

CONNECT

DECEMBER 2020

Feature: EGLtech

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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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In this December issue of *CONNECT*, I want to take a moment to look back over the unexpected turn of 2020, and the role that the Chamber played as a catalyst for business success, a convener of leaders, and a champion for our community.

As catalyst, the Chamber moved swiftly to rally the community behind restaurants and small businesses with support initiatives and provided website tools to help members understand government guidelines. We also developed a Member Question video series to address your questions and connect you with answers key to the success of business.

As convener, the Chamber moved all programming to virtual and connected members with elected officials at the local, state and federal levels, and pulled together experts to deliver webinars that unpack the complexities of operating a business in the current environment.

As champion, the Chamber created the Downtown Relief Fund for businesses in Holland and Zeeland adversely affected by Coronavirus, and also amplified messages from our city leaders, nonprofit organizations and health department to help our community move forward safely.

The pandemic may have changed many things about our lives, but it hasn't changed the fact that working together makes us #westcoastchamberstrong. Your membership connects you to our entire business community, and the collective resources that the West Coast Chamber is able to curate and provide to help your businesses thrive. Thank you for your continued support of the Chamber. As always, we are here to be a strong partner for you and look forward to working with you as we look toward 2021.

Best,
Jane Clark

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EGLtech

By Chelsea Scott

Beginning

“Technology is just plain exciting,” said EGLtech President and Founder Rick Huizenga. After being introduced to the tech world at a previous job, Rick fell in love with its fast-paced and ever-changing nature and founded EGLtech in 1998. As an IT support, strategic planning and cybersecurity company, EGLtech has become a leader of IT services for businesses in West Michigan. “We originally opened our doors as Eagle Design and Technology, Inc.,” Rick remembered. “Back then, we provided IT services, we were an ISP (internet service provider) and we provided CAD design and rapid prototyping services.” The business name was inspired by a verse in the book of Isaiah which reads, “But those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary; they will walk and not be faint.” In 2008, the name was changed to EGLtech, but, “for many in the West Michigan area, we are still known as ‘Eagle’ or ‘Eagle Tech,’” Rick said.

Like Father, Like Son

Eric, Rick’s son, grew up in the family business and joined the team in a full-time capacity four years ago. Joining the family business has always been a dream of his: “I’ve always admired the way my dad was able to take his experience running a grocery store in Zeeland and apply the same basic principles to EGLtech. His unique perspective on the relationship between technology and an organization’s business goals created the foundation of what we do today.” While Eric was at Calvin College, he and Rick had many conversations about if and when he would join EGLtech—and specifically how he could bring value to the business. “Oftentimes there’s a negative perception towards an owner’s kid joining the business,” he said. “I felt strongly that the timing had to be right and that I wasn’t simply ‘riding on Dad’s coattail.’ One of the best pieces of advice my dad gave me was to get experience working

for other businesses and bosses before coming to EGLtech.” For the next five years after graduating college, Eric worked at National Heritage Academies, Haworth and Blue Medora. “Looking back, the opportunities and experience I received from larger organizations like those were invaluable,” Eric pointed out. “After starting out in IT helpdesk and project positions, I quickly realized my true passion was in business development—in particular the relationship-building aspect. Haworth had a position open on the marketing team and I quickly fell in love with the nature of that type of work.”

In 2016, Eric joined EGLtech. “The benefit to the company was immense. We were operating as many small businesses do—working smart and working hard—but with a lack of true planning or structure. The experience Eric brought to us has made a tremendous difference in our planning processes, our goal setting, our business development structure and our client relationships.” Rick said.

These days, as the company’s vCIO, a large part of Eric’s role has to do with account management—working with clients and getting to know them on a personal level. He has taken over a majority of the day-to-day operations and planning while Rick handles the higher-level strategic items of EGLtech. “Honestly, the most difficult part of the transition to working with my dad was learning to call him ‘Rick.’ I think I’ve got that part down now.”



Growth and Services

EGLtech’s strong emphasis on the relationship between their clients’ technology and business goals has resulted in double digit growth each of the past three years. Their primary offering is Smart Care Managed Services which is a fixed fee service providing IT support, end user security and strategic planning. In 2019, EGLtech hired a Director of CyberSecurity and launched their CyberSecurity Managed Services offering. “We’ve seen tremendous growth in our CyberSecurity offering which has added enterprise-grade security monitoring and tools for our current clients and expand our reach to other industries.” Along with these two services, EGLtech also provides VoIP phone systems and standalone project work.

Mission & Goals

EGLtech was built on the belief that an IT partnership goes beyond technology, which is why Rick and Eric have invested their resources to develop a managed services model which creates true cohesiveness with their clients. The result is a support, security, and strategy process built for their clients’ unique business needs.

The goals for the business, explained father and son, are holistic in nature. While they need to work smart and hard, there is much more to their business goals. “Our business foundation is our faith and values which in turn also shape our business goals. Our goals include smart company growth of course,” Eric explained. “However, equally important is our responsibility to help our team grow both professionally in the

IT world as well as experiencing personal growth. This comes in many forms but is one of the biggest drivers for continuing to grow.”

What else is joy-giving? For Rick, it's knowing how much support a business like EGLtech can provide to non-profits and faith-based organizations in the community. It's our motivation to continue growing as a company. Eric shared that the most rewarding aspect for him is, “the feedback we hear from clients about how they're able to reward their team because of the improved efficiency, productivity and ultimately bottom-line. This is often an overlooked part when working with businesses. We have a responsibility to help them grow and it's exciting to see that happen.”

Community

Rick and Eric feel lucky to be part of the West Michigan Business community and said the quality values, work ethic and general attitudes here cannot be overstated. They are intentional about their contribution to that community, having been involved in



various annual West Coast Chamber events, meetings and as an Expert Contributor in *CONNECT* magazine. “We also really enjoy seeing our team involved in helping non-profits and other organizations,” Rick pointed out. “A few years ago, we started providing each member eight paid hours each year, over their personal time and vacation time, to help out at any non-profit they care to support.”

As a team, EGLtech supports its non-profit clients through givebacks/donations at the end of the year. Other beneficiaries of the company's generosity include Zeeland Christian School, Holland Christian School, Tulip Time, Holland Rescue Mission, City

on a Hill, other non-profits chosen based on team-wide input at the end of the year.

Future

If the future of EGLtech can be predicted by their history, the team has good reason to look forward to it with promise and enthusiasm. The company achieved remarkable double-digit growth over the past three years, and it is Rick and Eric's goal to keep that momentum going. Eric, who realized his dream of joining the family business, has taken the next step of investing as a partner at EGLtech and will be taking over when Rick decides it's time to retire. The best part for Eric? “The exhilaration of the challenges in running a business with the ultimate joys in seeing your clients succeed and your team grow personally.” Spoken like a worthy steward of the family business.

EGLtech is located at 144 Coolidge Ave., Ste 20 in Holland. Their hours are 7:30am-5pm Monday through Friday but they're on-call 24/7. For more information, visit www.egltech.net.



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Gratitude, It's Not About Me

By Mary Jane Schreur

Practicing gratitude has been shown to provide benefits for our happiness and well-being. To make a bigger difference, sharing gratitude with others encourages individuals and spreads positive feelings.

Gratitude, when shared correctly, encourages others to think about the positive aspects of their own lives. It can also strengthen groups, including workplace teams. An individual recognized for their work or contributions is more likely to strive to do their best on a project and feel more connected to their job.

So, do we start just telling people, "Good job," and expect that everyone will immediately be happy and increase their productivity? Not necessarily. The biggest challenge is to express gratitude that matches the individual's cultural gratitude. Each person's experiences, background, and life stories come into play with how they interpret information. The receiver of the information has the power in a conversation as it

is interpreted through their own culture experiences.

To help ensure what you are saying is interpreted as you intended, take time to understand your own experiences and views. Look at your own assumptions concerning family, age, neighborhood, physical activity, religion, gender roles, work ethics and education levels as some examples to base decisions. Being aware of our own experiences helps us understand assumptions we make when expressing gratitude.

Take time to listen to feedback. Does the receiver take a comment as intended? Pay attention to both verbal and non-verbal cues to how a person receives the gratitude and be willing to change your approach to match what is important to the receiver.

Keep in mind that expressing gratitude should place the focus on the receiver. Most gratitude given is focused on the deliverer. People often express how something benefits them, "I felt so relaxed when



you completed..." versus "You took on a lot of responsibility to complete..." Research shows placing the focus on the receiver creates stronger positive feelings for the recipient of the gratitude.

Expressing gratitude spreads throughout an organization, so start the practice now of

understanding your own assumptions, listening to feedback, and sharing from the receiver's point of view.

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The Keys to Success While Building in an Occupied Facility

By Adam Seng | Senior Project Manager

While no building project is ever easy, there are certainly circumstances that can make it easier. However, in construction, we can't focus on the easy. Our job is to determine the sticking points of any given project in order to make sure it goes as smoothly as possible. One of those points that needs to be thought through with extreme care is working in an occupied facility. Working around employees and/or guests means increased communication, planning, and collaboration from start to finish.

Communication

Communicating with those that may be using the surrounding space is an important part of ensuring day to day operations are maintained. Communicating early and often helps both parties understand the needs and expectations in order to take the steps to meet them.

Planning

From phasing to logistics, the planning portion is key to making sure that the necessary infrastructure operations are able to continue with little to no interruption. An important step in the planning phase is conducting a risk analysis. This looks over any risk that may be involved in any given project and puts together the necessary steps to mitigate that risk.

Collaboration

Collaboration from the very beginning means keeping all parties involved in the decisions being made throughout. Working close with clients during the planning phase allows us to best understand their operations in order work around their needs. This also allows us to understand the systems that are already in place, which creates a smooth transition if any switchovers need to happen.

No matter the project, working in an occupied space is always something that needs to be carefully thought through. Putting the time and effort in up front and maintaining communication throughout allows for the most seamless construction process for all parties involved. A successful project in an occupied facility not only means a great end result, but it also means a great project experience for everyone from start to finish.

Lakewood Construction is located at 11253 James Street in Holland. Reach them via their website at www.lakewoodinc.com or calling 616-392-6923. Don't forget to follow them on Facebook; just search for Lakewood Construction in the search bar.



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Training West Michigan Workers for Over 20 Years

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

Ottawa Area ISD's Thompson M-TEC in Holland has been a committed education, business, and community partner on the lakeshore for over 20 years. And while we are one of the longest-standing adult training facilities in the area, as a non-profit organization, you may not be aware of our wide range of capabilities since we tend to be lower profile. However, our commitment to offering top-notch training, unbeatable customer service, building a stronger workforce and positively impacting families in our community, is a commitment that is tough to match.

In the 2018-19 school year alone, over 3,250 adult students attended Thompson M-TEC to receive training in fields such as health sciences, manufacturing, office and technology, and residential skilled trades or have taken one of over 200 professional certifications offered. This wide span of educational offerings combined with our business relationships along the lakeshore allows us to cater our services to meet local industry needs. Students who attend Thompson M-TEC can be confident they will walk out with the skills they need to quickly get a well-paying job.

If an individual isn't sure which career path is right for them, we offer career coaching services—even virtually! Our trained career coaches spend thoughtful time with clients to provide guidance as they consider and pursue career options.

At Thompson M-TEC, our connection with students doesn't end with their training. We are proud to offer career services to all our past and

present students! This service not only benefits our students, but it also allows our business partners to place their job openings in a forum that ensures they have properly trained employees ready and qualified to work.

And speaking of our business partners, during our 20 plus years in Holland, we have created longstanding connections in the lakeshore business community. We reach out to our partners regularly to keep a pulse on the latest job and employment needs along the lakeshore so we can tailor our training to meet those needs accordingly and better serve our students.

Also, our corporate training program partners with local companies to provide their existing workers with the training they need so they continue to thrive. CBK Construction is one such client. They contacted Thompson M-TEC to request a customized oxy-acetylene torch safety class for their employees, and we delivered. Our highly qualified instructors worked with students on their own construction sites giving them the right hands-on training to grow their skills and the CBK business.

If you are looking to improve your job skills or the skills of your employees, we invite you to think of Thompson M-TEC first. We know the lakeshore inside and out and are committed to the local businesses and community that have kept us growing for over 20 years. You won't be disappointed.

As a committed service provider



to the Lakeshore, we are proud of our local community and enjoy being a part of the growth and success in West Michigan.

Thompson M-TEC, a service of Ottawa Area ISD, provides customizable and flexible education and business .

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.



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A Recipe for Comfort

By Denise Stancill, Director of Business Development, Hospice of Holland, Inc.

Hospice can be a recipe for comfort by bringing hope during challenging times. Delivered by a team of professionals experienced in understanding the complexities and challenges associated with end of life, hospice can help alleviate discomfort experienced by both patients and their loved ones.

The holidays this season bring their own set of challenges as we continue to maneuver through the difficulties of living in the midst of a pandemic. Many holiday traditions will go on amidst the pandemic although many will require adjusting to a new format to meet social distance compliance. As we navigate through it all, the work of hospice caregivers remains constant: to bring the gifts of hope and comfort for better days and nights to those facing their final days.

Through a mixture of programs and services offered by hospice, those under the care of hospice may benefit from the following:

- **Relief:** Hospices specialize in treating complicated medical conditions and exist to ensure patients and their loved ones feel as comfortable physically, emotionally and spiritually, as they want to be while under our care.
- **Dignity:** By design, hospices honor patients' end-of-life wishes and make those wishes the center of their overall delivery of care.



- **Honesty:** Part of delivering compassionate care means being honest about prognosis. The Hospice of Holland care team speaks openly to patients and loved ones about what to expect, teaches loved ones how to participate in care if they choose, and eases feelings of being overwhelmed.
- **Availability:** Hospices understand that end of life is not easy and therefore work around the clock to ensure no one has to face the journey alone, even at 2am in the morning.
- **Support:** The hospice team includes caring support from an assigned physician, nurse, social worker, chaplain, dietician, hospice aide, and volunteer. Hospice bereavement counselors help loved ones learn to find hope for 13 months following their loss; something especially important during holidays, special occasions, and other memorable annual events that happen during the first year of loss.

- **Confidence:** Hospice is a specialty and hospice providers know how to provide care at end of life. Enlisting the support of a hospice team helps ensure each caregiver that their loved one will be well cared for and gives each patient assurance that, when enough is enough, a resource is committed to honoring the sacredness of their human life.

Engaging with a hospice provider early on helps patients come to terms with their mortality and find peace with their prognosis. Additionally, caregivers experience relief and satisfaction knowing they gave their family member an opportunity for the best possible outcome given their condition. Utilizing the support of a hospice provider can bring comfort and relief and help the time at end-of-life become a time of peace.

For more information about Hospice of Holland programs and services, to make a referral, or for answers to your questions about hospice care, please call 616-396-2972. View www.hollandhospice.org and hear from others why care from Hospice of Holland made a difference for their loved one.



Cherish Memories



Our mission, our calling, is not about dying, it's about living. Patients walking the end-of-life journey have a renewed sense of the sanctity of life. Every precious moment is just that, precious.

Hospice of Holland is committed to helping patients and their loved ones embrace life during what precious time remains. This is the time to add life to every day.

For more information, visit hollandhospice.org or call us at 616.396.2972.



Housing Next Update

Interview with Ryan Kilpatrick, Executive Director of Housing Next



Housing Next is halfway through this five-year pilot phase. What have been the most successful endeavors during this first pilot?

When Housing Next was created, we were created with the goal of ensuring that more housing at all price points could be built. Whether it was low income, moderate income, middle income for sale or sort of the high-end luxury product, we knew that we needed more of all of it. We didn't know exactly at the time that we started how much we needed at each of those price points or product types.

Our first big success was really in getting very clear data. We conducted a housing needs assessment that lasted most of 2018 and we came out of that with a really clear sense of how much housing we needed across the county as well as what we needed in the Holland-Zeeland market versus the Grand Haven-Spring Lake market.

The next phase of that work was really about partnering with local municipalities who now understood what the need was across the community. As a result, we've gotten more than a half dozen communities across the county to update their zoning codes to allow for a greater flexibility of housing type, greater variety of price points in their community.

EXAMPLE OF MISSING MIDDLE HOUSING



Since we started, we've got more than 2,000 housing units in the pipeline, and a lot of additional single-family product in the market. We've been able to accomplish a lot in the first two and a half years and I'm excited for the next two and a half years to keep that work going.

What does Housing Next want to accomplish in the next two and a half years?

We want to spend a lot more time and energy communicating with the community at large so that our business owners are armed with more tools, local residents have more understanding of the need, and we can have a broader community dialogue about how much housing is needed and what the barriers are.

We've spent a lot of time focused on multi-family housing over the last couple of years because that was our biggest gap. But we've got a pretty healthy pipeline of that product in place now. Instead we're seeing a growing divide among for sale single-family product, and specifically that for sale product that's priced under \$250,000.

In the next two and a half years we'll be focusing on homeownership products that are priced for that middle-income buyer. We anticipate that this whole generation of millennials who are beginning to move out of the rental market will be ready to buy their first home, and we want to make sure that that product is available for them and that it is within reach financially.

We're partnering with a lot of folks around the West Michigan region to think about what are some legislative updates that we need to enable that kind of housing product. It's going to take communication, and it's going to take the community at large being willing to say YES. We want to make sure that we're making space for those folks to move in and raise kids in the great school districts that we have in Ottawa county.



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.

Shayna Carlson

Career & Technical Education & Work-Based Learning Supervisor
Ottawa Area ISD Careerline Tech Center

I am the daughter of an entrepreneur and teacher from a small town up north. After completing a co-op position my senior year, I fell in love with business and went on to Michigan State to pursue a degree in Marketing. After growing up in a small town, I wanted to get away, and I accepted a position with DeWalt Power Tools in Phoenix, Arizona after graduation, but eventually my heart drew me back to Michigan where I enrolled at Ferris State University to get my master's in Education. I accepted a high school teaching position here in Holland at West Ottawa High School, where I also ran the Junior Achievement program in my Entrepreneurship class. I saw the value of



connecting students with local businesses and was able to take a position as the work-based learning coordinator through the ISD to build additional opportunities for students to get connected with local businesses.

Participating in the West Coast Leadership program was one of the single most effective steps I took in my career. This area has an overwhelming number of supportive community members and the program helps introduce you to many of them. The network I was able to build because of the program has been invaluable.

What's the best piece of career advice you've received?

As a former classroom teacher, the best advice I have been given is driven by a growth mindset to challenge yourself every day to learn something new, find new solutions and to be inspired by the success of others (which is easy to do with all the success from West Coast businesses).

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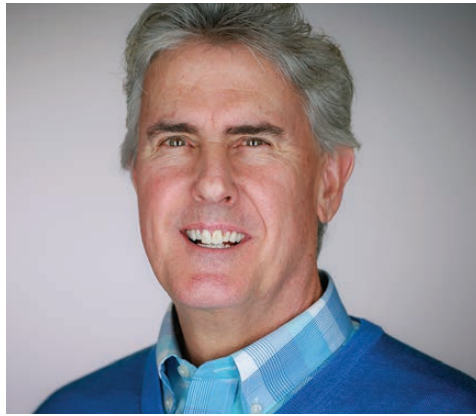
reach@edifynorth.com



Rodger Price
Founder/President
Leading by DESIGN

I started as an engineer for GM (Oldsmobile) in 1983, then took an engineering role with Prince in 1989. In 2000 I became Director of Global Leadership Development for JCI and left in 2001 to join Twistthink. In 2003, I had the opportunity to move to Courageous Leadership and worked on our 365 - A Leadership Journey program. I started working with pastors and ministry leaders for the Reformed Church in America in 2006 (coaching and leader development) then started Leading by DESIGN in 2014.

The Leadership Program helped me understand the community much better. It also helped me reaffirm my commitment to service kids at risk, especially kids of color. Maybe my participation also had something to do with being nominated for the Chamber Board, which led to becoming Chamber Board Chair. I learned a lot from that ten-year journey!



What's the best piece of career advice you've received?

I've had many great mentors since coming to West Michigan 30 years ago, and while there isn't one comment that especially comes to mind, there are several noteworthy insights I've learned since coming here. One is how to lean into potential conflict in a humble way by using the phrase, "Help me understand how you see this." When seeing something that isn't right, I've learned that I may not be seeing the full picture and it's always wise to find out the other person's view of the issue before making any final assessments.

LEADERSHIP BOOK RECOMMENDATIONS

Shayna

1. *The Innovator's Mindset: Empower Learning, Unleash Talent, and Lead a Culture of Creativity* by George Couros
2. *The Ten Faces of Innovation* by Tom Kelley
3. *Lead On- Motivational Lessons for School Leaders* by Pete Hall

Rodger

1. *First Break All the Rules* by Coffman and Buckingham
2. *Good to Great* by Collins
3. *Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty* by Lencioni



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Updates to the City of Holland's Anti-Discrimination Ordinance

By Caroline Monahan



In August of this year, the Holland City Council approved expanding the city's anti-discrimination ordinance to include protections for sexual orientation and gender identity. But this comprehensive non-discrimination ordinance also covers many other groups of people, including several that were not in the previous non-discrimination clause that existed within the housing ordinance.

I talked with Jeffrey Sorenson, Director of Out on the Lakeshore, to learn how the changes came about, and discuss its potential to bolster talent recruitment and retention and impact our business community in positive ways.

For people who aren't familiar with the details, can you explain the how the updates to the non-discrimination ordinance came about?

Holland had a clause within the housing ordinance previously that did cover non-discrimination, though it did not include all of the categories and groups of people that are now protected. So, back in December, Out on the Lakeshore, along with other supporters in the area got together and approached City Council with the request to add sexual orientation and gender identity to the ordinance.

The City Council ended up coming up with a very comprehensive ordinance that added more than just what we had asked. They added things like height, weight and disability, and instead of just adding the employment protections, they also added public accommodation and public service. Ultimately, they expanded the ordinance to many other groups of people to make sure that everyone who lives, works, shops, or plays in Holland is protected.

How can this updated ordinance help attract and retain talent in our area?

Many people that identify within the LGBTQ community know that about 10 years ago, a similar ordinance was proposed and shot down, and that sent a message. In the short timeframe, since the ordinance was passed, I've had people reach out to say, "I don't live in Holland anymore because I didn't feel welcome, and maybe now I'll move back." Their family is here, and they want to be with their family, but they moved away because they didn't feel like they could be themselves or be fully accepted for being themselves here. It's great to hear some of those stories of people wanting to come back, and maybe new people will want to move to Holland.

Many companies in the area have put a priority on diversity, equity, and inclusion, and promote that when they're looking for new talent. They can now also include that they are in the City of Holland, that recently passed one of the state's most comprehensive non-discrimination ordinances.

Holland is known for our Dutch Welkom, but one thing that was discussed with City Council was that not everyone feels welcome. Now, many more groups of people can feel welcomed here, which leads not only to people moving here for family, but also for jobs as well. That has great potential to help grow the talent base in the area.



Riley's Grove Makes a Home in Zeeland



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Riley's Grove Assisted Living and Memory Care is thrilled to be making a home in Zeeland and are filled with gratitude as we open our doors in service to the community. Riley's Grove is the 27th community of Michigan based Leisure Living Management, Senior Housing provider leading the way for Independent Living, Assisted Living and Memory Care throughout the state. Our purpose is "To honor God by providing high quality senior lifestyle services that promote the value and dignity of every person". Our caring staff attends to each individual; addressing body, mind and spirit. Family and friends are welcomed and encouraged to be interactive and participate in community activities and events. We call it "Sharing Life's Journey".

Riley's Grove has spacious room layouts and access to the connected outdoor courtyards and walking paths. Our community offers 30 private Assisted Living and 14 Memory Care apartments. Riley's Grove offers Michigan's first and only trademarked dementia care programming; Moments Memory Care.

2020 has been a challenging year. Residents, families, team members, providers, vendors, volunteers have all been impacted. We have experienced loss, change at the speed of light and restrictions on everyday life. Caring for seniors, we know the vulnerability of those we serve each day. During this pandemic, protecting and preserving our resident's lives and those who care for them, is the most essential responsibility. We are honored to take this head on.

We are learning to take lessons from this pandemic and utilize opportunities

we otherwise may have been immune to. We are learning to communicate in different ways, to care in times where physical contact is discouraged, to come together as individuals that are part of the greater whole.

Our values are the driving force behind what we do, who we are and are representative of those we serve. We appreciate diversity and take pride in honoring the uniqueness of every individual. We believe one thing that sets us apart is our comprehensive, and ongoing quest to provide and build relevant and individualized education. Therefore, as a team, we embrace lifelong learning.

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young." – Henry Ford

We strive to live and work each day with purpose. Our teams often reflect on "what is our why?" We expect one another to serve with openness, display transparency, accept accountability and demonstrate responsibility. Living these values gives us the opportunity to form and maintain successful relationships with residents, families and one another. We promote mutual respect which allows us to build and maintain relationships. We are not without fault, walking this journey together, which is why we practice forgiveness. Forgiveness is a commitment. We see all things as a process that will bring feelings and emotions to the surface which leads us to being thankful. Thank you for opening your community to ours!

James Street Inn



Locally owned and family operated for over 30 years, the James Street Inn is known as a place where “Great Food and Great Family Gatherers.” The locals in West Michigan who have become regulars at James Street Inn throughout the years, have their favorites, including Perch, Burgers, Burritos, and Tuesday night Tacos. They also come in and enjoy a beer, a glass of wine, a cocktail or one

of their specialty drinks including the James Street Inn Relaxer.

James Street Inn has a team of 30 employees, some of whom have worked there for over 10 years! The restaurant has been a member of the Chamber since 2001, and happily accepts West Coast Cash. They also offer offsite catering and bartending services for a variety of events.

James Street Inn
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UPCOMING PROGRAMS

Leading Edge Workshop: Cultural Diversity: Problems or Possibilities?



December 2
9:00 – 10:00 am

2020 has been a year of change and shifting. As we innovate and pivot our businesses to the new norm, how might we disrupt fixed ways of operating and instead activate a growth mindset to maximize our diverse talent and recruits? We will explore why culture matters for you and your organization.

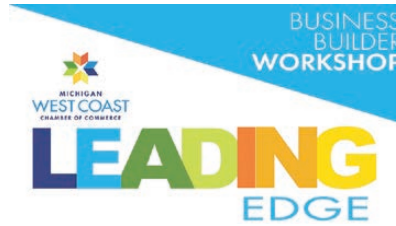
Wake Up West Coast Coffee Break The New Direction of Education



December 8
10:00 – 10:45 am

This month we'll sit down with Travis Williams from the ODC Network to talk about the future of education. The pandemic has forced some remarkable shifts in our approach to teaching our children, and Travis will share insights and trends. We'll also hear an industry pulse from our program sponsor, GMB Architecture + Engineering.

Leading Edge Workshop Make Your Website Work for You



December 9
10:00 – 11:00 am

Discover how to create a search-friendly website that drives user action and supports your goals. Whether launching a new website or sprucing up an old one, this workshop will help. Workshop taught by Erin Bemis, IOM Google-Supported Trainer.

Coffee with Our Congressman Featuring U.S. Representative Bill Huizenga



December 14
10:00 – 10:30 am

On the heels of the election, this virtual Advocacy in Action program is your opportunity to hear first-hand updates from Washington D.C.

Register for Programs

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



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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 October:



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DeLong & Brower, P.C. District Five Schoolhouse Drew's Country Camping Dune Dogz Economic Development Foundation Employee Assistance Center	J P Morgan Chase Bank, N.A. King & Partners, PLC Koele Godfrey Investment Group L A R Counseling Services L G Chem L S Mold Lake Michigan Credit Union Lake Trust Credit Union	Rapid Shred, LLC Redwood Zeeland Resthaven Ringnalda TenHaken Insurance Group Royal Park Place/Royal Atrium Inn S A Mason LLC Salt & Pepper Savory Grill and Pub	W B Pallets Walmart, Inc. Waverly Meadows Westside Service - Holland Wightman Woodward Inc. Yacht Basin Marina Yacht Boat Charters

Happenings at the Chamber



Lakeshore Habitat for Humanity and Jubilee Ministries celebrate their groundbreaking on a joint development called "Park Vista Place."



Chamber members and staff making connections during our Virtual Maximize Your Membership program.



The Holland Rescue Mission team celebrates their 25th Chamber Member Anniversary.



SKP Design's Open House for their newly opened second location featured their vintage camper for visitors to check out.



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10AM - 10PM





Senator Roger Victory, Rep. Bradley Slagh and Rep. Mary Whiteford joined the celebration at the Kid's Food Basket Ribbon Cutting for their new location in Holland.



The Lenz-Balder Insurance team celebrates their 15th Chamber Member Anniversary.



The Chamber Ambassador Team sharing their contagious energy with a positive attitude, even when meeting virtually.

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