

# THE WEST COAST WAY

MARCH 2021

Keys to Developing Your  
Courageous Leadership

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How Commitment to  
Supplier Diversity Makes  
a Business World-Class

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Why Video is Having  
its Best Year Ever

**Rick Moralez**  
Owner  
Hopland Brewstillery &  
Tulip City Brewstillery

## Lessons Learned from a Serial Entrepreneur



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## Catalyst, Convener and Champion

The Michigan West Coast Chamber of Commerce serves as a catalyst for business growth, a convener of leaders and influencers and a champion for our thriving community. The Chamber serves its 1,200 members by building businesses, advocating for issues that matter, developing leaders and supporting initiatives to build an inclusive community where all feel welcome.

One of only one percent of Chambers nationally with a Five-Star Accreditation, the West Coast Chamber has been named the Michigan Outstanding Chamber of the Year by the Michigan Association of Chamber Professionals.

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This month's cover features a big thinker who has turned his passion for bringing people together over craft drinks into multiple businesses, and persevered through arguably the roughest year we've seen in a long time for the hospitality industry. We see Rick Moralez as a prime example of The West Coast Way values of delivering remarkable experiences and always thinking big.

In his interview, Rick talks about keeping a growth mindset, as that's where we overcome challenges and see new opportunities take root. The West Coast Chamber spent the last year adapting, just like our member businesses. Leaving behind in-person programming and our face-to-face connections while still delivering value to our members was a challenge. But it was also a catalyst for growth, as we poured our energy into developing new pathways for connecting with our members and for connecting you to each other. We found new outlets to help you promote your businesses and launched new platforms for communicating the key information that our business community needs.

I've no doubt that you can say the same about the ways you experienced unanticipated growth while marching through the pandemic. Perhaps you can point to growth in leadership skills, as discussed in our articles with Abbey Johnston and Mike Novakoski, or a growth in the corporate social responsibility mindset you'll read about in our article with Joe Matthews. I hope you'll find inspiration in this issue and pick up ideas to keep you and your business moving forward confidently into the always-changing year ahead.

Best,

*Jane Clark*

**Jane Clark**  
President & CEO  
Michigan West Coast Chamber of Commerce



# WANTED:

## Courageous Leaders [Not heroes]

By Abbey Johnston | Co-Owner, AG Collaborative

For a long time, I assumed courage was reserved for comic books and activists. Conveniently, this assumption moved courage out of my reach and to the elite chosen few. After leading hundreds of people through Dare to Lead™, I know I am not unique in this assumption. It is a hardwired belief for many. This belief, however, is wrong.

Courage is the ability to do something that frightens us. I would add, courage is also the ability to do something even if it is uncomfortable. Humans are like moths to a flame when it comes to comfort. It's part of our wiring and it prevents us from transforming our leadership, teams and organizations.

Courage is a skill. It's not a characteristic reserved for the chosen few. It's a practice, a choice, something we can get better at.

Based on Brené Brown's research, organizations lacking courage exhibit certain problematic behaviors. They avoid tough conversations (aka – Michigan Nice), ignore fears and feelings, get stuck in setbacks, lack innovation, ignore the vital work of equity and inclusion, use shame and blame as management tools and promote perfectionism. Amongst these, avoiding tough conversations leads the pack.

Let's pause here, take a breath and a quick inventory. Are people in your organization having tough, hard, vulnerable and important conversations? Are they avoiding them? What are the outcomes and ripple effects of this?

Organizations are desperate for leaders who are afraid but willing to do the right thing anyway. We are yearning for people who are able to sit in their discomfort to give honest feedback, challenge the status quo, own mistakes and clean them up. We are longing for these leaders and we are these leaders. You are that leader. For our world to change we need YOUR courageous leadership.

This means it's time to skill-build.

Dare to Lead™ takes participants through the four skill-sets of building courage.

- **Rumbling with Vulnerability.** This is a biggie. If courage is the ability to act in spite of fear and discomfort, we have to learn how to embrace things that involve risk, uncertainty and emotional exposure.
- **Living our Values.** This is individual and collective. If we are going to be courageous, we need to be clear on what is worthy of our discomfort.

- **Braving Trust.** When trust is high in relationships and organizations, so is courage. Trust doesn't make courage easy but it does make it safe.
- **Learning to Rise.** In Rising Strong, Brené says, "If we are brave enough often enough, we will fall." To be courageous means we will get knocked down. Getting back up is imperative.

Building courage is life work. We don't ever fully arrive. I can say with confidence that the messy pursuit of courage will be the most powerful pursuit of your life. Courage brings a life of integrity, meaning and fulfillment. Leading with courage will revolutionize your relationships, teams and organizations. For this new year, filled with so much hope, I dare you to join me in my clumsy but important journey towards courage.

“*Courage brings a life of integrity, meaning and fulfillment. Leading with courage will revolutionize your relationships, teams and organizations.*”





# Ottawa County: Studying the Positive Impact of Immigrants, Refugees and New Americans

By Robyn Afrik | Director, Diversity, Equity & Inclusion, Ottawa County

Ottawa County continues to be one of the fastest growing counties in Michigan. With a 10.6% growth rate since 2010, its population increased in the year 2018-2019 by 2,000 residents alone. (2019 U.S. Census)

This growth brings vast opportunities for growing economic prosperity, and county officials are seizing an opportunity to study the positive impact of diversity on that growth.

While our county continues to attract businesses, talent and tourism, it is also creating equitable service environments

that foster engaged and flourishing communities throughout our diverse populations. That diversity includes immigrants, refugees, and new Americans.

Ottawa County's Diversity, Equity and Inclusion (DEI) Office, first established in 2018 and operational in 2019, is preparing as the County continues to grow in diversity. Focused on addressing and removing implicit bias in policies, programs and services, the office does so understanding the direct and positive affects it will have on the economic prosperity of the County. One area of

particular interest is the positive economic impact made by immigrants, new Americans and refugees, who play a much larger part in economic opportunity than what we knew.

In January 2020, the Ottawa County Board of Commissioners voted to keep the status of being a safe and welcoming place for refugees as they resettle. In November 2020, Ottawa County applied for and received the Gateways for Growth (G4G) New American Economy & Welcoming America research award. This award is a customized report highlighting the economic and demographic impact of local immigrants and includes key information on tax contributions, spending power, roles in the local labor force, populations and more.

Over the past few decades, more and more communities across the US have been studying the ways they have been shaped by immigration. They've seen their demographics shift with new populations that have strengthened neighborhoods, added vitality to businesses, enriched communities and spurred innovation and more. Of note, refugee resettlement programs are federally funded and do not require an increase in local taxes. They instead contribute toward the Net International Migration and can have positive affects our county might not have recognized in years past.

With this Gateways for Growth research on the impact of immigration, Ottawa County looks forward to understanding what a community-wide plan for immigrant inclusion looks like, with multi-sector stakeholders.

Today, communities across the country face challenges unlike any they've seen. Taking into consideration the scale and severity of the COVID-19 Pandemic, amidst the backdrop of political, racial and civil tensions; counties like ours are asking, what kind of short-term and long-term effects will this have on our communities? In our vulnerable populations? What new opportunities for growth and rebuilding can we explore otherwise overlooked? Having access to this important Gateways for Growth data, in times like these, will inform us on our total inclusion efforts, and that is a benefit to us all.

## The Gateways for Growth Welcoming America model focuses on three things:

1. Connect
2. Build
3. Change

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

*“I am thrilled that Ottawa County was chosen for this program, and is developing the types of plans, programs and policies that promote a thriving, community for us all.”*





# Commitment to Inclusive Procurement: Working Toward World Class

By Joe Matthews | Vice-President, Purchasing & Diversity Officer, Gentex

Great companies seek excellence in everything they do, from the products and services they offer to the quality of the internal support functions that sustain their operations. But to be considered “world class” necessitates a whole different level of commitment. It requires a focus aimed at improving not only the business, but everything and everyone it touches, from employees and business partners to suppliers and the local community.

Gentex is intent on becoming a world-class company, and that includes a commitment to diversity and inclusion that extends beyond our four walls. President & CEO Steve Downing’s vision is that our D&I efforts not only help us attract and retain the best and brightest talent, but also make a difference in the lives of our employees, suppliers and the community.

A natural extension of this vision, which fits with the company's sustainability focus, is having a supply base that is inclusive of certified Minority, Women, Veteran and LGBT+ owned businesses via the creation of mutually beneficial relationships.

To aid in this pursuit, the Michigan Minority Supplier Development Council (MMSDC) has been and continues to be an excellent resource that helps Gentex partner with organizations seeking Certified Minority Business Enterprises (MBE) status. The mission of MMSDC is as follows:

- **Certify** minority-owned businesses and promote the value of certification.
- **Develop** corporate and MBE stakeholders for sustainable growth.
- **Connect** certified minority business enterprises to corporate members.
- **Advocate** for minority businesses and promote the value proposition of minority supplier development.

In addition, as part the organization's One MMSDC committee, Gentex actively works to engage all areas of the state to drive its mission, cultivate relationships with diverse industries and companies of various sizes, and integrate programming inclusive of all certifiable ethnicities, genders and age groups.

It's interesting to note that just as Gentex seeks to improve and strengthen its MBE supply base as a Tier One automotive supplier, our automaker customers work with us with the same overall goal in mind. Each of our automaker customers establish MBE procurement goals and objectives that we seek to attain. Gentex's focus on inclusive procurement has allowed the company to be recognized for supplier diversity excellence by a number of our OEM customers, including but not limited to GM, Nissan and Toyota. In fact, Toyota has recognized Gentex six years in a row! One of the major initiatives planned for 2021 is to survey the company's Tier I direct and indirect material suppliers each quarter to determine their supplier diversity procurement spend. This is a best practice as the company's efforts continue to mature.

## Minority Supplier Development at Gentex

- To be considered "world class" requires a commitment that extends beyond the business itself to everything and everyone it touches.
- The Michigan Minority Supplier Development Council is an excellent resource for growing your procurement with MBEs.
- Working in tandem with your supply base to promote their minority procurement spend is a business best practice every business should adopt.

*“Gentex is intent on becoming a world-class company, and that includes a commitment to diversity and inclusion that extends beyond our four walls.”*





# Want to Be an Entrepreneur? Have a Plan A, Plan B and Plan C

ccc

By Caroline Monahan

Holland, Michigan has a history of earning WalletHub's title of Best Small City to Start a Business, most recently coming out on top in 2019. The past year, however, has tested businesses of all sizes and industries, from all areas of the globe. Entrepreneurs starting businesses last year were hit head-on with challenges far greater than any start-up would expect. That said, what does the landscape look like for start-ups as we move through 2021? We asked Holland

entrepreneur, Rick Moralez about his journey starting multiple businesses over the past three years.

Rick Moralez started working in the hospitality industry with a student work permit at age 14, as a dishwasher at Anchorage Marina's restaurant. Intrigued by the concept of eating and drinking with family and friends in a commercial setting, he had already decided he wanted to open his own bar and restaurant in his early twenties.

Timing is everything, and Rick seized an opportunity to open Hopland Brewstillery when he moved back to Holland from California in 2018. Located on the north side of Holland, Hopland was initially intended to be a turnkey brewery, but the scope grew to add distilling and winemaking, with a focus on inventing new brews on a regular basis. The first six months that the business was open, Hopland put out over 300 unique beers. "I want to ensure that we're providing diversity for our customers. If you come to Hopland even once a month, it would be like coming to a new brewery every time."

The décor inside of Hopland Brewstillery includes unique custom-made walls and fixtures, crafted by Rick himself. It's not uncommon for him to act as his own general contractor, and not long after Rick had Hopland up and running, he started hands-on work on his next project, Tulip City Brewstillery, which opened on Holland's south side in 2019. This location serves not only a large selection of beverages, but also offers food, courtesy of the Spice Boys Food Truck that operates on-site.

After putting months of sweat equity into developing this new concept destination, the business opened just 5 months before the coronavirus swept across the globe and shuttered doors of restaurants and bars. Despite the challenge of the past year, Rick's determination is undeterred. He shared some of the lessons he's learned as he continues to move forward.



*The Spice Boys Food Truck*

Lesson number one is to have patience. "You are going to have a lot more to do than you originally think of, take it step by step and remember where you are headed and why." The next lesson is to be adaptable. "Unexpected things are going to happen. Anticipate having to deal with things ahead of time. Have a Plan B, Plan C and so on. We may plan out all the steps we think of only to have our days change as we live through them."

These two lessons have proved themselves out in spades over the past year, as so many businesses, especially those in hospitality, have shifted, waited and then shifted again. The seismic change in the business landscape during 2020, however, is one reason that experts suggest that 2021 is actually ripe with opportunities for entrepreneurs.



While most would consider the fallout from the pandemic and its negative effect on many economies to point to a risky time to start a business, an entrepreneur will see gaps to be filled and fewer start-ups stepping into those gaps. Business experts also consider the increase in access to customers brought about by skyrocketing e-commerce opportunities, the increased availability of talent displaced from their jobs by the pandemic and the growth of the gig economy when recommending 2021 as a viable year to take on a new business venture. But it is not for the faint of heart. When asked what he wishes he would have known early on, Rick joked, "Buy pandemic insurance ahead of time."

Looking back to the start of his entrepreneur journey, Rick can point to key realizations and milestones. "I feel like mistakes are going to be a part of the journey of self-realization and being human. Learning from them and making a point to not repeat the little mistakes has always been my goal. I've made the mistake of not capitalizing on great opportunities, and also made the mistake of trying to capitalize on too many opportunities at once."

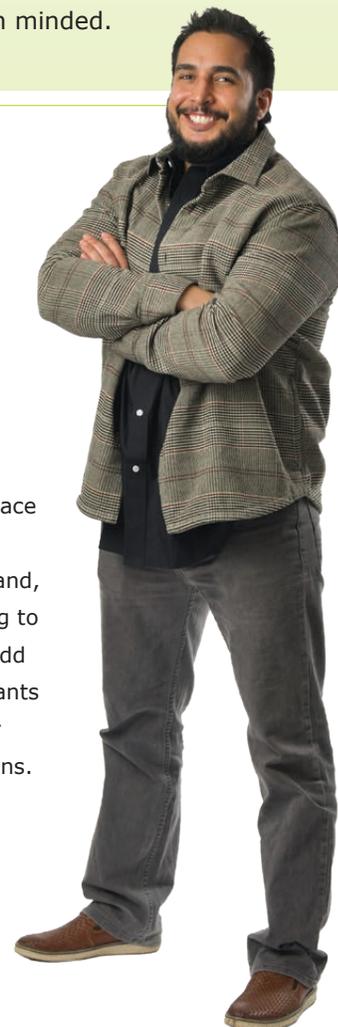
Reflecting on his all-in approach to starting and running his businesses, Rick shared that the best advice he received has to do with balancing life and work. "Dalai Lama's response when asked what surprised him most about humanity, answered, "Man, because he sacrifices his health in order to make money. Then he sacrifices money to recuperate his health." It's easy to believe in working 80 hours a week now, to have more freedom later. But be careful not to lose the importance of other things outside of business along the way. We should take care of our mental, emotional, spiritual, physical, and financial health all the same."



Rick's vision for the future of his business remains focused on promoting the beautiful diversity of our community by providing a place for all people to meet and have great conversations over drinks. His team at Hopland, Tulip City and Spice Boys plans on continuing to offer more and more alcoholic choices and add more food options over time as well. Rick wants to continue to grow and create platforms for people to get involved in their expansion plans. "We are always open to discussing future opportunities and ways to help out in the community as well. We believe these conversations to be best had with drinks."

## Rick's Top Five Pieces of Advice for Entrepreneurs

- 1 Read, watch seminars, documentaries and online tutorials.** Consume knowledge as much as possible.
- 2 Work on developing self-accountability.** Consistently put in effort and work, not just when it's easy or convenient.
- 3 Stay organized along the way.** Entrepreneurship can be overwhelming. Don't make it harder by being disorganized.
- 4 Make a business plan.** Lenders will want to see it and it's a road map for manifesting your business ideas, thoughts and dreams. This "living document" will constantly change and be updated, but simultaneously serve as a base.
- 5 Stay proactive and with a growth mindset.** Have conversations with people in the industry you are thinking about entering. Be open minded.



# Community Champion Premier Partner Spotlight

Founded in 1974, Gentex is a supplier of electro-optical products for the global automotive, aerospace and fire protection industries. It's best known for supplying nearly every major automaker with connected-car technologies and advanced electronic features that optimize driver vision and enhance driving safety.

Gentex is Ottawa County's largest employer and has been named a Top Workplace by the *Detroit Free Press* nine times. In January, the company received a Social Justice award from the City of Holland's Human Relations Commission for a pilot program to add Spanish-speaking manufacturing lines. This program is one of several new initiatives championed by the company's DE&I Council and Diversity Officer Joseph Matthews.



Gentex is presented with the City of Holland's Social Justice award.

Gentex supports the local community through corporate giving as well as an employee give-back program called Community Share. Employees can donate a portion of their paycheck to support 25 non-profit organizations that provide resources for those in need in the community.

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SMALL BUSINESS FINANCE PARTNER

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# Creating Value with Video

By Andy Atkins | CEO & Creative Director, 730 Eddy Studios

2021 is here! And we were all stuck at home for the most part. Did you watch more than your fair share of videos? I know I did. That's why video is having its BEST YEAR EVER.... We all are consuming almost twice as much video content as we did last year. So now is the time to jump in headfirst on a video strategy.

Video has a very powerful way to convert a passive viewer to a paying customer. A great story evokes emotion. Emotion about your "thing" creates affinity for your "thing" and an affinity for your "thing" creates a customer. 93% of brands got a new customer because of a video. ([Animoto](#))

But this incredible opportunity doesn't come without hurdles and that so 2020 word... Pivot. Companies and brands will have to deal with physical restrictions to production, short supply of in-person events and the occasional missed opportunity. That's why it's even more important to have a goal-oriented, yet flexible strategy in place.

Here's a couple of ways we can still create value with video right now.

### Spend on Branded and Evergreen Content

These assets don't necessarily have a shelf life. Customer success testimonials, explainer videos, company brand videos are all great ways to maximize ROI. Telling your story is never out of style.

### Social. Social. Social.

This is where we see the best chance to make a splash. Instagram, TikTok and Facebook are pouring huge investments into their video strategy in 2021, and you should too. Social video content doesn't have to be complicated, but it must be authentic and give audiences an understanding of what they are watching and WHY they should care. Don't SELL them on social, invite them to learn more about you.

### We are Live in 3...2...1...

Livestreaming is the clear winner of 2020. From the simplest Zoom happy hour, to a large-scale multisession event. Livestreaming is living its best life. This is the time to jump in, try a few things and figure out what works best with your audience. One of the coolest things from our past year is the amazing stories, new skills and people we have gotten to know producing 75+ real-time and hybrid events.

## The Future is Calling

We are seeing a huge jump in the need for interactive content. Augmented Reality, Virtual Reality and the world of immersive content are coming out swinging already. This is where sales and product companies can really stand out. Customers can't come to us right now, but almost everyone has a device, so we can go to them; with a compelling story and quality assets to showcase product we can create new relationships.

## 2021 & Beyond

As we get set for our own 'roaring' 20's, a creative and flexible video strategy will help create affinity from your customers to your brand. With a trusted partner it doesn't have to be complicated, it can actually be fun.

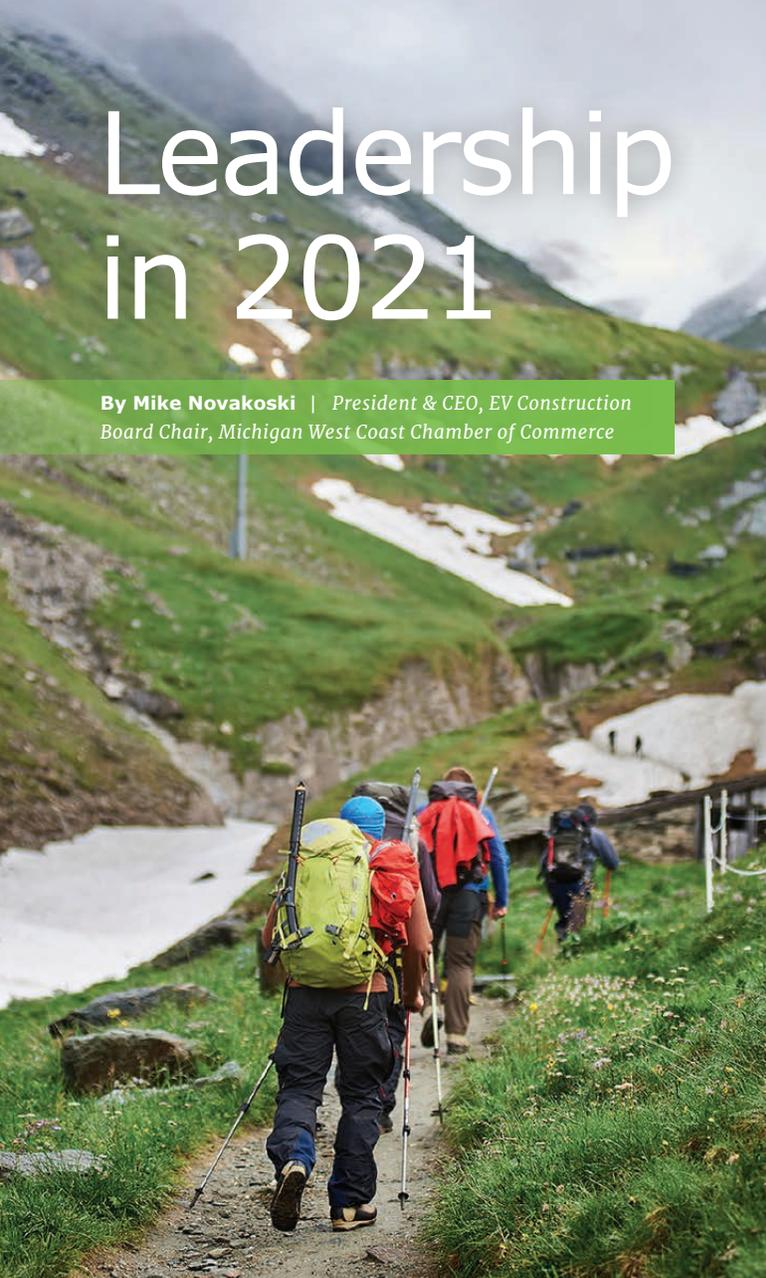
“Don't SELL them on social, invite them to learn more about you.”



If you want to learn more about how we create content that converts for our clients around the globe, check us out at [730Eddy.com](https://www.730Eddy.com).

# Leadership in 2021

By Mike Novakoski | President & CEO, EV Construction  
Board Chair, Michigan West Coast Chamber of Commerce



I have no doubt the arduous journey I was forced to navigate through this past year, strengthened the leadership abilities of my team and myself. When looking at some of the elements of a successful leader, traits like integrity, humility and emotional intelligence (EQ) are at the top of many lists. These may be foundational elements but with some self-reflection, I found that a few others really rose up for me. They were *transparency, resilience* and *sympathy/empathy*.

My *sympathy* switch did not flip on as quickly as I had wished. Initially, I just wanted the sympathy of others to my own woes as a leader or a business. After all, misery loves company, right? It was not until I immersed myself into empathizing how other individuals, families, communities, industries and countries were impacted that I was able to shift my thinking into a position of gratitude and service.

No matter what was happening in my world, there was much worse happening elsewhere we could not ignore. That has always been the case in my blessed life and that of our 75 year old company. When we got out of ourselves and were of service to others everything seemed better.

We could neither avoid nor ignore the harsh reality in front of us. *Resilience* allowed us to quickly transform to a virtual office environment. Resilience also drove the development of processes to protect our essential workers on jobsites. It helped us find an effective way to meaningfully onboard new employees virtually and it allowed a creative team of people to figure out how to still hold our annual Christmas party tradition in such a unique way it will fondly reside in the memories of our team for years to come. We just never gave in to the challenges put before us.

This has been a period of time where fear and worry hit us all. What I learned quickly was the more transparent I was with my emotions and what kept me awake at night, others would follow suit; we became closer than ever. Increased trust is a byproduct of transparency and the more vulnerable we are as leaders, the better the chance we have of creating a culture of deep and meaningful connection by our actions. I was comforted to know I didn't have to bear the weight of the world on my "CEO shoulders". That burden was shared and made manageable by the many men and women who cared enough about each other to all step up as corporate leaders!

When we were in the middle of the Great Recession, I recall saying that "EV would be a better company for having been through this" and in hindsight, that prediction was true. I believe the same of this journey through 2020 in that "I have become a better leader having gone through it." As the old saying goes, "growth is found in the valleys, not on the mountaintop!"

“Leadership traits of  
transparency,  
resilience and  
sympathy/empathy  
gained new importance  
for me in 2020.”



# Using Communication to Create Culture: Trends for 2021

By Caroline Monahan

**W**orking from home took the globe by storm in 2020. A work concept that was still in development or had never been considered became the norm almost overnight. This switch to remote work, while favored in many ways, has also seen the rise of employees feeling disconnected, and risks the investment of time and resources poured into corporate culture-building in past years.

Communications strategies and platforms are rising to fill the connectivity gap, to keep employees engaged and influence retention. In today's reality, the "Employee Experience" has become as vital as the "Customer Experience." Internal Communications will need to place additional focus on employee wellness and connectivity, DEI initiatives that create meaningful progress, clarifying the mission of the company and shifting communications from the top-down to ground-up.

## Focus on Wellness and Connectivity

Essential to keeping employees engaged is intentional morale-building initiatives and communications. As new hires are onboarded into this dispersed workforce model, it is important to create internal connection opportunities for them so they can develop relationships and build their own voice within the company.

## Increased Focus on DEI

2020 brought social justice and reform issues to the forefront. Companies need to be involved in the dialogue and in making changes that align with the issues identified globally and experienced by their employees. Initiatives aimed at making meaningful progress are essential, and many companies are investing in leaders within the C-suite to implement and track progress.



## Clarifying the Mission

In addition to the aim of creating a better world, corporate social responsibility has become a key talent attraction and retention factor, as more job candidates are looking to the company's values when evaluating job offers. Focusing on communicating your company's core values and mission to employees arms them with knowledge about your work, deepens their commitment and makes them ambassadors for your brand.

## Ground-up Communications

Shifting from top-down messaging to creating platforms to receive input from the ground-up will create more authentic communication. Leaders taking the opportunity to listen to how current issues impact the team and the company is a trust-building opportunity, and creating virtual spaces (intranet, internal social channels, video platforms) for this dialogue is key.

## Tips for Effective Communication

from **Zoe Carmichael**  
*Communications Instructor and Facilitator*

To effectively communicate, especially without the benefit of non-verbal cues, follow the **Seven C's** of Communication. Make sure your communication is:

1. Complete
2. Concrete
3. Concise
4. Considerate
5. Courteous
6. Clear
7. Correct

# Upcoming Programs

## March 9, 2021

Wake Up West Coast Coffee Break  
10:00 – 10:45 am

### The Business Imperative for Supplier Diversity

Global brands are recognizing the strong potential for supplier diversity programs to generate economic opportunity while also helping them grow their businesses. Supplier diversity not only benefits underrepresented, small businesses, but also uplifts the communities where those businesses are located. Join us as we welcome Kavy Lenon, Manager of Supplier Diversity at Meijer, who will provide insights for building corporate Supplier Diversity programs and teach us about sourcing from certified businesses.

Program Sponsored by **DISHER**

## March 12, 2021

Public Policy: Issues that Matter  
10:00 – 10:45 am

Public Policy: Issues that Matter meetings discuss issues of local and regional concern, making for an interesting and lively

discussion about the issues that affect you and your business. Join us as we welcome Elisa Hoekwater, Executive Director of MAX Transit and Aaron Thelenwood, Director of West Michigan Regional Airport, who will share updates with us related to the impact of covid affecting transportation, how this affects the business community and what plans they are both working on for 2021.

Program Sponsored by **Huntington Bank**

## March 18, 2021

DEI Workshop: Cultural Diversity – The Power of Adaptability  
9:00 – 10:15 am

In this session led by Kristin Ekkens of Exponential Inclusion, we will examine our personal and organizational cultural values and how living into our core values can unintentionally exclude one or more cultural groups. Learn how we can use the power of adaptability and cultural intelligence to create high performing teams rather than like-minded ones.

Program Sponsored by **Blue Cross Blue Shield Blue Care Network of Michigan**

## Leadership Alumni Spotlight

# West Coast Leadership Alumni Making a Difference



### Favorite Leadership Read:

***The 5 Dysfunctions of a Team*** by Patrick Lencioni

### Favorite Leadership Quote:

"The single biggest way to impact an organization is to focus on Leadership Development. There is almost no limit to the potential of an organization that recruits good people, raises them up as leaders and continually develops them." - John Maxwell

When the 1988 class of the Chamber's Leadership program graduated, they were blazing a trail for hundreds of others to follow. In the 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.

### Darcy Fluharty, MA

Executive Director  
Children's Advocacy Center

I have always worked in child welfare starting my career supervising a children's and adolescent unit in a psychiatric hospital. I then began a short career in juvenile detention and then as a juvenile court probation officer in Ottawa County. I worked for 10 years at Child and Family Services in Ottawa County supervising the specialized foster care program. In 1997 I was recruited to begin the development of The Children's Advocacy Center of Ottawa County where I have been for the past 23 years!

West Coast Leadership inspired me in many ways. It made me realize that continuing my education and growth through a master's degree and ongoing Leadership training was critical for personal and professional growth. It provided me the opportunity to be a stronger leader and trustee for my community.

This leadership program made me realize that despite working in child welfare, there were still many other ways I could "give back", inspire others, and serve as a leader in my community. I learned much about the other outstanding non-profits in the county and how collaborating with them and sharing resources would benefit not only our organization but the community as a whole.

# Renewing Members

## It's All About YOU

The West Coast 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 West Coast Chamber has on fostering strong businesses that support a thriving community. Thank you!

## We appreciate our members who renewed their memberships in December:

Accurate Engineering & Manufacturing, LLC  
Action Supply, Safety & Workwear Store  
ARIA Leadership Coaching & Consulting, LLC

Barber Ford, Inc.  
Baymont Inn & Suites  
Big Dutchman, Inc.  
Black River Pallet Company  
Boes, Merle Inc.  
Bosgraaf Homes

C 3 Technology Advisors  
Carini & Associates, Realtors  
Chef Jen LLC  
Commercial Flooring & Installation  
Composite Builders  
Conpoto  
Crestview Golf Club, LLC

Dutch Touch Growers Inc.

EagleEye Performance Vision  
EcoBuns Baby + Co.  
Edward Jones Bos  
Edward Jones Pedersen  
Eldean Shipyard

G D K Construction  
Generational Wealth Management  
Georgetown Innovations  
Glik's Mens  
Grand Valley State University - Holland Campus  
Greenridge Realty

Hamilton Custom Wood Products  
Haveman Electrical Services, Inc.  
Herman Miller, Inc.  
Herrick District Library  
Holland Christian Schools  
Holland Deacons' Conference  
Hope College

ICE Robotics LLC  
Inforum  
Innotec

Leading by DESIGN  
Liberty Plastics, Inc.

Macatawa Area Coordinating Council  
Metal Flow Corporation  
Mosaic Counseling

National Bulk Equipment  
Northwestern Mutual



Oselka's Snug Harbor Marina  
Ottawa Insurance Agency Inc.

Phares Family Dentistry

Rabbit River Transport II, LLC  
Redmon Heating & Cooling, Inc.  
Reliant Professional Cleaning Contractors, Inc.  
Robert Heath  
Rohde Construction  
Rutherford & Associates

S Y Transport  
Scholten Fant  
Senior Helpers of Southwest Michigan  
Site Work Solutions  
Smith Haughey Rice & Roegge

Spectrum Health Zeeland  
Community Hospital  
Summit Sales Group, Inc.

Teerman Lofts  
Teerman's  
Thermotron Industries  
Tru Group, The  
Truth At Work (dba Hive  
Mind Leadership)

Uildriks Construction, Inc.  
United Bank

Van Hill Furniture  
Ventura Manufacturing  
VentureSource Solutions

## New Members

Join us in welcoming these businesses to membership in the Chamber!

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**Jeffrey Bodkins**  
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Info@mission-llc.com

**Mission Point Healthcare Services**  
**Maria Robertson**  
(616) 957-3957  
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maria.robertson@healthbridgegr.com

**MVS Ventures Corporation**  
**Richard Arnold**  
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http://www.e-shining.com  
rick.mvsventures@gmail.com

**Schippers Construction LLC**  
**Eric Schippers**  
(616) 298-4360  
http://www.schippersconstruction.com  
office@schippersconstruction.com

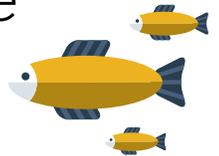
**Staples Inc.**  
**Darryl Sherman**  
(616) 393-8103  
https://stores.staples.com/mi/holland/2337-north-park-dr  
darryl.sherman@staples.com



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