

THE WEST COAST WAY

FEBRUARY 2021

Herman Miller's
Andi Owen
Talks Purpose-Driven
Leadership and the
Future of Work

Embracing Cultural
Diversity is
Good for Business

Four Leadership
Obsessions that
Invite Truthful
Conversations

Lead Your Team into 2021,
The West Coast Way

Photo credit:
Mitch Ranger





Our New Year's Resolution: Community.

We're thankful to be part of a strong business community, and also a member of the West Coast Chamber. With a commitment to helping and serving others, we can look forward to better days ahead.



Nolan Kamer Agency



HOME | AUTO | BUSINESS | FARM | LIFE



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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Welcome to the first issue of The West Coast Way! We took great care designing our new monthly magazine, listening to the needs of our members and developing content that will provide insights in the key areas that you've identified. I always say that when you ask, we deliver, and this publication is a shining example of the Chamber's core value: It's All About You.

Each month you'll find articles with valuable takeaways, written in partnership with subject matter experts with great information to share. Look for Advocacy articles that spotlight key issues that matter to businesses and individuals in our community. Read Business Builder stories that share tips and wisdom to help your business grow and succeed. Be inspired by Diversity, Equity and Inclusion pieces that offer challenges to learn about building inclusive businesses and communities, and spotlight work being done in our area. Learn from local leaders and boost your professional development by reading our Leadership pieces.

Our feature stories will all have one thing in common. They all exemplify the The West Coast Way. They will be remarkable stories of innovation and excellence, where you'll meet problem-solvers and big thinkers who share the Chamber's contagious energy and shine as leaders.

Innovation is a West Coast Chamber core value, and certainly a theme that all businesses have embraced over the past year. This new magazine is just one example of the Chamber's commitment to listening, responding and innovating around the changing needs of our members, our community and our world. I thank you for your ongoing support of the Chamber as your partner and resource, and I hope that you enjoy The West Coast Way!

Best,

Jane Clark

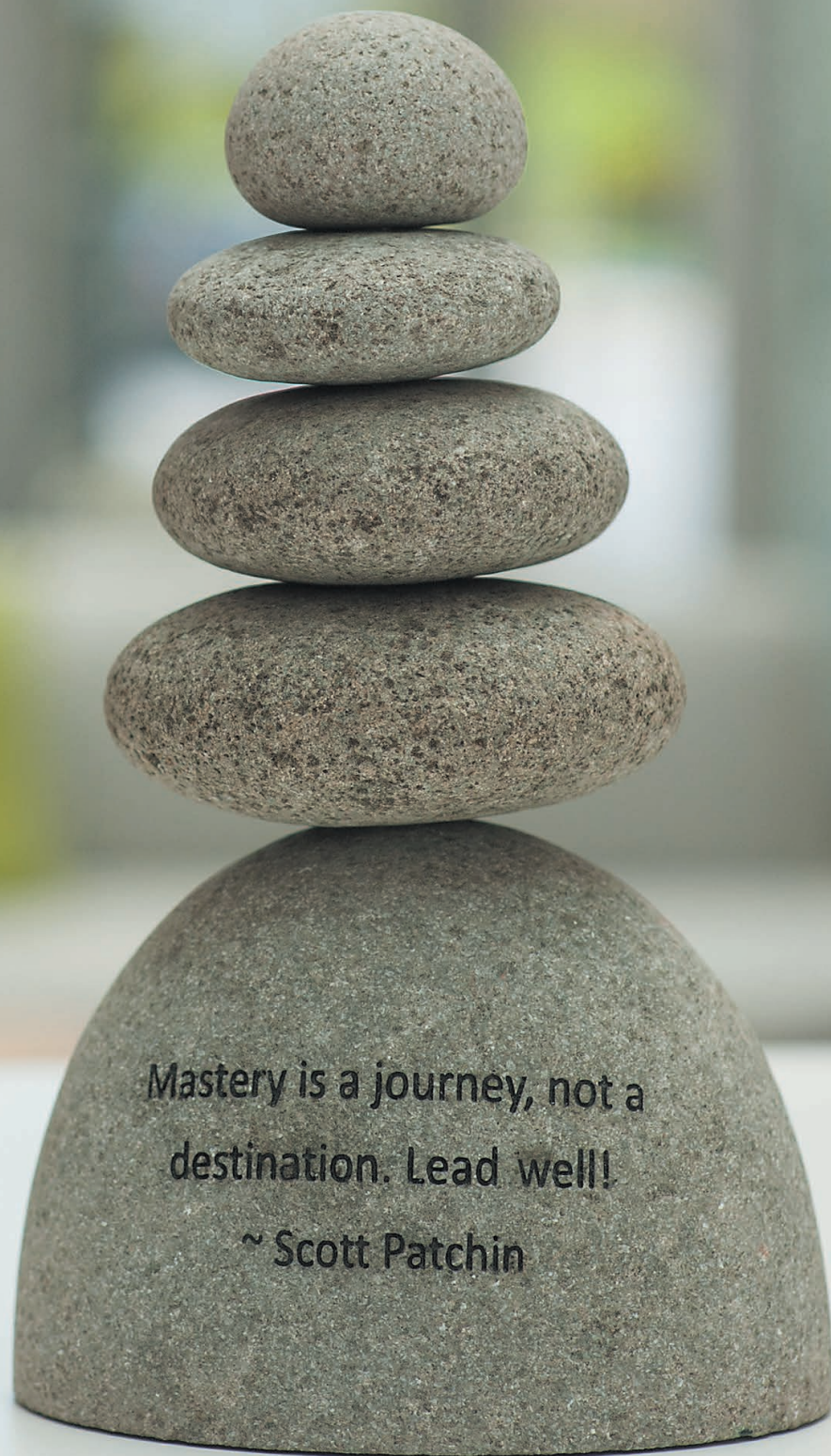
President & CEO

Michigan West Coast Chamber of Commerce

Getting more TRUTH in your business: Four leadership obsessions that will make that happen

By Scott Patchin | Founder, The trU Group

Think back to the last time you sat in a meeting or had a conversation when something was said that you thought was not the truth. Did it get resolved? Or just accepted, with decisions made as a result? Or maybe it was just ignored, and the resulting action plan went into the trash? In my experience, the ability of leaders and leadership teams to speak and hear truth is at the core of healthy, high-performing teams and businesses. If you want this to be part of the culture of your team, here are four things you need to obsess over.



Make it safe: It takes courage to speak up, especially with a differing opinion than that of one's leadership. In her book *Dare to Lead*, Brené Brown observes, "Leaders must either invest a reasonable amount of time attending to fears and feelings, or squander an unreasonable amount of time trying to manage ineffective and unproductive behaviors." Celebrate when a team member shares an opinion that differs from yours, makes a hard decision or asks you a tough question.

Do something with it: Simply put, if you listen and act, it sends the message that someone else's opinion matters. Paul Doyle, CEO of Coastal Container/Automotive shares the observation, "The single biggest way to get people to speak truth to you is to act on what they tell you, especially when it's different from what you originally thought. If they can change your mind, and they can experience that, they'll speak truth to you more."

Dig for it: Truth is often hard to share because it could be admitting things like fear, lack of knowledge or self-doubt. As leaders, we dig for truth by asking simple questions like: "Tell me a little more about that?"; "Is that everything you wanted to share?" or "Is there something else?" As a leader, you create space for the truth when you ask questions that seek it.

Test for it: Simple truths about confidence, certainty and ability can be tested by exploring scenarios with your team. Dr. Donna Lowry, CEO of Ready for School shares a trick she learned when training other physicians. Upon

hearing a plan from a team member, she would ask, "If this variable were added, how would you think differently in this situation?" Done repeatedly, this practice can surface truths that might otherwise go unspoken.

“Simple is rarely easy. Especially when it involves things like trust, conflict, love, truth and teamwork.”

Our work puts us in a situation in which we strive for goals, face productivity barriers and experience emotions like fear of failure or self-doubt. As a leader, you set the tone for the culture of your team and organization. I call this the "Honest Culture Journey." At the core, it's about the ability to speak and hear truth. Mastery of this journey will forever change the performance and culture of your team.



Scott Patchin is a Certified EOS Implementer and author of the newly released book, *Truth at the Heart – How honesty, trust, and teamwork can transform your business*. A special feature of the book is Insights in Leadership™ from a diverse group of six experienced leaders. The book is available at Amazon.com. To learn more about the author, visit thetrugroup.com.

Cultural Diversity: Problem or Possibilities?

By Kristin Ekkens | Founder & CEO, Exponential Inclusion

2020 was a year of change and pivoting. Wash and repeat — literally and figuratively. Businesses of all sizes focused on staying afloat, shifting business priorities, inventing new products, processes, and services and adjusting to working remotely and serving online.

We experienced a rise in racial tensions, cultural divides and calls for justice. Numerous companies stepped forward with anti-racism statements and policies. And for many companies Diversity, Equity and Inclusion (DEI) became a strategic business priority. Some feared this change, some cheered this change. Whether you feared or cheered, my question is — what is your drive to understand, plan for, and act on growing cultural diversity in your business? If we view culture as *the way things are done around here*, cultural diversity includes values connected to our ethnicity/race, gender, age, sexual orientation, religion, socio-economic status, abilities and working styles. In your mind, is cultural diversity a problem to be solved or an opportunity to innovate? In other words, are you approaching DEI with a fixed mindset or a growth mindset?

PICARDO

The Problem

If we operate with a fixed mindset, unintentionally saying *my way is the right way*, we limit our personal and company growth. We hire “like me” talent — talent that looks like me, thinks like me, behaves like me, values what I value. We surround ourselves with people who do not challenge our views and perspectives, risking group think which leads to the same old outcomes. A fixed mindset tells us to *do it how we’ve always done it*. Experimentation and change is too risky, too far out of our comfort zone. We tried that years ago and it didn’t work. We hired someone from group X and they weren’t a fit with our company culture. We already know what our customers want. And what is the impact of a fixed mindset? Missed opportunity for personal and company growth.

The Possibilities

Heading into 2021, we have the opportunity to shift to a growth mindset and plan for a year that will 10x our DEI impact. Here are 4 ways to grow your cultural intelligence and increase your success:

1. **Notice the signals.** When you react negatively to something someone does — triggering your amygdala, flaring your temper, questioning their intentions — pause and take a deep breath. It will help your brain regain control of your reactions. Under stress we often revert to “our way is the right way.” When we are aware of our signals, and seek to understand intentions, we can establish new healthy and culturally intelligent responses.
2. **Make a development plan.** Create a personal and organizational learning plan to build your DEI knowledge. Start by asking *what must I learn and how will I learn it?* Find books, blogs, podcasts, online training, virtual workshops, webinars and mentors. Schedule continued development in your calendar for 2021.
3. **Actively seek feedback and reflect on how others view your actions.** Ask what will I make happen in 2021 related to DEI? What is my targeted outcome? Work backwards to outline the steps you need to take. Then, reflect on your plan, seeking input and feedback from various cultural groups.
4. **Level up your community.** How diverse are your personal and organizational suppliers? Compare

yourself to culturally intelligent leaders and organizations. Ask how they achieve inclusive outcomes. Be curious and open to their responses. Surround yourself with thought partners that will challenge you to model behaviors you want to see in others. Seek differing ideas and perspectives that could lead you and your teams to the next level of innovation.

2021 will bring more change and pivoting. Cultural diversity is a tool to use as you change and pivot. See it as an opportunity for growth rather than a problem to be solved. Successful DEI efforts call for a combination of courage, vulnerability, empathy and bold new ways of operating. When working across cultures, we learn to iterate and adapt quickly. Growth, not perfection, is the goal. Your challenge: increase your cultural intelligence and experience the power of exponential inclusion.

“Under stress we often revert to “our way is the right way.” When we are aware of our signals, and seek to understand intentions, we can establish new healthy and culturally intelligent responses.”



Holland's Broadband Taskforce Seeks Community Response

By Pete Hoffswell | Broadband Services Superintendent, Holland Board of Public Works



Holland area residents depend on the internet. Although our area is not viewed as underserved regarding broadband, not everyone has access; where they do, the quality varies greatly. Holland BPW and the City of Holland have launched a Broadband Task Force to find answers to questions about the role of broadband in the community. What factors prevent access to high speed internet service? Is the community satisfied with the options for broadband? Do broadband services meet community's needs for quality and affordability? Will the existing broadband infrastructure support the community's future needs? Would having a

community-owned broadband network be the key to unlocking significant value for residents, businesses and institutions?

Holland BPW operates an open access fiber network that reaches the greater Holland Area. "Open access means that any provider can use it. Picture how there is one road system that everybody drives their own car on," explained Pete Hoffswell, Broadband Services Superintendent. "That is how we view open access broadband: one network supporting services from many providers."

For many years, Holland BPW has provided dark and lit fiber services to anchor institutions and larger businesses. What hadn't been reached are small business and residential users. That connection was made cost effectively in a select area of Downtown Holland with the Shared Gigabit project. The next phase involves exploring how to grow that deployment throughout the community.

Holland BPW has fiber assets and expertise that can be leveraged to expand access to broadband services in the City of Holland. Through community engagement, the task force seeks to determine whether residents are interested in investing in the last mile to have a ubiquitous, community-owned, open access fiber network. The Broadband Task Force is studying the community's needs and wants. Deliverables from the task force are recommendations on whether to move forward and how the expansion could be funded.

The task force recently completed a listening tour, a series of meetings with groups that represent diverse needs in the community. "The listening tour was designed to further our understanding of ways the community uses broadband today and where that use is headed" said Hoffswell. The listening tour identified that our community, both businesses, and residents, find broadband service to be a crucial resource. The taskforce started before COVID-19, however the pandemic has escalated expansion of online services for many organizations. These innovations will continue as a new way of doing business. "We will not go back to business before COVID. The bulk of our business will be virtual moving forward," said Rick Diamond, Disability Network Lakeshore. In order for current and future needs to be supported, residential access needs to be fast, reliable and affordable. Healthcare, social services and education are areas where gaps are clear, showing that equitable accesses is necessary.

The next step is to broaden engagement with the public to understand how the community feels about the topic on a grand scale. To get involved, share your point of view about whether the City of Holland should invest in building a community-owned, open-access network.

Share your voice!

- Facebook: Holland Community Broadband
- #hollandcommunitybroadband

The fastest growing communities over the past 10 years have high speed internet.





Leading in 2021: Featuring Herman Miller's Purpose-Driven Leadership

By Caroline Monahan

A meeting of the Black Sub Team of Herman Miller's Racial Equity Team.

Today's leaders have one thing in common: The past year has put them up against some of the toughest challenges of their careers. Although every industry has its own unique issues, and some have faced more volatile challenges than others, the experience of leading through crisis, uncertainty and exponential shifts in the global market is universal.

Leaders of sectors from main street retailers and restaurants, to nonprofits, to manufacturers are moving into 2021 with their business plans in hand and their eyes fixed on more solid ground on which to move their organizations forward. Those carefully constructed plans, which may have been thrown out the window in early 2020, have been reimagined and evolved into action plans for the ways we live and work today. This intentional, purpose-driven leadership resonates with office and home furniture

manufacturer Herman Miller and its President and CEO, Andi Owen. She shared the work that this global giant has been doing to design a better world, and how they envision the future of work.

Leading with Purpose

Herman Miller has spent the last year working on the evolution of the company's purpose and values. They invited colleagues from across the globe in all of their businesses and functions to help and are moving into 2021 united by the purpose of "Design for the good of humankind." President and CEO Andi Owen said, "I believe Herman Miller today is more unified than at any point in our company history because of this, with a shared purpose that we think truly defines our reason for existing. Leveraging the power of design to improve people's lives

has always been integral to who we are and evident in how we make decisions, how we operate as a business and how we partner with our communities.”

The company’s 8,000+ employees around the world have been reintroduced to their new purpose and values, and their buy in is a testament to years of hard work to build a culture that recognizes the importance of welcoming everyone and making space for all people. “Having a clear purpose and shared values has brought us together as an organization in a very intentional way as we seek to create places that not only matter for our customers but also help build a better world. There have been many challenges in 2020, but I have been so inspired by the way our employees have responded and am more confident than ever in our ability to design a better world together,” said Andi.

Diversity Equity and Inclusion

Like many others who have been moved by recent events in the US, Herman Miller has taken a hard look at how the company is putting its beliefs about diversity, equity and inclusion into practice. Andi shared, “Our values unequivocally state our belief in the value of the whole person, and we continue to celebrate our differences, recognizing that it’s through this diversity of perspectives and experiences that we become a better organization. We’ve stated loudly and publicly that we are 100% committed to making changes and made several new DEI commitments.”

These commitments include making Election Day a paid day off in the US to empower employees to vote, hosting open-forum employee-led conversations around racial equity,

Moving Forward into the Future

Companies like Herman Miller have been researching people and how and where they work for over 70 years and are on the leading edge of developing solutions to fit different companies, teams and individuals. Here’s what Herman Miller is seeing as we move through this pandemic and come out on the other side:

- Hybrid working models will become the norm in the future. Workplaces will still be important, but they will need to change and adapt to fit this new reality.
- Offices will become destinations and collaboration centers, providing employees with experiences they can’t get elsewhere.
- Businesses will evolve their workplaces while also equipping their people with high-performing ergonomic solutions for working from home.

launching the most comprehensive mitigating bias training in the company’s history, redesigning their Equity Teams to align directly with their corporate strategy and leadership team, and shifting their corporate giving to direct their efforts to organizations working to overcome racism, discrimination and bias. “We know that we have a long way to go, but we also know that we are better together as we look to redesign our future together.”

Photo credit: Jonathan Pilkington

Herman Miller team members using their paid day off on Election Day to volunteer by cleaning up the Grand River



The Future of Work

Businesses of all sizes have seen huge shifts in the way their teams work over the last year. “Dispersed workplaces” have become the norm for many, which sparks questions and conversations around the what the “typical” workspace looks like in 2021 and beyond. Andi shared, “Our research shows that the thing people miss most about working in the office is one another.”

The company is turning this research inward to evaluate the “new reality” changes they need to make as well. Andi said, “We are transforming our own spaces to address this trend, starting with our retail headquarters in Connecticut and soon here in West Michigan as well. We’re also partnering with our customers to design innovative workplace solutions and help them solve for this dispersed working model. We know spaces are a critical component of building trust, culture and social connections.”

*Employees working at Herman Miller’s refreshed Stamford, CT retail headquarters
Photo credit: Jonathan Pilkington*

“Having a clear purpose and shared values has brought us together as an organization in a very intentional way as we seek to create places that not only matter for our customers but also help build a better world.”

– Andi Owen





Running for Judge

By Juanita Bocanegra | Judge, Ottawa County 58th District

Juanita Bocanegra at the State Capitol with the 2018 class of West Coast Leadership.

When will you run for judge?"
"Never. I love what I do, and plan to retire as an assistant prosecutor."

This conversation took place many times with different people, before I decided to consider the possibility of a different career. I have grown so much as a person while being a public servant and working with a great team of colleagues that I didn't want to think of doing anything else. However, I have also come to understand that serving from the bench is a different way of serving my community. I decided to run for judge because I want to give back and pay it forward by playing a role in ensuring that this community continues to be a great place to live, work, and play.

Deciding to run for office is an important and difficult decision. For several years I struggled with the choice. I prayed about it and had many conversations with my family. My husband was the first person who encouraged me to consider running for Judge after hearing many people ask me about it. He knew how much I enjoyed my career and serving our community. But, he also trusted the encouragement of so many attorneys, friends, and community leaders. My daughters were very supportive from day one. And, my parents have blessed me with their prayers and unconditional support all my life!



Juanita Bocanegra was formally sworn in as a 58th District Court judge on Friday, December 18, 2020. She becomes Ottawa County's first Latina judge.

I can't pretend to know exactly what leadership skills are most important in a role I'm just starting. However, I can say that I aspire to remain humble, to be prepared for the cases that come before me, to listen to the issues with an open mind, to be respectful in the way I treat everyone, and to be fair in my sentences.

I come from very humble beginnings. I was the only child of migrant farm workers and moved between homes and schools twice a year through my senior year in high school. But, I am nothing special. My story is common all across this beautiful country. It's proof that hard work and perseverance can open many doors. My parents have always believed in me, but my fifth grade teacher taught me to believe in myself. A great middle school teacher pushed me to work hard and demand more of myself. And, a high school teacher taught me the value of investing in others without expecting anything in return. Thus, teachers hold a special place in my heart. I have also learned the importance of listening to others to understand, not to respond. This can be difficult. Perfection does not exist, but it's important to be honest and admit our wrongs in order to learn from our mistakes. It's also important to get involved in our community. We can't complain of issues and expect others to fix them. We need to be willing to invest our own

personal time and resources if I want to see change.



West Coast Cash Program Explodes in 2020

By Caroline Monahan

While there are plenty of 2020 statistics that we'd like to forget, we've got an incredible stat that shines like a beacon for small businesses in our area. In the final month of a year that saw so many businesses struggle, our community came through in a huge way to keep money local by purchasing over \$160,000 in West Coast Cash (WCC) gift certificates. For reference, that's \$100,000 more than was purchased in December of 2019. Sales for the year topped \$345,000.

At the end of 2019, the program reached the \$1 Million milestone. That's one million dollars funneled directly into the small businesses owned by our neighbors and friends, who employ thousands of people and source products from other local businesses. 2020's record-breaking month points to new trends in the program.

Corporate Gifting

The surge in sales comes, in part, from the deliberate choices of businesses in our community to step in and support small. An area that has seen major growth this year is the Corporate Gifting Program. Many companies have gifted WCC to employees in the past, but the program's corporate buying more than doubled in December 2020. Local companies purchased over \$110,000 in one month and gifted the certificates to their employees, who will head out into the community to spend that money.

Sara Aumaugher, Director of Finance and Administration for Magna Engineered Glass, shared why Magna chose WCC to thank their teams this year. "We recognize that our local businesses help make our community unique. Walking on the heated sidewalks on 8th Street, with a roaring fire outside of Kilwin's, and trying to decide whether to pop into New Holland for a cider or the Curragh for a pint, then do a little shopping in Teerman's just brings on all the good feelings. We believe giving these certificates to our employees was the perfect way to help spread some holiday cheer."

Businesses like Holland Dentistry, Permaloc and Metal Flow also purchased for their teams, joining with the schools, hospitals, churches, professional firms and manufacturers who chose WCC in 2020. This uptick in corporate sales spotlights a major win-win that not only rewards employees, but also allows these companies to step in and support small businesses at the same time.

Our Town

Another 2020 boost was the "Our Town" promotion sponsored by Consumers Energy, that matched WCC purchases, and handed out an additional \$18,000 in gift certificates. "Small businesses are the backbone of the communities we serve," said Lauren Youngdahl Snyder, Consumers Energy's Vice President of Customer Experience. "With 'Our Town,' we wanted to end the year by spreading cheer. We are putting dollars directly into shoppers' hands to help them stretch their budgets and give a boost to shops and restaurants in their hometowns."



Magna Team with certificates

What More?

The tidal wave of energy poured into West Coast Cash purchases over the past months demonstrates our community's commitment to our small business owners. Our local businesses need our support throughout the year, so we ask, what more can we do?

Brian Calley, President of the Small Business Association of Michigan offered this challenge: "So many local businesses have invested in online platforms, but people instinctively go toward the big online retailers. The challenge is to stop and think 'what local small business might be able to sell me this good or service instead of a big business from around the world or around the country?'"

3 Easy Ways to Participate

- Buy West Coast Cash
- Become a Participating Merchant
- Purchase in bulk via the Corporate Gifting Program

For more information, go to

www.westcoastchamber.org/west-coast-cash

Direct Mail Marketing: Shining Brighter Than Ever!

The past 20 years has seen a transformation in the ways you can reach out to potential customers. What has remained remarkably consistent is the strong return-on-investment that direct mail has reliably demonstrated. That's why so many companies still rely on direct mail as the cornerstone of their marketing mix.

The benefits of direct mail make common sense. When your mail arrives each day, you at least scan it, and probably do more. USPS studies have shown that 53% of Americans actually read every piece received, and 59% of one survey's respondents agreed with the statement "I enjoy getting postal mail from brands about new products." It's a tried-and-true marketing medium that complements many other physical and online marketing efforts.

Key Considerations

Direct mail is one of the best ways to gain business from both new and existing customers. A strong direct mail campaign features three key components:

- A message targeted, and perhaps even personalized, for your audience.

- A strong call-to-action that features an offer or similar strategy to encourage the recipient to take action now.
- A list or saturation strategy that reflects your best insight into the most likely prospects for your product or service.

Mailing Options

With direct mail, you can reach your customers and prospects in many ways:

- An Every Door Direct Mail campaign can reach all of the local customers on a given USPS local carrier route.
- A saturation mailing can target most or all of the addresses in one or more carrier routes or Zip Codes.
- Targeted mailings can rely on any combination of internal lists, acquired consumer or business lists, custom or radius-mapped selections, or even advanced profiling for larger direct-mail projects.

Holland Litho: Your Direct Mail Partner

Holland Litho has everything you need under one roof to manage your mailings effectively. Our mail department can work with you to choose the right USPS service. We can help you consolidate, dedupe and even check the validity of your internal lists, as well as acquire the right mix of targeted lists to expand your business. Our printing solutions make testing and personalization a breeze, and our mailing and bindery teams can automate the folding, stuffing and presorting required to get your direct mail in the mail at the lowest possible postage cost.

Our sales and direct mail teams can work with you to optimize your mailing. Who—and how—should you target? What's your strongest offer and call-to-action? What design will optimize your open rate and response rate? The best way to jumpstart your marketing may well be direct mail, and the best way to get started is to give Craig Parker a call at 616.405.6204 or email at craigp@hollandlitho.com. In the meantime, visit hollandlitho.com — Our Resource Center has dozens of articles on all facets of direct mail marketing. We look forward to hearing from you soon!



Premier Partner Spotlight



Blue Cross Blue Shield of Michigan sponsors various community events in West Michigan including yoga, races and other fitness programs.

Blue Cross Blue Shield of Michigan, the state's largest health insurer, is committed to improving the health of Michigan's citizens and communities. Blue Cross, with offices throughout West Michigan, sponsors community initiatives that stress the importance of health and wellness and diverse programming. As part of the organization's social mission, millions in grant funding have been awarded over the years to West Michigan clinics, nonprofits and community partners to increase access to affordable health care and innovative solutions.

Blue Cross Blue Shield of Michigan was awarded first place statewide in the 2020 J.D. Power Commercial Member Health Plan StudySM for outstanding member satisfaction. For more information on Blue Cross Blue Shield of Michigan, visit bcbsm.com.

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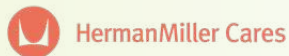


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Upcoming Programs

February 9, 2021

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

Join us as we welcome Abbey Johnston of AG Collaborative, who will discuss Courageous Leadership and the importance for organizations, now more than ever, to apply these concepts to deal with rapid changes and the new normal. Abbey will share research from author Dr. Brené Brown's "Dare to Lead" book and provide attendees with new insights on how to refresh, energize and motivate the people they lead.

Program Sponsored by **Consumers Energy**

February 11, 2021

Employment Law Update with Miller Johnson
9:00 – 11:00 am

Join the West Coast Chamber and Lakeshore Human Resource Management Association for this annual program featuring employment law updates from attorneys at Miller Johnson. Topics discussed to include a Covid-19 update, employment law changes forecast for the Biden Administration, and changes to wellness programming.

February 15, 2021

Capitol Connections
10:00 – 10:45 am

Maximize your opportunity to connect with our area's elected officials and get updates on issues being discussed at our state's capitol. Bring your questions for our legislators and be involved in conversations that impact our community.

Program Sponsored by **Huntington Bank**

March 9, 2021

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

Join us to network and meet other Chamber members and hear from a great speaker who will share learning opportunities and key takeaways.

Program Sponsored by **DISHER**

West Coast Leadership Alumni Making a Difference



Dave Nyitray

President & COO
ODC Network

As a Hope College graduate with a degree in political science and business, my initial aspirations were to make a career working in Washington DC. Six months working there was all I needed to realize that it wasn't for me. In 2013, I joined the ODC Network as the Development Director and now serve as the President and Chief Operating Officer.

At our first West Coast Leadership meeting, our facilitator shared that some of us in the room wouldn't

became my first introduction to the organization I love and the career that would help me thrive. At the same time, participating in the class broadened my horizons on many aspects of the community. In doing so, it prepares leaders to have the difficult conversations when the way forward isn't clear.

Since then, I've been blessed to serve on seven boards in our community, totaling nearly 30 years of service combined. I think the West Coast Leadership Program emboldens its participants to see themselves as critical to the community's long-term success.

As someone who describes himself as a passionate generalist, I'm almost never the expert in the room. However, I've learned how important it is to be able to bring those experts together. Whether its connecting donors with opportunities to significantly impact the community, working with communities to plan for their future, providing clarity and communication for our team of forty-five who have a variety of backgrounds and job roles, or helping facilitate the Chamber's public policy committee, I think there is value in taking time to listen and learn from each other.

be in the same jobs or career when they finished the program. Sure enough, I would follow suit. Our graduation event was kayaking with the Outdoor Discovery Center. This paddle trip

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 November:

AcenTek (formerly Ace Communications)
 Advantage Benefits Group
 Advantage Glass
 All State Crane and Rigging, LLC
 Allegra Marketing/Print/Mail
 Alliance Home Health Care Services, Inc.
 Arrowwaste
 Artex Label & Graphics Inc.
 Atrio Home Health Lakeshore
 Beechwood Photo Organizing
 Black River Public School
 Broadview Product Development Corp.
 Compaan Door & Operator Company
 Compassionate Heart Ministry
 Creative Dining Services, Inc.
 Critter Barn
 Custer Insurance Agency and Custer Financial Advisors
 Custom Tooling Systems Inc.
 Cutting Edge Technologies
 D S A International
 Dan Vos Construction Co., Inc.
 Dri-Design
 Eagle Design and Technology Inc.
 Edmar Manufacturing, Inc.
 Elevations by Standard Kitchens / Lumber
 Encompass-Realtors
 Environmental Partners, Inc.
 Escape Ministries
 Extol, Inc.

First Tee of West Michigan - Holland
 The Frame & Mat Shop
 G J Properties
 Glenda's Lakewood Flowers
 Grand Rapids Ophthalmology - Holland
 Great Lakes Fanwear
 Greater Ottawa County United Way
 Haworth Inn & Conference Center
 Herb Weller
 Hil-Man Automation
 Holland Engineering, Inc.
 Holland Fairfield Inn & Suites
 Holland Tasting Tours
 Home2 Suites by Hilton
 Hops at 84 East
 Hudsonville Creamery & Ice Cream Company
 Huntington Bank
 Hutt Trucking
 Image Builders Marketing Inc.
 INONTIME
 Integrity Tax Group
 James Street Inn
 Jubilee Ministries
 Junior Achievement of the Michigan Great Lakes, Inc.
 KENCO
 Lakeshore Custom Cabinets
 Lakeshore Glass & Metals LLC
 Lakewood Family Medicine, PLC



Macatawa Technologies
 Metro Health-U of M Health
 Meyaard Tolman & Venlet, P.C.
 New Holland Blueberries Corp.
 Nolan Kamer Agency / Farm Bureau Insurance
 North Pointe Apartments
 Nuvar Inc.
 One Adventure Company
 Parkview AFC
 Randy's Carpet Care
 Raymond James & Associates
 S T M Manufacturing, Inc.
 Shoreline Orthopaedics/Sports Medicine Clinic, PLC
 SIGNWORKS of Michigan Inc.
 Simply Counted Business Services Inc.

Sonscreens
 Sperry's Moviehouse
 Steven Walters Builders
 Sybesma's Auto
 The Beach House at Lake Street
 Top Line Equipment
 V D T A
 VanWieren Hardware
 VerHage Motors Mitsubishi
 Watershed Strategies
 West Side Mobil
 Whiteford Wealth Management, Inc.
 Window Center, The
 Winning At Home, Inc.
 Wolverine Power Systems
 Zeeland Farm Services, Inc.
 Zeeland Public Schools

New Members

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

Dutch-Touch Window Cleaning
Tom Woodrick
 616-422-5333
<http://cleanglass.net>
cleanglassorg@gmail.com

Fallon Benefits Group
Jeff Layman
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<http://fallonbenefits.com>
jlayman@fallonbenefits.com

Fogg, a ProMach Product Brand
Susan Lamar
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<http://www.foggfiller.com>
info@foggfiller.com

Healthy Holland
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John Kiss Insurance Agency
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KW Harbortown
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Urban Air of Holland
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Well Design Studio
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