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OCTOBER 2020

Meet the Chamber Champions from the Ambassador Team



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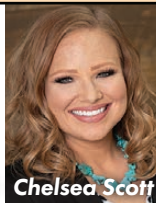
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PUBLICATION TEAM

PUBLISHER: Patrick Avery
ACCOUNT EXECUTIVE: Lauren Boker
CONTENT COORDINATOR: Chelsea Scott
DESIGNER: Donna Johnson
CONTRIBUTING PHOTOGRAPHER: Photo Op Studio

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Chelsea Scott, Content Coordinator, *Connect*:
cscott@bestversionmedia.com

Caroline Monahan, Director of Marketing and Communications, West Coast Chamber:
caroline@westcoastchamber.org

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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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Something that rings true over and over in this community is that there's a genuine lend-a-hand attitude that brings people together to share resources of time, talent and treasure. That "It's All About You" spirit is exemplified perfectly by our Chamber Ambassadors. They are super-volunteers who go out of their way to meet with our members and help answer questions and make connections. This issue shines a light on the best of the best, as voted by their peers. We're grateful for their dedication to living out our core values in the community.



The circumstances of the past six months have amplified the need to collaborate, and the Chamber has leveled up to the challenge of finding new ways to nourish and unite our business community. Your Chamber membership comes with a team of problem solvers, ready to take on your business challenges and help find solutions, so please don't hesitate to reach out when you have questions or need a hand. We're here to make your business stronger.

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce

272 E 8th St.
Holland, MI
616-392-2389
www.westcoastchamber.org



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2020 Ambassador Awards: Winner Q&A

By Chelsea Scott | Photos by Emily Hostetler

It's time once again to give a great big round of applause to our Chamber Ambassadors, the volunteer corps that engages members through a variety of programs including events and personal contacts. Ambassadors work with the Chamber staff to enhance member value and retention through planned activities that benefit the Chamber's diverse members and community.

Each May, the Chamber takes time to officially thank the Ambassadors and recognize those who go above and beyond. The award winners were voted for by fellow Ambassadors, based on the Chamber's core values: *It's all About You, Contagious Energy with a Positive Attitude, Deliver Remarkable Experiences, Learn Innovate Share and Think Big Be Great.*

This year, we're sharing a Q&A session with the award winners.



Bill Badran

Bill Badran, Banda Tech Solutions It's All About You

Q: Favorite thing about being an Ambassador?

A: The opportunity to be in front of hundreds of individuals and businesses. An opportunity that can't be done unless you are going door to door.

Q: What Ambassador programs do you like the best/find the most valuable?

A: The Ambassador program as a whole is the most valuable. How great is it to partake in a celebration of growth or success through a ribbon cutting, tour a Chamber member's facility exclusive to the Ambassadors, or even introducing new Chamber members to existing members. The whole program is priceless if you are engaged and use it right.

Q: How do you help Chamber members "use it right?"

A: As an Ambassador, I have been honored to help Chamber members who were unsure how their membership can impact them. I have taken an unbiased approach by learning what that member has planned for their business and how the Chamber can impact that by connecting the dots. With honesty, I look at options. If one option doesn't work, then we look at others that would better suit them.

Q: What does it mean to you to be recognized with an award?

A: To be nominated by my peers is amazing. Even during this pandemic, it shows with hard work, helping others, and sticking with your goals...you will not go unnoticed.



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Stacy Kamphuis

**Stacy Kamphuis,
The Insurance Group, Stacy Segrist
Kamphuis and Doug Kamphuis
Contagious Energy with a
Positive Attitude**

Q: How has being involved with the chamber improved your business?

A: Being involved in the Chamber during my active years has been fun! You meet so many people who share their professional journey and it is so interesting. If someone is a member of the Chamber, they didn't join just to increase sales, grow their business or get a promotion, they joined to be a part of something bigger, their community. There is a mutual commitment to help everyone improve, and while doing this, our own Businesses benefit.

The years that we were focused on Our Agency, when it needed our full attention, the Chamber was there for us, and expected nothing in return. When we had our feet firmly on the ground, we were able to be more active, they welcomed us back with open arms.

Q: What is the best part about being an Ambassador?

A: It used to be ribbon cuttings, but, now it has to be the silent bond. We know that we are all out there, on ZOOM, facetime or driving by and waving. When it's time, we'll be back, smiling.

Q: What does it mean to you to be recognized with an award?

A: Not to sound too cheesy, but, it was surprisingly pretty emotional for me to be recognized for the third time. After the rough year that 2020 has been for all of us, it gave me a strong feeling of being restored and knowing that hope and a smile can go a long way. We hit the ground running when masks became the norm, and ordered bright yellow masks with a big smile and we continue to give them away. We want to spread the smile!

Q: What would you like to say to your peers who voted for you for this award?

A: Sometimes, thank you doesn't feel like enough. It makes it a whole lot easier to spread smiles and have renewed energy to make our community feel happy and give hope to us because we are in this together. I hope that my peers will be happy that they kept this Energizer Bunny still going! I am humbled by their trust.



Darlene DeWitt

**Darlene DeWitt,
Consumers Credit Union
Deliver Remarkable Experiences**

Q: Tell us about a few of your favorite Chamber programs.

A: I enjoy Wake Up West Coast and I am a huge advocate of the MI West Coast Leadership program. I'm an early morning person, so getting out early to help set up tables and get ready for the breakfast group is something I enjoy helping at regularly. Unless you are a graduate of the Leadership program, there are not enough words to describe what it is like! I would encourage anyone who would like to know more about our community and the program to ask any of us who have attended. You will see our faces light up as we start to describe the experience!

Q: Can you give an example of how Ambassadors interact with Chamber members?

A: A first-time visitor to a breakfast event is met by a Chamber Ambassador. This Ambassador helps introduce this new attendee to their surroundings, makes them comfortable and welcome, and most importantly, shows them where the coffee station is!

Q: For you, what is the best part about being an Ambassador?

A: Being an Ambassador has allowed me to gain professional knowledge from other Ambassadors. We have a professional bond with each other that allows us to brainstorm ideas while offering advice and recommendations to each other.

Q: What does it mean to you to be recognized with this award?

A: This award was most unexpected! This year has been a year of much uncertainty and change for me personally. I'm thankful and grateful to know that through all we are going through, my fellow Ambassadors remembered me and chose me for this award.

 Continued on page 6



Shannon Dykstra

**Shannon Dykstra,
West Michigan Law
Learn, Innovate & Share**

Q: What is the most rewarding part about being an Ambassador?

A: I consider facilitating successful connections for potential and current Chamber members to be most rewarding. When you simply attend a Chamber event and then return to your work or home without allowing robust relationships to develop, Ambassadors believe you are missing out!

Q: How do you personally aim to help Chamber members in your role as an Ambassador?

A: My goal is to help each Chamber member I interact with find relationships and resources that they are looking for. It can start with something as simple as attending a ribbon cutting, or having coffee with a new member and learning what their goals are. Many times, I point members to specific Chamber events and other members I have met personally.

Q: How does the Ambassador program serve the business community?

A: Ambassadors assist Chamber staff in executing top notch programming and networking. Our business community flourishes when we sharpen each other and work together, and Ambassadors help make this

happen. Plus, most Ambassadors benefit from the personal and business connections they make while serving our Chamber.

Q: Describe your favorite Chamber event.

A: It will always be the Power Networking Breakfast. Of course this event is currently on hold, but I can't wait until we can all exchange ungodly amounts of business cards over mimosas again!

Q: What does being recognized with the Learn, Innovate & Share Award mean to you?

A: It is wonderful to receive an award, and I am thankful. But I want excellence to be my standard. I am motivated by a drive to steward what has been shared with me. I will say that this award was fun to receive specifically because "We are Always Growing Through Learning" happens to be an EOS Core Value at West Michigan Law! We grow through learning because the world around us changes (and, on a personal note, sometimes we need to be aware of our own need for change). We innovate and share because addressing problems and possibilities together is crucial to our task as human beings.

Q: What would you like to say to your peers who voted for you for this award?

A: Thanks so much. I am grateful to be a part of such an encouraging and energizing group of friends.



Tim Schreur

**Tim Schreur,
Schreur Printing & Mailing
Think Big, Be Great**

Q: What is the best part about being an Ambassador?

A: The other Ambassadors! It is a great group of professionals who really want to help each other and the Chamber.

Q: How do Ambassadors serve the business community?

A: Businesses in the community have a great resource in this Chamber. From advocacy to training on multiple topics, they really want businesses to grow. The Ambassadors help by spreading the word about all that the Chamber has to offer. My goal as an Ambassador is to help people and maybe be a part of them reaching a goal that seemed too big.

Q: What does it mean to you to be recognized with an award?

A: I am surprised and humbled by getting this award. Knowing it's a vote by my peers makes it even more meaningful. The day I got the email about winning the award could not have come at a better time. It was "one of those weeks" when one issue was overcome only to be followed by another issue. I actually got a little choked up! I really do try to think big and be great, an eternal optimist with a good word. But sometimes that is hard, and the "encourager" needs some encouragement. So...thank you!

Q: Have you received an Ambassador Award before?

A: In 2017 I received the Ambassador Spirit Award. Now receiving the award for Think Big, Be Great all I can say is thank you! There are so many great ambassadors that to be recognized a second time makes me feel as though I am making a difference.

For more information, visit www.westcoastchamber.org/ambassador-team.



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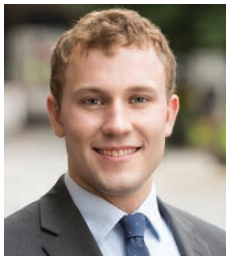
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FAQ: Forming a Nonprofit

By Matthew Wiebe

What is a nonprofit?

Nonprofit, not-for-profit, and charity are all general terms for organizations that exist to serve the public good rather than make money for their owners. They can take a wide variety of forms, including places of worship, private schools, homeowners' associations, amateur sports leagues, public welfare organizations, community development programs, and many more.

In Michigan, nonprofit organizations typically begin by forming a Michigan nonprofit corporation. This is an entity created with the approval of the state. The state imposes some restrictions on the activities of nonprofit corporations, but forming a nonprofit corporation helps protect the individuals involved in the organization. By contrast, groups of people acting without forming a nonprofit corporation (or operating only under a D/B/A or Doing Business As) have unintentionally formed an unincorporated association, and individuals can be personally liable for the actions of others in the unincorporated association.

Who runs a nonprofit corporation?

Some nonprofit corporations primarily (or only) serve their members, who also control the governance and operations of the nonprofit. Others serve larger segments of the public, and these are typically governed by a board

of directors (sometimes called trustees). The board of directors or the members may then designate responsibility to paid or unpaid officers, who might hire other employees or be helped by volunteers.

What is a 501(c)(3)?

501(c)(3) is a section of the tax code that exempts nonprofit organizations from paying income tax. Most Michigan nonprofit corporations still have to pay taxes unless they also apply to the IRS to receive formal recognition of tax-exempt status. After their tax-exempt status is recognized, donations to the nonprofit tax deductible for the donor.

How long does it take to receive recognition of tax-exempt status?

Smaller nonprofits typically receive recognition of tax-exempt status from the IRS within 3 months of filing. Larger nonprofits, or those with other complicating factors, can take up to six months. If the IRS needs additional information, it may take longer.

Can a nonprofit make money?

Yes! Nonprofits can make money, but that money has to be used for the public good, not to benefit individuals. Nonprofits aren't simply a way to get your business out of paying taxes, but they can be a powerful tool for



accomplishing charitable purposes.

If you're interested in starting a non-profit, or are currently serving a non-profit in any capacity, Smith Haughey's attorneys are a great resource for your tax exempt and operations questions.

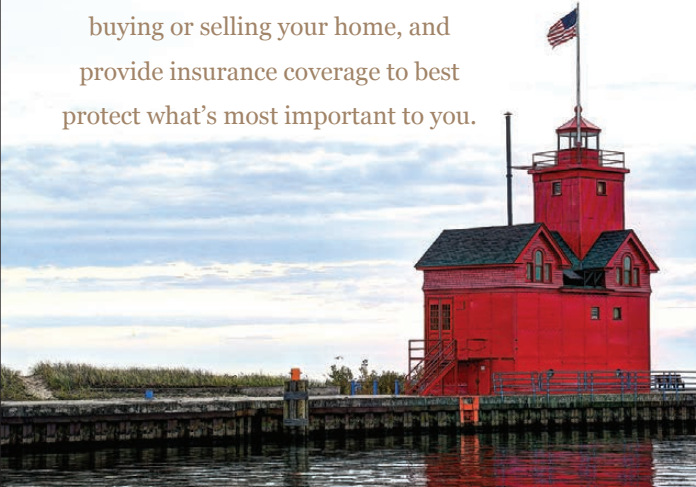
Matthew Wiebe is a business and tax-exempt organizations attorney at Smith Haughey Rice & Roegge. He advises for-profit and non-profit organizations through all stages of start-up, financing, growth, governance, succession and transition.

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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Employer Resources During COVID-19

Submitted by Spectrum Zeeland Hospital



Your business is vital in the services it provides to our community right now and in the future. We are grateful for your help in sustaining the important work that keeps our economy going.

You know your business, and your employees, best. It's critical to make a plan and share expectations with everyone about adapting to a new environment if you are reopening to customers or if your employees have been working remotely. That may mean assigning a few employees or a small team to identify safety gaps and help manage supplies/equipment needs, safety measures, employee responsibilities, cleaning schedule and other new guidelines that may need to be established.



Spectrum Health has curated a central source of resources and information to assist local employers with navigating COVID-19 and the workplace. This situ-

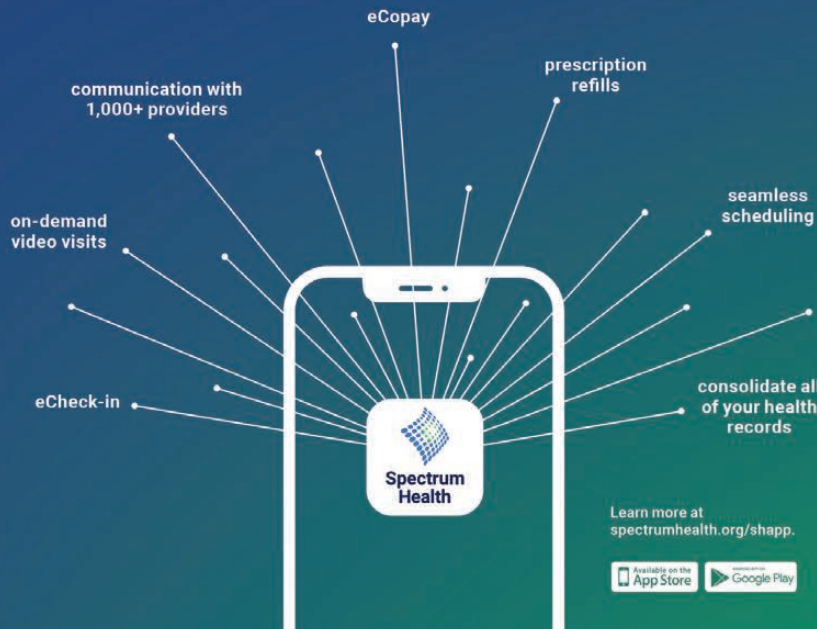
ation is changing daily, so these resources will update regularly.

Visit spectrumhealth.org/covid19/employer-resources for access to the following resources:

- **Employee Training Video:** Training your employees on how to minimize their risk of infection is one of the most important actions you can take to help keep your employees feeling safe and productive. In this 16 minute video, we share information on COVID-19 such as how COVID-19 is transmitted, the top 5 actions you should take consistently, and what to do if you suspect you have COVID-19.

We connected the dots for you.

The new Spectrum Health app.



• **Employer and Employee Frequently Asked Questions**

• **Employer Hotline:**

Call 616.486.1075 for information regarding contact tracing, Personal Protection Equipment, COVID exposures, infection prevention, or to discuss individual situations.

• **Industry Resources:**

Includes links to CDC, Michigan.gov, OSHA and other regulatory guidelines.

• **Occupational Health:**

Information about Spectrum Health's occupational health services that is updated regularly.

• **Screening and Testing:**

LinkedIn Live event recording and information about a free employee symptom checker to help businesses check for symptoms.

• **Spectrum Health Employer Guide:** Contains access to download a free employer guide.

• **Spectrum Health Employer Resources:** Contains free, printable quick documents for posting in the workplace.

The reality is we all may need to function in this new normal for an unspecified amount of time. In many ways, you may need to think differently about business operations, caring for your employees, and delivering products or providing services to the community. Spectrum Health is here to help guide our communities and come alongside your businesses as a partner in improving the health and wellness of West Michigan.

For access to the most current COVID-19 updates, visit spectrumhealth.org/covid19.

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Cutting the Cord Can Result in Faster Wireless at a Lower Cost

By Steve Pierce

Many businesses deliver themselves from the monthly costs and hassles of relying on the internet to keep a network connection to their other nearby facilities. They are using a better solution that saves time and money while giving them better connection speeds.

Point-To-Point wireless technology (PTP or P2P) has improved, so businesses now have a reliable, secure and cost-effective way to connect to multiple sites without sacrificing bandwidth. And we're not just talking about connecting to the warehouse across the street, modern PTP antennas can connect buildings dozens of miles apart. PTP can also be used as a redundant link in cases where a business already has an Optical Fiber link to other locations.

There are three basic types of PTP: Regular PTP, Point-To-Multi-Point (PTM) and Point-To-Point Wireless Mesh.

Regular PTP is, as it suggests, a link from one point to another. PTP is deployed when a clear line of sight exists between the locations. Typically, this is used in the "warehouse across the street" scenario.

PTM connects multiple locations regardless of whether a line of sight exists. A PTM application works well for clients that have multiple locations in an area, such as a school district.

PTP Wireless Mesh provides a point-to-point connection and also provides a WiFi access point at a remote location. Town & Country Group recently used a Mesh Network solution at a boat marina. It allowed us to cover a wide area with WiFi without having to run backbone cabling to each wireless device.

Installing a PTP network saves time and money and, if properly deployed, can be secure and dependable. By its very nature, a PTP network is easily manageable and expandable.

Some circumstances may need to be taken into consideration before just going out and buying a couple of antennas. For instance, being located in an urban or industrial area might hinder the wireless signal. There might be other things to consider, such as frequency selection, distance and environmental interference. This is why it is important to choose a qualified professional who can perform a site survey to identify potential hazards and has the tools, testing equipment and resources to do a proper and safe install.

To learn more about the benefits of Point-to-Point Wireless Access, call Town & Country Group at 616-772-6746.



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Our team's impact extends far beyond the automation we develop. Since our establishment in 1980, we've made stewardship a priority. In 2019, our employees raised \$155,000 for non-profit

organizations, mentored FIRST robotics teams in Michigan, South Carolina, and Tennessee, and donated their time through a variety of volunteer initiatives. Headquartered in Holland, MI, we are proud to employ over 2,000 people across multiple locations in North America, Europe, and Asia.

For more information, please visit www.jrautomation.com or email solutions@jrautomation.com.

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West Coast Leadership Alumni Making a Difference

When the 1988 class of the Chamber’s Leadership program graduated, they were blazing a trail for hundreds of others to follow. In the 30 years since then, over 800 professionals have participated in West Coast Leadership, the Chamber’s annual nine-month leadership development program, and those graduates are out in our community making a positive impact.

This year you’ll meet dozens of them in our magazine, on our website and in our social media. You’ll learn about how West Coast Leadership impacted their lives, and what they see as the greatest accomplishments of their careers and of our community as a whole.

Becca Dernberger
President
Avancer Executive Search

My career journey started after graduating from Hope. My first job was with Manpower as a recruiter. I became the President of the West MI franchise and when they sold, I joined ManpowerGroup (headquartered in Milwaukee, WI) as VP of the Northeast Region. When that position was eliminated in 2018, I started my own Executive Search Company—Avancer.

My journey has brought me back to the beginning—I am a recruiter—helping companies find great leadership that will move their company forward.

West Coast Leadership opened my eyes to a ‘bigger Holland’. Having not grown up here I was not aware of many of the services and programs Holland had to offer. West Coast Leadership gave me visibility into the education, government, and societal needs in the community.

An equally important impact was the professional friendships that came out of the program. There is still a special bond with fellow graduates of the program. Even after all these years, these relationships positively impact my career.

Describe yourself as a Catalyst, Convener or Champion:

Holland is a success story because, over the years, the Chamber has focused on all of them. Personally, I am enthusiastic when being a catalyst for business growth. We have such a rich community with our natural resources, people, government, education, and leadership. Those are all components of a thriving business community. It thrills me when West Michigan is recognized nationally for our dynamic business model.

Community Involvement:

*Lakeshore Advantage Fellows
Chamber Member*



Donny Lowry, MD
President and CEO
Ready for School

Bottom line, my professional journey has been driven by my passion creating conditions for children's potential to be awakened and sustained. I love all things kids! My one thing is to awaken the possibilities in others and my vision is to create conditions where all children can thrive and reach their full unique potential. To fulfill this vision, I'm currently leading a multi-sectored collaborative team building by convening and tracking the community collective in early childhood systems building, catalyzing and innovating best practices and ensuring that there is a trusted community conduit for system access for all families with young children.

Presently, as a child/family advocate, I believe that the greatest return of investment of expertise and time is entrepreneurial early childhood systems building through private-public partnerships. I practiced medicine for six years before deciding to pivot to focus on child development. As an Obstetrician Gynecologist, I have practiced in both academic and clinical medicine with the University of Pittsburgh and the Spectrum Health-Michigan State University collaborative.

I am a graduate of Hope College, Wayne State University School of Medicine



(AOA), the University of Pittsburgh Medical Center, Magee-Women's Hospital and the University of Michigan School of Public Health. After completing residency in Obstetrics & Gynecology, I concentrated my clinical and research interest in Pediatric & Adolescent Gynecology and while with Ready for School have earned a certificate in the Foundations of Public Health at University of Michigan.

The West Coast Leadership program affirmed my participation and inspired me to recruit others to do the same. It provided me with an introduction to corporate leadership across the community, and also with friendships and learning opportunities. I look to West Coast Leadership peers as part of my informal mentor network. During Leadership, I was introduced to the book, Chief Joy Officer. I've subsequently shared it with at least 6 people who have since pivoted in their lives to find greater purpose and fulfillment.

Describe yourself as a Catalyst, Convener or Champion:

I would say I'm a Catalyst for change to achieve a thriving community for our youngest members. Ready for School catalyzes best practices in early childhood and is in the business of elevating the importance of and public will for market creation in early childhood. Early childhood isn't the first thing on people's minds when they think of a community that is thriving. A decade of catalyzing has put early childhood on our community's list.

Community Involvement:

*Executive Committee, Great Start Collaborative
Ottawa County Chair, Ottawa Area Educational Fund Council, OAISD
Advisory Board Member, Hope College
Department of Nursing*



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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 August:

A G Collaborative
Acela Business Brokerage
Ageless Autos
Alzheimer's Association Greater Michigan Chapter
Aon
Artisan Medical Displays
Astro Wood Stake Inc.

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Ben's Stamps & Promotional Products
Boatwerks Waterfront Restaurant
River Hills Consulting
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Community Choice Credit Union
Comprehensive Ear & Hearing
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Evolve by Design, Inc.
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Holland P.T. Corp.
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Howard Miller Library & Community Center

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Jennifer Maxson
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Keller Williams Realty Holland – Lakeshore

Lakeshore Bankruptcy Center, part of Marcia R. Meo

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Magna Engineered Glass
Maplebay Builders L.L.C.
Meyering Insurance Agency, Inc.
Morrison Industrial Equipment

Nelson Builders, Inc
Next Generation Services, L.L.C.

Office Machines Company, Inc.
Omni Die & Engineering, Inc.
Ottagan Excavators Inc.

Peerbolt's, Inc.
Plascore Inc.
Plus One Coaching
Poppy Peach, The
Precision Tooling Technologies, LLC
Pyramid Acoustics Inc.

Query, Ann

Rua Associates, LLC

Salvation Army, The
Schutter Brothers Builders LLC
Signature Associates
Stokes Seed Company of Niagara Falls, Inc.
Supply Chain Solutions, Inc.

TCF National Bank
TelDesigns Inc.
Thompson M-TEC

VanSlambrouck Family Dentistry
Vision Designs of West Michigan
Vista Springs Holland Meadows

Wausau Homes
Waverly Stone Gastropub
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(616) 826-0090
<http://bluepondmarketingllc.net>
bluepondmarketing@live.com

Bowerman Blueberries Farm Market
Kassie Grasmanis
(616) 738-3099
<http://www.realblueberries.com>
info@realblueberries.com

Daddio's
Rochelle Holmes
(616) 594-5376
<https://www.facebook.com/DaddiosCarryOuts>

Ensign Equipment
Caleb DeJong
(616) 738-9000
<https://ensigneq.com/>
caleb@ensigneq.com

Frances Jaye
Jenny Van Veen
(616) 546-2671
<http://francesjaye.com>
hello@francesjaye.com

Midwest Antimicrobials
Julie Van Wyk
(616) 748-1298
<https://midwestantimicrobials.com/sales.midwestantimicrobials@gmail.com>

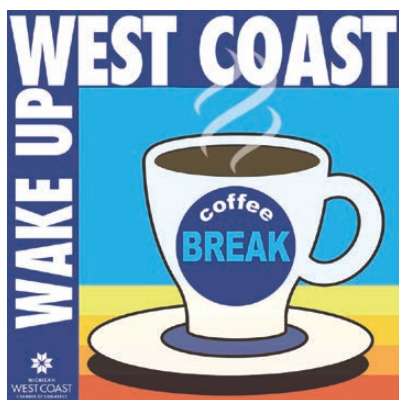
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Introducing ... Fall 2020

By Caroline Monahan

Pandemic or not, our members are eager to get back to the business of connecting and learning. Also, people just miss seeing each other and catching up. This summer, the Chamber team did a lot of outside the box thinking to plan programs that will make it possible to stay connected to area professionals, educational programs, elected officials and Chamber opportunities without attending large gatherings. We think you'll like what we're offering, and as always, will appreciate your feedback as we all reimagine doing business during 2020 and beyond.



New:
Wake Up West Coast Coffee Break

Introducing our newest virtual program, Wake Up West Coast Coffee Break. Members are missing our monthly Wake Up West Coast breakfast and looking for a way to continue networking and learning. When you ask, we deliver, so we've come up with a way to bring the same great educational programs that you're missing without the big crowd. You'll also still have opportunities to pick up nuggets about area businesses and meet other members—virtually.

Wake Up West Coast Coffee Break will take place the second Tuesday of each month, just like it's always been on your calendar. We've strategically scheduled it mid-morning, from 10:00–10:30 am so you won't need to wake up before the sun to attend, and you'll have time to get your day started at home or at your office. We're hoping you will see it as a nice break in your morning to catch up with other professionals in our area. Consider it your favorite coffee break of the month.

The pilot episode of Wake Up West Coast Coffee Break is on Tuesday, October 13. See below for program details. Register online, pour yourself a cup of coffee (or tea, or hot chocolate, or whatever starts your day), and tune in to join us and reconnect.

Be Sure You Stay in the Loop

One thing we learned over the past six months is the importance of remaining nimble, and able to quickly shift programming to respond to the needs of our members and our community. That means that in addition to the virtual events listed below, we'll be adding relevant programs on a regular basis as needed. Opening weekly Chamber e-news emails and keeping the Chamber website handy will be your best way to keep up on new programs as they come online.

October Programs

Register online at www.westcoastchamber.org
All programs are virtual, and you will receive a link to attend online once you register.

**Leading Edge Workshop
Reach Customers Online with Google**

Wednesday, October 7, 10–11am
Your website is more critical than ever at driving traffic to your business, and we're here to help. This virtual workshop explains how Google Search works and how you can improve your website's visibility. Our favorite Google expert, Erin Bemiss, will teach you how make your website rank higher in online searches.



Public Policy Committee

Friday, October 9, 10–10:45am
This is the place to be for insight and opportunities to ask questions about local issues that matter to your business and our community. Join us as welcome Dave Koster, General Manager of Holland

Board of Public Works, who will share updates on the Community Energy Plan; a collaboration between the City of Holland Council and Holland BPW. Dave will share ways for the business community to become engaged and share their voices.

Wake Up West Coast Coffee Break

Tuesday, October 13, 10–10:30am
Innovate and Thrive

Constant innovation, or the ability to stay ahead of the pace of change, is overwhelming! But it is our reality and affects us all. Innovation is not just about inventing, leading edge or smart technology—it is about adaptability, flexibility, creativity, and speed. Whether you are a service-provider, manufacturer or a non-profit you need to innovate, like ninjas. In this interactive session, learn from Dayna Beal and the team of ninjas from DISHER how to create a culture of innovation at your place of work to create a sustainable future.

Program Sponsor: Spectrum Health Zeeland Community Hospital



Maximize Your Membership

Friday, October 23, 10:00–10:45 am
Interested in learning how a membership with the West Coast Chamber can help you reach your business goals? Our upbeat orientation is designed to help new, prospective, and existing members learn how to utilize their memberships for maximum effectiveness. Join us to jump start your membership and start connecting with other members and businesses right away.
Program Sponsor: Accident Fund Insurance Company of America

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- One-handed basketball player showing a...
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- Shannon Smith: Athlete, therapist, bro...

Tamara Moore is becoming a Minnesota basketball legend for her work as player, coach and executive

basketball NJCAA Mesabi Range College

Ames rising junior Tamin Lipsey has a bright basketball future ahead of him

Multi-sport athlete Tamin Lipsey is one of the top basketball players in Iowa and the country. After suffering an ACL tear a year ago, he is ready to remind everyone just how good he is.

FAVORITES HEADLINES

Add Favorites

LOCAL HEADLINES

- Road to recovery has 18 holes: Justin Komp display...
CATHOLIC MEMORIAL HIGH SCHOOL
- The way back home: Dani Morillo's soccer journey
SOCCER
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The Poppy Peach



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New to the West Coast Cash program is Chamber business, The Poppy Peach. Owned by Heather TenHarmsel, The Poppy Peach carries women's fashion, home decor, and unique gifts. So unique that Heather makes every pair of earrings and most of the signs in the store herself. The earrings are made out of wood, genuine leather, and clay, and are the top selling items at the store. They are all nickel free as well.

Heather is smitten with operating a business in West Michigan. She shared, "I love meeting new people, hearing their stories, and being able to connect face to face. I was born and raised in West Michigan, so it has a special place in my heart. I also think we are pretty unique having the great lakes, and a variety of things to do all four seasons in the area. The West Michigan community cares about staying local and supporting small businesses too—which is awesome!"

At the end of 2019, the West Coast Cash program hit a major milestone of \$1 million in sales, which is evidence that the local community stands firmly behind small businesses. Heather's belief in the community rising up to support local is part of the reason she chose to enroll The Poppy Peach in the West Coast Cash program. "The program keeps cash local in our community, while helping support other small businesses." She also appreciates the way that the program gives her business added visibility and brings new customers to her door. "It allows me to meet new people!"

You can get a feel for the handmade items and unique gifts by visiting the store's website at <https://thepoppypeach.com>, or follow her on Instagram @thepoppypeach. Want to see the merchandise up close and personal? Stop by The Poppy Peach in person and get a tour from Heather. She'll be happy to meet you!

West Coast Cash
www.westcoastchamber.org

There are over 90 participating West Coast Cash merchants in the Holland and Zeeland area, all of whom would be happy to meet you and redeem your certificates. The complete list can be found on the West Coast Cash page on the Chamber website.

Certificates are purchased by going online to www.westcoastchamber.org and clicking on the Buy West Coast Cash button at the top of your screen. Print the certificates at home or work, or email them as a gift to someone else. It's an easy way to give a gift from a safe social distance and support a local business as well.

This has been a year to be strong, and we're making that the theme for our 2020-21 season. Welcome to the year of West Coast Chamber Strong. You'll see it a lot in the coming months, in our emails, our social media platforms and on windows around town. #WestCoastChamberStrong will be everywhere.

As the heart of our business community, the Chamber connects all sectors of industries, non-profits, and government offices. When our organization brings people together to tackle challenges and celebrate victories, it gives purpose to our area's collaborative spirit and makes our businesses strong. #WestCoastChamberStrong.

Chamber members have access to a network of time, talent and treasure resources from all sectors, and use those resources to help them reach their goals. This amplifies our business community's strengths, energizes our economy and elevates our entire community. Simply put, the West Coast Chamber makes our area strong. #WestCoastChamberStrong

Snapshot of #WestCoastChamberStrong

Over the past six months, the Chamber has been at the forefront with support to lead area businesses through challenging times. Here are five examples of #WestCoastChamberStrong.

1. In the first three weeks of the pandemic, the Chamber team personally called all 1,200 member businesses to check in and ask what assistance we could provide. We heard questions, lots of questions, and then found answers. Out of this came our "Member Question of the Day" video series of interviews with experts on key topics. You ask, we deliver.



2. The Coronavirus Toolkit on our website has been a vital resource. This collection of information about public health and safety, emergency funding, community resources, government policies, and strategic business advice has had over 13,000 visits since it was launched in mid-March.

3. The Chamber's executive leadership mobilized the resources of the Chamber Foundation and provided funding for a new Downtown Relief Fund. This program, launched in collaboration with the Community Foundation's "Now for the Next Fund", provided \$150,000 in grants to businesses in Holland and Zeeland hit hard by covid shutdowns.

4. We pivoted all programming to virtual, and connected members with experts and elected officials at the local, state and federal levels. We hosted 47 virtual events, attended by over 3,600 people. Included in these programs was the Listen, Learn and Act: a DEI Call to Action which invited our community to engage in important conversations about diversity, equity and inclusion.

5. When the pandemic struck, we immediately launched our Takeout Takeover initiative, encouraging the community to pick up food from local restaurants. Response to that campaign



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

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

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



was enthusiastic, with over 2,000 visits to the Takeover webpage, and countless social media photos of people out in the community supporting local restaurants.

Please join us in celebrating the #WestCoastChamberStrong businesses in our community this year. Find more information on how you can participate by going to our website, www.westcoastchamber.org.

Happenings at the Chamber



Joe Woldring, Brian VanBeveren and John Boonstra with Midwest Construction Group took first place at the Golf Outing with an impressive score of 58!



Bowerman Blueberries set up and ready to serve delicious blueberry treats at the Holland Farmers Market.



The Inontime team enjoying the outdoors and sinking a putt at the Golf Outing.



Chamber staff and Ambassador Dan Robertson posing for a smile with Ambassadors Raechel Kamphuis and Stacy Kamphuis during The Ambassador Drive-Through Celebration Parade.



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Amy Kraal of HR Solutions Group and Matt Orazem of Huntington Bank are nothing but smiles while picking up their boxed lunch during the Golf Outing.



Jean Marie's staff ready to welcome shoppers at their newly opened store in Downtown Holland.



The Holland Civic Center staff excited to serve our community during the opening of their new restaurant, Smoke'n Tulip.



Keri McCarthy of DISHER and Robin Bartells of Gordon Water Systems having fun in the sun at the Golf Outing.

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