Chai Lattes are awesome!!!"*

**Rebecca Lamper**  
**Hog Wild BBQ**

*"They have incredible options for meals from light to heavy. They will let you pick your sauce in order to tailor this to your taste buds. The cost is very reasonable for the portion sizes. It always takes me at least two meals to eat the portion size!"*



**Shannon Dykstra**  
**Big Lake Brewing**

*"The tots are a must-have. Enjoy a perfect date night over some delicious dry cider! The waitstaff are the best—relaxed and prompt, relatable and knowledgeable."*

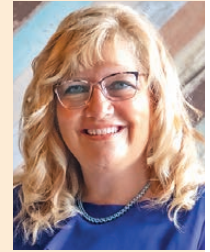


**Village Inn**

*"I have been ordering from them during this time of transition. They have always exceeded my expectations for service and food. Their burritos are out of this world! Not to mention the pizzas that are impressive! Use the front door for takeout!"*

**Stacy Segrist Kamphuis**  
**Goog's Pub and Grub**

*"We order frequently, because an awesome burger & Goog's Chips make your day remarkable! The staff is awesome! And we never forget to #tip20"*



**Steve Pembleton**  
**Thai Avenue**

*"Absolutely the best Pad Thai in town (maybe the state!). They also have real Summer Rolls."*



**Windmill Restaurant**

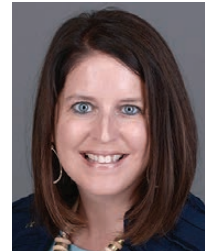
*"Who would've thought that the best breakfast could be Take Out! The Cinnamon Rolls, whoa. But the crispy hash browns can bring tears to your eyes! Yum! Yum! Yum!!"*

**The City Delicatessen**

*"Great sandwiches. Lots of choices. Hot, cold, meat and veggie options are all available."*

**Tricia Cranmer**  
**Crust 54**

*"As a former Chicagoan, I am pretty picky about my pizza. I love Crust 54 Pizza. My favorites are the Chicago Style Deep and Stone-Fired Thin Crust. Being Italian, I love that they use 100% Grande Cheese, an authentic Italian cheese!"*



**Thomas Sharwarko**  
**Our Brewing Company**

*"My wife and I love their atmosphere, and drinks! My favorite drink is the Study buddy!"*



**Russ' Restaurants**

*"Russ' has always been a family favorite and their take out is so convenient. Some of our favorites: the Original burger, Slim Gem, and Chicken Rice Soup. Oh, and the fries are amazing. But, the best part is the selection of shakes, pies and desserts!"*

**Thanks to Our Chamber Ambassador Team**

Chamber Ambassadors help amplify the work of the Chamber out in the community. They are at the ready to mentor new members, answer questions about membership, assist with celebrations, and be first in line to help us rally around new members and businesses that need a boost. Even during a pandemic, they were eager to help us continue our work to support local businesses. Thank you to our 2019-2020 Ambassador Team!

Julie Abel JabberDesign Website Design & Development	Cameron Dolbow Edward Jones Dolbow	Aris Knitter Five Star Real Estate Lakeshore	Raynetta Praest Five Star Real Estate Lakeshore	Shelly Shepard Coldwell Banker Woodland Schmidt
Patrick Avery Best Version Media	Brittany Dolly De Boer, Baumann & Company	Rebecca Lamper Michigan First Credit Union	Jesse Prins First National Bank of Michigan	Penny Shuff Workforce Employment Specialists
Bill Badran BandA Tech Solutions	Shannon Dykstra Attorney Adam Zuwerink - West Michigan Law, P.C.	Hope Lesperance Edward Jones Lesperance	David Purnell D P Creative Audio & Video	Lori Sweeney Exclusive Marketing Concepts
Robin Bartells Gordon Water Systems	Linnea Freriks Comfort Keepers	Tabitha Lohr Lohr Marketing	Jennifer Reeves Gill Staffing	Ty Tanis Colliers International
Lauren Boker Best Version Media	JoAnna Gonzales Allegra Marketing/Print/ Mail	Drew McLean Rotary Club of Holland	Kristopher Reinhardt Edward Jones Reinhardt	Kim Vanderمولen Lakeshore Family Chiropractic, PLC
Michele Chaney Consumers Credit Union	Joe Harbottle Crane's Pie Pantry Restaurant and Winery	Janet McNamara Re/Max Lakeshore Realtor	Dan Robertson Chemical Bank	Bria Wagner Five Star Real Estate Lakeshore
Tricia Cranmer Hope College	Nolan Kamer Nolan Kamer Agency / Farm Bureau Insurance	Russ Miller The Salvation Army	Tim Schreur Schreur Printing & Mailing	Andrew White Higher Health Chiropractic of Holland
Steve Darrow De Boer, Baumann & Company	Raechel Kamphuis The Insurance Group	Kevin O'Keefe Chemical Bank	Stacy Segrist Kamphuis The Insurance Group	Don Wilkinson Lakeshore Habitat For Humanity
Wayne DeBruyn Robert W. Baird	Cheryl Kilinski ART Realty	Alexander Overbeek Provisio Retirement Partners	Thomas Sharwarko Whiteford Wealth Management	
Darlene DeWitt Consumers Credit Union		Steve Pembleton Pembleton HR Consulting		

# Happenings at the Chamber



The team is geared up and ready to help you find the perfect gift at The Apothecary.



The consultants at Annie Lane Bridal are ready to welcome brides into their store to plan their dream weddings.



Summer Interns at Koops received a full Dutch costume greeting on their first day of work, complete with safety face masks. Welkom to Holland!



New member Teriyaki Madness held its grand opening this month and previewed their menu for us. They are ready to introduce you to their amazing food!



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