

# THE WEST COAST WAY

APRIL 2021

**Phil Sotok**  
Founder, DPMC  
North America

Talent Time:  
Recruiting Strategies  
for 2021

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Women Who've  
Mastered the  
Power of Giving

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Ottawa County's  
Report Card: How  
Healthy Are We?

## Culture Eats Strategy for Breakfast: Why Your WHY Matters

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Contact:

Scott Vroegindewey  
Senior Loan Officer

P: Office/Mobile: 616.405.5754

E: [vroegindeweys@michigancdc.org](mailto:vroegindeweys@michigancdc.org)

Website: [www.michigancdc.org](http://www.michigancdc.org)

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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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*Director of Marketing & Communications*

**Colleen Schipsi**  
*Program Manager*

**Keegan Aalderink**  
*Member Engagement Coordinator*

### Michigan West Coast Chamber of Commerce

272 E. 8th Street  
Holland, MI 49423  
616.392.2389

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



### The West Coast Way

*Editor:* Caroline Monahan, [caroline@westcoastchamber.org](mailto:caroline@westcoastchamber.org)  
*Advertising Inquiries:* Britt Delo, [britt@westcoastchamber.org](mailto:britt@westcoastchamber.org)  
*Contributing Photographer:* Junebug Photography  
*Design:* Holland Litho



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Everything we do is "All About You" and our magazine is an excellent vehicle to deliver business tools and insights that keep you connected to other member businesses. The comments we received on the first issue of our new publication help us fine tune and lean into the topics that best serve the needs of our membership, and we thank you for your feedback. Keep it coming!

While you will always find articles on the key priority areas of Advocacy, Building Your Business, Diversity, Equity and Inclusion, and Leadership, you will also catch up with stories of fellow businesses. We'll help you learn from their experiences and we'll also keep you up to date on great things happening throughout our community.

This month's cover features a Zeeland business with a passion for helping companies create thriving company cultures. DPMC is local but also has a global presence and brings the wisdom of experts around the world to our front door. Our April Wake Up West Coast will also look at workplace culture, this time talking with local businesses about their strategies for employee attraction, engagement and retention.

Talent remains a major challenge for employers, and April is truly "All About You" as we dig into that important issue. Your challenges are our focus, and we are here to actively listen and problem solve right along with you.

Best,

*Jane Clark*

**Jane Clark**

President & CEO

Michigan West Coast Chamber of Commerce



# The Power of Giving

By Rebekah Bakker | *Business Development Manager, Custer Inc.*

Rebekah Bakker believes in the transformative power of investing in the community. She has served at various nonprofits as an employee and now in her role at Custer, Inc. she spends time volunteering as a Treasurer of the Board for Lighthouse Immigrant Advocates and as a Board Member for the West Coast Chamber. She has found an innovative approach to philanthropy through her involvement as a member of the leadership team, Nominations and Distributions Committee and the Development Committee for Women of Color Give.

Women of Color Give is a philanthropy collective that brings a more inclusive and equitable approach to charitable giving. Today, women and girls of color receive 2% of philanthropic dollars while making up nearly 19% of the U.S population. The founders of Women of Color Give, Yah-Hanna Jenkins Leys, Robyn Afrik and Lucia Rios desired to build a fund that would invest in and empower organizations and causes in West Michigan by engaging voices that are often marginalized and historically underrepresented.

"Since 2018, most of the children in the United States are children of color. This has profound implications on what our workplace will look like in the future. We need to be bringing equity and inclusion into our institutions to be able to address the disparities in education, health, and economic outcomes for our community. Through the work of Women of Color Give, I am able to be a part of a more inclusive community model of philanthropy."

Women of Color Give has over 50 members from the West Michigan area and has local corporate investors like Gentex and Yanfeng. The fund is held in partnership with the Community Foundation of Holland/Zeeland Area. The level of cross-sector collaboration is what makes this model of a giving circle unique. "I think it is invaluable to center the voices and lived experiences of Women of Color when developing solutions that impact the lives of the historically marginalized." This past December Women of Color Give members evaluated and voted on 5 nominated organizations, and awarded grants that focused on the development, advancement, and promotion of Black and Indigenous people of Color on the Lakeshore that distributed 80% of the fund. Nominations and grant distribution will be held annually and will grow as the fund continues to build.

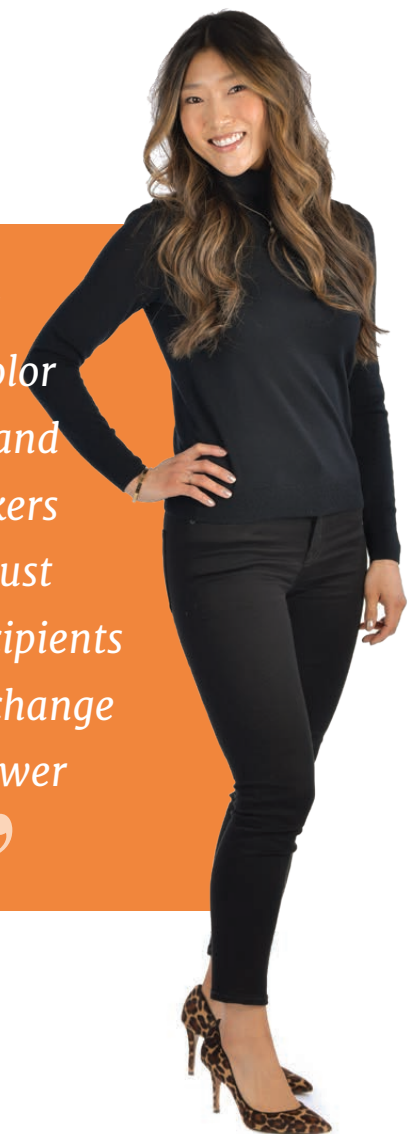
Women of Color Give amplifies the power of individual giving and has created a tightly knit community of investors, sisters and friends. To get involved, become a partner, or to learn more about Women of Color Give visit: [wocgive.org](http://wocgive.org) or email [connect@wocgive.org](mailto:connect@wocgive.org)

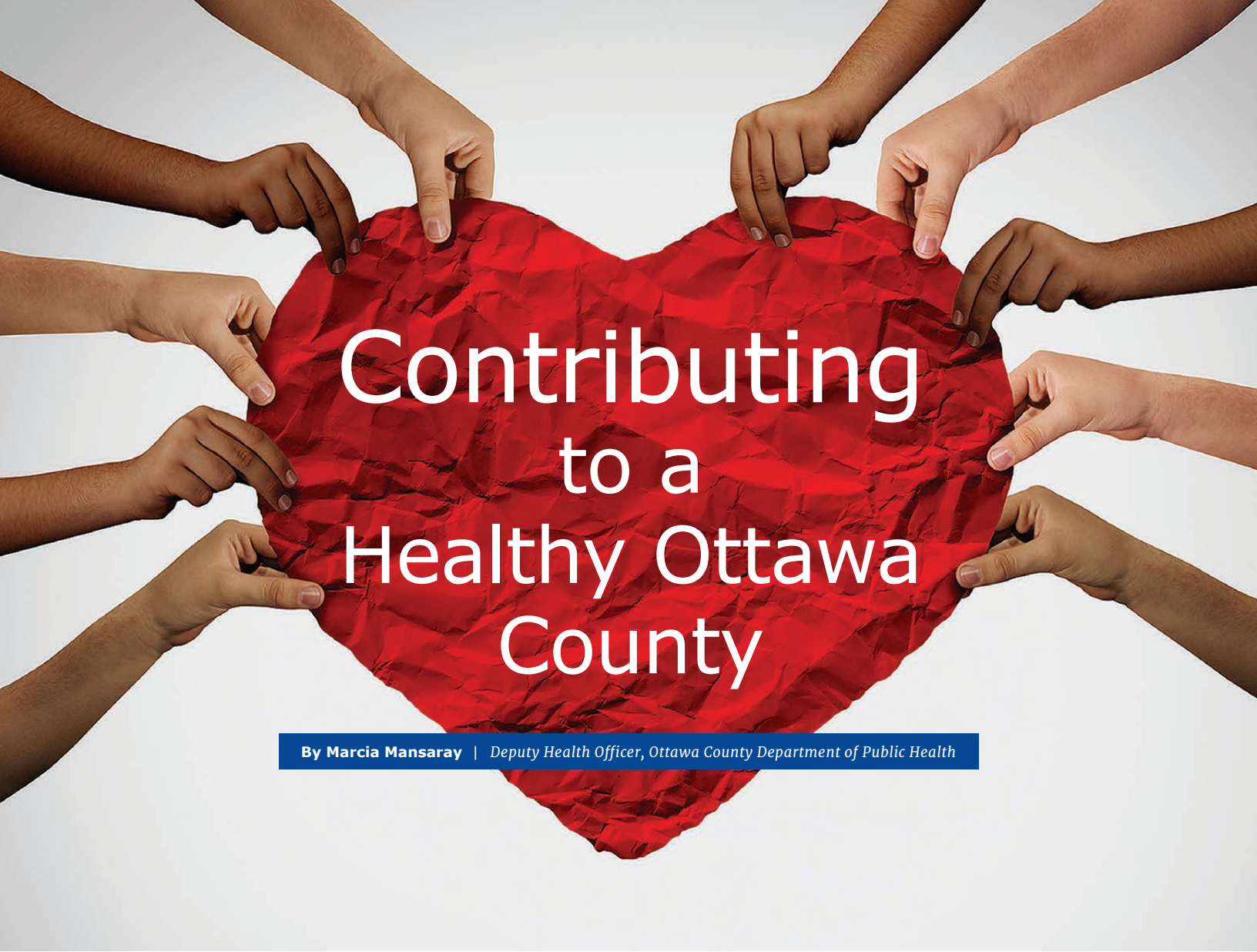
## Voting took place virtually, and the grants were awarded as follows:

- **First Place (\$10,150): Lighthouse Immigrant Advocates** will use funding for the professional development of staff.
- **Second Place: (\$6,090): I AM Academy** will use funding for its school-partnered mentoring program.
- **Third Place (\$4,060): Tri-Cities Puentes Initiative/Mija Leadership Coaching** will develop a coaching program for women of color.

Maple Avenue Ministries' Black Tulip Doula program and CultureWorks received \$1,000 and \$500, respectively.

*“Empowering Women of Color as investors and decision makers rather than just being the recipients of aid helps change structural power dynamics.”*





# Contributing to a Healthy Ottawa County

By Marcia Mansaray | Deputy Health Officer, Ottawa County Department of Public Health

**H**ealthy Ottawa is a collaborative initiative between community members and both public and private organizations to identify the current health needs in Ottawa County and develop strategies that promote healthier outcomes for our community.

An important part of this collaboration is a year-long study conducted every three years called the Community Health Needs Assessment (CHNA). This includes a local Behavioral Risk Factor Survey that systematically examines the health status indicators for Ottawa County. This information, combined with data from the U.S. Census, Michigan Department of Health and Human Services, County Health Rankings, Youth Risk Behavior Survey, Ottawa Youth Assessment Survey and Kids Count Database, provides a comprehensive picture of the community's health and well-being.

## What has been identified as the greatest needs in Ottawa County?

The 2020 assessment was an unexpected opportunity to capture in real time the impact of a historic moment where health dominated and disrupted the landscape of every sector, public, private and personal. The results suggest an opportunity to hit pause and focus on rebuilding in the space between this assessment and the next.

1. The COVID-19 pandemic had a broad and deep impact on the well-being of Ottawa County residents, especially the underserved.
2. Mental health continues to be a critical issue and hasn't improved much from 2011.

3. Addressing certain social determinants of health, especially the lack of affordable housing, will improve the overall health and health care climate of the region.
4. Access to care can still be summed up as a case of those who have and those who have not.
5. Obesity (and being overweight): a sizeable majority of adults are either overweight or obese and this proportion is higher than in 2017.
6. Substance abuse has been an issue since 2011, although certain aspects of it have improved.
7. Chronic disease rates are relatively low, but some conditions merit watching since prevalence increased in this pandemic year.
8. Certain risk behaviors, such as lack of exercise, lack of adequate fruit/vegetable consumption, and binge drinking remain issues worth addressing.
9. The most appropriate way to address health and health care issues is from an integrated, holistic approach.
10. Health disparities exist and persist across several demographic groups.

### What can I do to contribute to a Healthy Ottawa?

To successfully implement the Community Health Improvement Plan's recommended strategies and make improvements throughout Ottawa County, commitment is needed from even more community members, organizations and diverse populations. Such as:

- Hospitals — develop and implement the plan for collective action.
- Public health and mental health — also develop and implement the plan for collective action.
- Nonprofit and faith-based organizations — use the plan as a basis to design health programs.
- Community members — work to better understand the greatest health areas and be involved in solutions.
- Funders — use the plan as a reference for decision-making related to health and funding opportunities.
- Businesses — use the plan as a reference for designing employee-focused solutions and lowering insurance costs.



#### Advisory Council:

- Community Mental Health of Ottawa County
- Community SPOKE
- Greater Ottawa County United Way
- Holland Hospital
- North Ottawa Community Health System
- Ottawa County Department of Public Health
- Spectrum Health Zeeland Community Hospital

For more information, visit [www.healthyottawa.org](http://www.healthyottawa.org)

“Our coordinated research and strategy development in Ottawa County enables us to identify our greatest health needs and work together towards a healthier community.”





# Taking West Coast Leadership to the Next Level

By Caroline Monahan

*The 2019 West Coast Leadership Class at their kick-off retreat.*

**E**ffective leaders have the necessary tools and skills to inspire and impact their teams allowing businesses and organizations to run competently and smoothly. They are the catalysts for growth, set the culture of the organization and act as visionaries that mobilize their teams toward a common goal. In West Michigan, many of

our leaders have been shaped by their experiences with the West Coast Leadership (WCL) program. This leadership curriculum has been a key factor in the development of community stewards since 1988, and the challenges of the last year have shown the spotlight on the program's impact.



Jodi Owczarski, West Coast Chamber Vice-President and Director of the West Coast Leadership program shared, "It is remarkable to look back a year and see how many of our Leadership Program Alumni stepped up in significant ways to successfully navigate the impact of the pandemic. Whether it's the Mayor of the City, the CEO of the hospital, or the Executive Director of a Non-Profit, our alumni were in key positions to have incredible impact on the health and wellbeing of our community."

The Chamber's annual nine-month program focuses on hands-on opportunities to learn about key functions in our community, ranging from education to law enforcement to government day to health and human services. A total of seven full-day focus sessions immerse participants into the vital roles these stakeholders play in supporting the people who live and work in our area, with the goal of helping participants discern where they might step in to help.

The program took a break in 2020 and is set to reconvene in fall of 2021. The unexpected hiatus allowed for time to create meaningful updates to the program. As an active member and Ambassador of the Association of Leadership Programs, Owczarski has been able to connect with Leadership Directors from across the country to share best practices, and determine how the West Coast Leadership Program can evolve to better meet the needs of class participants and the community. Interest is already buzzing for 2021.

Pandemic considerations necessitate the return to a smaller class size to allow for distancing, and the next class will be limited to 20 participants. Jodi noted, "One comment that WCL alumni always share is the value of the relationships that they developed because of their involvement in the program. We believe that this year's smaller class size will allow for those connections to be even deeper and more meaningful."

Applications for the 2021-2022 class will be accepted throughout the month of May. This window deliberately ties in with the Leadership Live program on May 14, featuring author and speaker, Dr. Randy Ross. This virtual, live streamed program is intended to inspire local professionals to lean into their leadership development and could be a launchpad for those interested in going deeper and applying to the WCL class.

## Application Process

**May:** Applications Accepted

**June:** Interviews & Class Selection

**August:** Orientation

**September:** Program Kick-off with Two-day Retreat

For more information, visit [www.westcoastchamber.org/west-coast-leadership-program/](http://www.westcoastchamber.org/west-coast-leadership-program/) or email Jodi Owczarski [jodi@westcoastchamber.org](mailto:jodi@westcoastchamber.org).



*“It’s never too early or too late to take your leadership skills to the next level and find the place that you can make an impact.”*

– Jodi Owczarski

# How to Build a Workplace Culture that Endures

By Phil Sotok | Founder, DPMC North AmericaHealth

**W**e are now upon the anniversary of the first pandemic lock-downs.

When COVID began, many companies and their employees ignited a spirit and determination that helped them respond fast and surprisingly well to a handful of unprecedented challenges. Leadership in these companies stepped up by focusing on the health and safety of their teams, procuring PPE in record time and reconfiguring entire factories to prevent the risk of spread.



These same organizations saw their employees, at all levels, work together and respond selflessly in support of their team members, customers, and communities. It brought the best out of so many, as exemplified most vividly by those on the front lines. However, months into the pandemic, the spirit and determination of those early high-energy bursts of leadership and teamwork has faded. Burnout rates are now close to 75% and stress levels continue to boil over. (<https://www2.deloitte.com/us/en/pages/about-deloitte/articles/burnout-survey.html>)

Today, many find themselves trying to maintain their energy at unsustainable levels. While we wait in hope for some semblance of normalcy, we realize that what we used to call normal may have already changed for good. Take for example, the now dispersed nature of our work, which makes building positive workplace culture an even more pressing challenge for leaders.

A key question is how to build and sustain culture when many of our team members are in different stages of a coping and recovery process—stemming from continued disruption in their lives?

The first step is to acknowledge the change and reframe the ‘return to normal’ around generating the energy to build a new future. At the same time, we must be careful that our response does not unintentionally make matters worse. When leadership is unaware of the disconnect between where they are emotionally versus their team members, it creates more anxiety. To help your team along this path, we recommend revisiting, clarifying, and doubling down on your purpose. Your purpose is the reason *why* moving forward matters in the first place, it’s the reason you exist, the human problem you want to solve. Instead of just focusing on “how can we get through this,” you can center and mobilize your culture by asking, “who needs us to get through this?”

Purpose is too important and powerful of a force to be left to intuition; leaders must practice it.

Here’s how to start:

1. Re-activate and/or communicate your company’s purpose so team members see the connection between company purpose and leadership decisions.
2. Take the time to discuss and ensure your team understands the company’s purpose and can express it in their own words and how it relates to their work.

“Leaders who can skillfully cultivate purpose by ensuring a clear line of sight to a bigger “why,” create the collective energy needed to rebuild and thrive.”

– Diana Terpstra  
Managing Director,  
DPMC North America



3. Connect individual purpose to company purpose so that all work is filled with substance by allowing time and space for leaders to help team members identify their passions, talents, and the impact they want to make.

Research on this final point is clear.

When employee purpose aligns with company purpose, it creates an enduring *sense of mattering* that can help people through change, whatever that might be. As author, researcher, Zach Mercurio, Ph.D. [writes in his work on mattering](#), while mattering seems like common sense, it’s not common practice. He notes that global surveys of workers find 43 percent of employees feel “invisible.”

**Zach Mercurio**, author of “The Invisible Leader,” advises DPMC’s Leadership Practice Group.





“ *Individual purpose comes alive when we know how our unique strengths make an impact.* ”

– Antonio Lopez  
CEO, DPMC North America

Gallup finds upwards of 65% of people don't feel appreciated at work. Mattering, Mercurio says, is when people feel like they are noticed, affirmed, and needed—when they know how they are valued and how they add value.

Articulating and helping team members understand the company's purpose is a start but making sure people experience purpose in their everyday work is where companies can most create an enduring positive culture.

Connection to purpose, all the way to the front line and back, is vital for an organization's ability and capacity to persevere. Creating the conditions where people feel like they matter is necessary for sustained motivation. Author of *Man's Search for Meaning* and psychiatrist Viktor Frankl wrote, "The person who has a *why* to live can bear almost any *how*."

The same is true for organizations. Cultivating purpose may be the best way to generate the required resilience and endurance your organization will need to move through this pandemic with its culture intact.

### Steps for maintaining positive culture with dispersed teams

- **Notice people:** Authentically check-in on those you lead (versus check-on)
- **Communicate significance:** Take extra steps to acknowledge the work of those around you
- **Show them how they are needed:** Remind your team how their (specific) work matters to the company
- **Build trust:** Give autonomy and authority to people on how best to perform their jobs in the new norm

“ *A core responsibility of leadership — in building a resilient culture — is to ensure people find purpose, significance and meaning through the work offered them.* ”



**Phil Sotok** is the Founder of VentureSource Corporation, a global automotive supplier and market management company, that connects manufacturers to the automotive industry, with offices in Zeeland, MI, China, Spain and Mexico. In 2017, Phil launched DPMC North America, a management consultancy that specializes in connecting people to strategy through purpose.

# Premier Partner Spotlight

## What's a Mission Development Sponsor?

Mission Development Sponsor support allows our staff to lean into four key areas that are most important to the success of our business community: *Advocacy in Action* — Legislative, *Business Builder* — Tools for Success, *Diversity, Equity & Inclusion* and *Leadership*.

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Team members from Lead Advocacy in Action Mission Development Sponsor, Huntington Bank.

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*Leadership Mission Development Lead Sponsor*

Blue Cross Blue Shield and Blue Care Network of Michigan, Economic Development Foundation, EV Construction and Trans-Matic

For more information about Mission Development Sponsors, contact Britt DeLo at [britt@westcoastchamber.org](mailto:britt@westcoastchamber.org) or visit the website at: [www.westcoastchamber.org](http://www.westcoastchamber.org).

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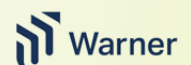
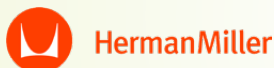
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# Recruiting Strategies for 2021: It's All About the Experience

By Jennifer Reeves | Market Manager, Gill Staffing

**I**n the West Coast Chamber's 2021 Economic Outlook, we heard some encouraging news that Ottawa County's employment levels may return to pre-pandemic levels by the end of 2021. But that all depends on whether employers can find the right people to fill the jobs.

Recruiting and hiring is HR professionals' top concern in 2021, according to the Society for Human Resources Management Association (SHRM). With currently unemployment rates in Ottawa County under 4%, it is a job seeker's market. That's why creating a positive candidate experience is critical in 2021.

According to Recruitingbrief.com, candidates are 38% more likely to accept a job offer if the candidate experience was positive. 69% of candidates will never apply to your company again if the candidate experience was negative.

Here are four tips for creating a positive hiring experience:

- 1. Make it easy to apply.** Don't bury your job postings on your website. Create a link on your homepage that is easy to find. Post your jobs on a variety of job boards such as Indeed, ZipRecruiter or Facebook. Eliminate long, cumbersome job applications, especially for entry level positions. Create an easy form for candidates to quickly fill out, on the device of their choice (make sure it's mobile friendly).
- 2. Respond quickly.** With low unemployment rates comes a great deal of competition. If you are not responding the same day an applicant applies, you may have already lost a potential employee. Try new ways of connecting with potential employees. Texting is a fast and efficient way to reach potential candidates, and not just your millennial candidates. Responsiveness throughout the entire process is key to winning over candidates.
- 3. Create a flexible interview process.** Break out of the 8-5 interview schedule, especially when your candidate is already working. Use technology to meet the candidates when it's most convenient for them. Be open to early morning, evening and weekend interview times. Showing that level of flexibility exhibits to the candidate you are interested and serious about them. It also shows a glimpse of what they can expect if hired.
- 4. Make your decision NOW.** The days of interviewing 5-10 candidates are gone. If multiple people are part of the decision-making process, include them in the initial interview-rather than schedule second and third meetings. Asking the right questions and digging in deep in the interview will help you uncover if the candidates will be a good fit. If your gut is telling you he/she is the right person for the job, trust your gut!

One final note, candidates are more likely to become engaged employees when the hiring process was a positive experience. Why does that matter? In research conducted by Gallup, companies with engaged employees see an increase in productivity and profitability and a reduction in absenteeism, turnover and safety incidents.

Focusing on the candidate experience is key to winning over talent in 2021.

*“If your candidate experience isn't positive and engaging, that tells potential employees that your workplace isn't either.”*





**S**helly Blystra has been a teacher at Holland Public Schools for 27 years. During that time she’s taught several subjects and grade-levels. Today, she teaches 2nd-grade in the very same classroom at Holland Heights Elementary where she attended 2nd-grade back in the 1970s.

Holland Heights was built in 1952. And while some renovations were done at the school a decade ago, there hasn’t been significant improvements made to the classroom spaces at the school. The same is true for West Elementary; a building constructed as a Middle School back in 1977.

Trustees of the Holland Public Schools Board of Education are asking the community to consider a school bond proposal on the May 4, 2021 election ballot. If approved by voters, **BUILD 2021 would generate \$74,650,000 for improvements across the District.**

BUILD 2021 would fund the **construction of new learning spaces** at Holland Heights and West Elementary. It would also address many of the **health and safety improvements** identified over the last year, and provide **new instructional technology** for students.

In 2010, the Holland Community supported a similar request: Build21. That bond proposal funded the construction of Holland High School and major renovations at several other facilities. BUILD 2021 would complete many of the

**unfinished infrastructure projects** that remain on the district’s master plan.

If BUILD 2021 passes, the district’s debt **millage rate would drop** from 4.98 mills in 2020 to 4.73 mills in 2021. The tax impact for a property owner in 2021 would be estimated to be a **reduction** of \$12.50 for each \$100,000 of market value.

### Timeline & Projects

Trustees on the Board of Education are committed to building facilities that provide instructional environments for student learning and growth. If approved, selling the BUILD 2021 bonds in a series and over time will provide community members with ample opportunity to offer their input on the design of these new instructional spaces.

#### Series 1: \$25,955,000 sold in July 2021

- Health & Safety Improvements
- Holland Middle – Group learning space
- Holland High – Science classrooms
- HLA Furniture & Equipment
- Longfellow Roofing
- MTC – New storage facility
- District maintenance equipment
- Replace buses
- Instructional Technology

#### Series 2: \$41,355,000 sold in July 2023

- Construction of new instructional spaces at Holland Heights and West Elementary
- Replace buses

#### Series 3: \$7,300,000 sold in July 2025

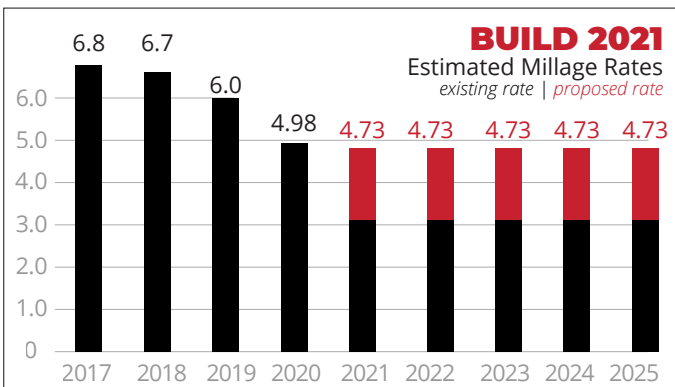
- Jefferson Elementary Remodeling
- Administration Remodeling
- Buses
- District Maintenance Equipment
- District Technology

### BUILD 2021 Online Community Meetings

Holland Public Schools will host a series of BUILD 2021 Online Community Meetings. Superintendent Dr. Brian Davis and other HPS leaders will be on hand to answer your questions about the bond proposal and to address your concerns. Please register in advance for these online meetings at [www.hollandpublicschools.org/build2021](http://www.hollandpublicschools.org/build2021):

- March 26, 9am
- April 15, 8am
- April 22, 12pm
- April 28, 4pm

For more information about the BUILD 2021 Bond Proposal on the May 4 ballot, please visit the district’s website at [www.hollandpublicschools.org/build2021](http://www.hollandpublicschools.org/build2021).





# West Coast Cash Merchants: The Benefits of Membership

By Caroline Monahan

You've heard how the West Coast Chamber's West Coast Cash program is designed to support small businesses and keep shopping dollars local. Looking beyond the dollars (over \$1.5M in six years!), what else does the program offer small business owners?

The answer: Increased Visibility.

Small business owners wear many hats, and marketing their businesses is just one of them. Some challenges that businesses face when it comes to marketing include not having enough resources to effectively implement and carry out a marketing plan, budgetary constraints to hire the right team members, not sure what direction to go or even how to begin and not enough time to do the marketing tasks.

Becoming a West Coast Cash merchant helps fill some gaps and sends shoppers to small business doors. Under the WCC umbrella, participating merchants are:

- Listed on the West Coast Chamber website and on every WCC certificate.
- Spotlitged on West Coast Chamber Facebook and Instagram platforms.
- Highlighted in print publications.
- Promoted by the Chamber sharing merchant marketing campaigns on Chamber social media and website Member News pages.

## Newest participating merchants:

Located inside the CityFlatsHotel, **CitySēn Lounge** focuses on fresh ingredients and offers a wide array of build your own pizzas, share plates and cocktails. They offer a daily happy hour from 4:00 -7:00 pm as well as Wine Wednesdays with half-off bottles of wine. Expect a new cocktails menu and new food offerings in the spring.

Leigh Farrell, CityFlatsHotel General Manager added, "We love the West Coast Cash program because it #SupportsLocal! Thank you again for welcoming us into the program and we look forward to serving all our guests in the future!" [www.cityflatshotel.com](http://www.cityflatshotel.com)

One of the first BBQs in West Michigan, **Hog Wild BBQ** opened in 2007. It is locally owned and operated and uses local vendors whenever possible. All meats are smoked in-house in two large Friedrich smokers and daily specials are offered throughout the



Hog Wild BBQ, 154 W Lakewood Blvd, Holland

week. At this fast, casual takeout restaurant, customers can buy by the pound, purchase bagged lunches and individually packed meals, or order catering for groups of 10 – 3000!

Hog Wild BBQ owner, Tim Overway shared, "Hog Wild is happy to be part of the West Coast Cash program in this community. We appreciate our loyal customers that have supported us over the past 14 years." [www.hogwildbbq.net](http://www.hogwildbbq.net)

**Teriyaki Madness** is locally owned and operated, and committed to satisfying guests by offering made-to-order teriyaki dishes prepared with fresh, all-natural ingredients, served quickly and at a reasonable price. The simple menu lets guests choose their protein, type of rice or noodles and desired fresh vegetables to create a healthy meal. Guests can place phone orders or use the Teriyaki Madness app, and curbside pickup is available.

Teriyaki Madness owner, Kris Dobrowitsky said, "We were nervous opening during the beginning of the pandemic, but we have made it through. Some people call us crazy. We say anything less would be madness!" [www.teriyakimadness.com](http://www.teriyakimadness.com)



Teriyaki Madness,  
3155 W Shore Dr #30, Holland

Interested in becoming a West Coast Cash participating merchant? Go to [www.westcoastchamber.org/west-coast-cash/](http://www.westcoastchamber.org/west-coast-cash/).

## In the past year, the WCC program has welcomed the following new participating merchants:

- Annie Lane Bridal
- Bowerman Blueberries
- CitySēn Lounge
- Harrington Salon and Day Spa
- Hog Wild BBQ
- Locale Nutrition
- Market Zero
- Teriyaki Madness

# Upcoming Programs

## April 13, 2021

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

Local leaders Ed Amaya, President of Kenowa Industries, and Brett VanderKamp, CEO of New Holland Brewing Company, have businesses known for thriving employee engagement. Join us to learn their top tips for keeping their teams motivated and their turnover rates low. Take a break from your morning to network and catch up with business colleagues while you learn valuable leadership skills.

Program Sponsored by **AES**

## April 16, 2021

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

Join us to hear from representatives of MAX Transit, Holland Public Schools, West Ottawa Public Schools and Zeeland Public Schools, who will share information with us on the May 4 Ballot Proposals to help keep you informed and educated prior to voting.

Program Sponsored by **Huntington Bank**

## April 22, 2021

Network LIVE: Virtual Happy Hour  
4:00 – 4:45 pm

At this Virtual Happy Hour, you will meet everyone in the "room", engage in meaningful conversations, and a few of you will have

the opportunity to share your 60 second elevator pitch and provide a door prize. So, grab a beverage of your choice, make yourself comfortable and join us to make some new connections.

## April 26, 2021

Coffee with our Congressman Featuring U.S. Representative Fred Upton  
9:00 – 9:45 am

This virtual Advocacy in Action program is your opportunity to hear updates from Washington D.C., ask questions of Congressman Upton, and participate in discussions about issues that affect you and your business.

Program Sponsored by **Huntington Bank**

## April 27, 2021

Leading Edge Workshop: Inclusive Leadership  
10:00 – 11:00 am

Inclusive leadership is emerging as a unique and critical capability in helping organizations adapt to diverse customers, markets, ideas and talents. In this session led by Darryl Shelton of Davenport University IPEX, learn the leadership traits to make people feel included and treated fairly and respectfully.

Program Sponsored by **Blue Cross Blue Shield Blue Care Network of Michigan and Fifth Third Bank**



## Leadership Alumni Spotlight

# West Coast Leadership Alumni Making a Difference

### Reyna Masko

Investigator  
Ottawa County Friend of the Court

As a little girl, I always knew I wanted to be involved with the court system, and a high school job working in an attorney's office affirmed my dream of working for the courts in some capacity. Due to circumstances beyond my control, I was unable to attend college after graduating high school. I moved to Michigan in 1998, started working for Ottawa County in 1999 and specifically for Friend of the Court in 2000. I enrolled in college in my 30s, worked full time while

raising a family, and graduated summa cum laude in 2013 with a Bachelor of Science in Criminal Justice. I absolutely love working for the Friend of the Court knowing that I get to make a difference in the lives of families. Currently I specialize in interstate governmental child support.

My participation in the West Coast Leadership allowed me to learn about the community, network with businesses and other West Coast Leadership members. More importantly, I learned about all the programs and resources that are available in the community so that I can connect my clients to them.

# 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 January:

1983 Restaurants  
A D Bos Vending  
Access Storage, LLC  
Apothecary Gift Shop  
Appenx, Inc.  
Attorney Adam Zuwerink - West Michigan Law, P.C.  
Berends Hendricks Stuit Ins. Agency, Inc.  
Berghorst, B.J.W. & Sons, Inc.  
Black River Acupuncture & Integrative Wellness  
Blue Ridge, Inc.  
Boers Transfer & Storage, Inc.  
Boileau Communications Management LLC  
Boys & Girls Club of Greater Holland  
Bradford Company  
Budget Blinds of Holland  
Buiten & Associates Insurance  
Centennial Coatings, LLC  
Central Park Law  
Chips Groundcover, LLC  
Coastal Group / Coastal Container / Coastal Automotive  
Coldwell Banker Woodland Schmidt  
Collins Bookkeeping Solutions LLC  
Cran-Hill Ranch  
Creatively Centered LLC  
Cunningham Dalman, P.C.  
Custer, Inc.  
DeLeeuw Lumber Co., Inc.  
DeNooyer Chevrolet, Inc.  
Driesenga & Associates, Inc.  
D's Auto & Truck Repair

Eckhoff & DeVries Painting  
Edward Jones Diekema  
Edward Jones Hebel  
Edward Jones Lesperance  
Edward Jones Recoulley  
Edward Jones Zylman  
Elhart Automotive Campus  
EV Construction  
Ferris, Busscher & Zwiers, C.P.A.  
Fisher Auto Parts  
Five Star Real Estate Lakeshore  
Dawn Van Kampen  
Fleetwood Group, Inc.  
Foster Swift Collins & Smith, PC  
Grand Valley State University - Holland Campus  
Harbor House Publishers, Inc.  
Harmsen Construction  
Haworth, Inc.  
Hemco Gage (H. E. Morse Corp.)  
Holland Area Convention & Visitors Bureau  
Holland Board of Public Works  
Holland Bowl Mill, Inc.  
Holland Eye Surgery & Laser Center  
Holland Hospital  
Holland Litho Printing Services  
Holland Public Schools  
Holland Stitchcraft, Inc.  
Houting Computer, L.L.C.  
Huisman Flowers - A Division of Eastern Floral Lakeshore  
Huizenga Redi-Mix Inc.  
Hungry for Christ  
I T B Packaging  
Independent Bank

Koops Inc.  
Kristine Kay Interiors  
Lakeshore Ethnic Diversity Alliance  
Lakeshore Family Chiropractic, PLC  
Lakeshore Nonprofit Alliance  
Lamb Industrial Supply  
Lighthouse Immigrant Advocates  
Lorence & Vander Zwart  
Nederveld, Inc.  
Nelis' Dutch Village  
Nestlings Diaper Bank  
Northgate Appliance, LLC  
Office Outlet / The Company Store  
Old National Bank  
Ottawa County Fair Association  
P S G, Inc.  
Peachwave - Self Serve Frozen Yogurt  
Randy Beute  
RepcoLite Paints Inc.  
Rhoades McKee  
Riley's Grove Assisted Living and Memory Care  
Russ Miller  
Russ' Restaurants/Bre LLC

Schreur Printing & Mailing  
Semco Energy  
Sharp Construction LLC  
softArchitecture  
SpartanNash  
T N T Roofing, Inc.  
TALENT 2025  
Teddy's Transport  
ThesisTech  
Trans-Matic Mfg. Co., Inc.  
Transnation Title Agency of Michigan  
Two Men and a Truck/Lakeshore, Inc.  
United Federal Credit Union  
United Manufacturing, Inc.  
Vander Laan Home Improvement  
Village at Appledorn, The Village Self Storage  
W H T C  
W Z Z M - 13 & 13 ON YOUR SIDE  
West Michigan Airport Authority (WMAA)  
West Michigan Spline, Inc.  
Western Tel-Com, Inc.  
Westwind Construction, Inc.



## New Members

Welcoming these new members who joined the West Coast Chamber in February 2021!

**CS Erickson**  
**Josh Lester**  
(800) 300-8186  
www.cserickson.com  
josh.lester@cserickson.com

**Edward Jones Clark**  
**Rob Clark**  
(616) 392-8565  
www.edwardjones.com  
rob.clark@edwardjones.com

**FreedomDev**  
**Sean Killilea**  
(616) 990-1660  
www.freedomdev.com  
contact@freedomdev.com

**Shoreline Flats Apartment Community**  
**Tiara Rice**  
616-202-2660  
www.facebook.com/ShorelineFlatsHolland/  
sif@villagegreen.com

**Westshore Material Handling, Inc**  
**Daniel Castillo**  
(616) 886-7913  
www.westshorematerialhandling.com  
dan.westshore@yahoo.com



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Holland, MI 49423

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Greg Accardo  
616.377.1043

Cynthia Lamirande  
616.377.1201

Tamara Milobinski, CTP  
616.377.1044

Jesse Prins  
616.377.1045

  
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