

Delegate & Elevate  
in 3 Simple Steps

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Mental Health  
Matters: Making  
it a Priority

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Are you PRESENT  
as a Leader?

**Har Ye Kan**

Urban Planning Consultant  
Founder, HYK Consulting

## Behind the Scenes: Designing the Look and Feel of a Community



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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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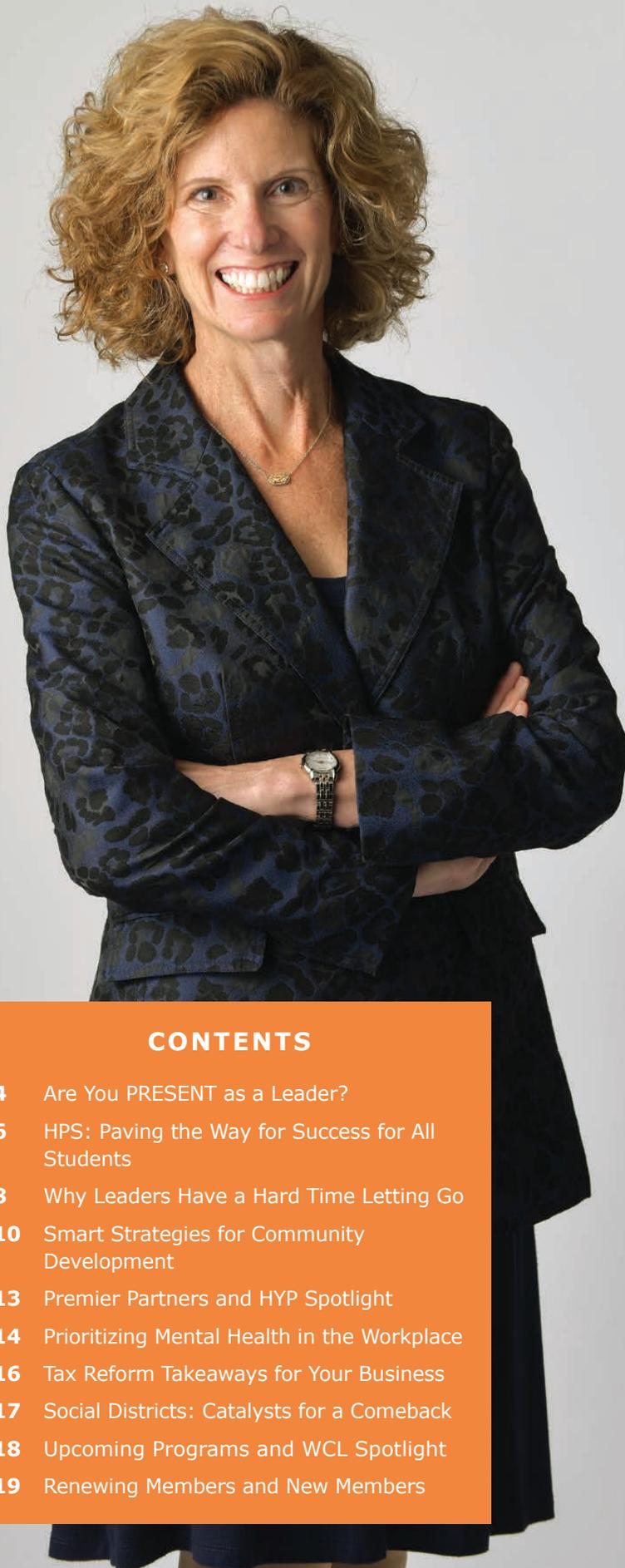
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Great leaders have a vision and create pathways to bringing it to life in their businesses and their communities. They articulate the vision with a contagious energy that builds momentum within their teams, sparks ideas, and inspires those around them to realize their full potential. This issue of The West Coast Way is filled with visionary people. Some are experienced leaders with wisdom to share, and others are growing into their roles as the stewards of our community's future.

Our cover story features Har Ye Kan, who has been instrumental in guiding our city through the process of envisioning what it will look like, feel like and function like for generations to come. Key to this process is collaboration. "Connecting the dots" is something the Chamber does every day. We unify the businesses, organizations and resources of our community to champion its success. Through your membership in the Chamber, you are inherently an active participant in accelerating the growth of our thriving cities, and I thank you for your continued support of the work that we do.

Best,

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

## CONTENTS

- 4 Are You PRESENT as a Leader?
- 6 HPS: Paving the Way for Success for All Students
- 8 Why Leaders Have a Hard Time Letting Go
- 10 Smart Strategies for Community Development
- 13 Premier Partners and HYP Spotlight
- 14 Prioritizing Mental Health in the Workplace
- 16 Tax Reform Takeaways for Your Business
- 17 Social Districts: Catalysts for a Comeback
- 18 Upcoming Programs and WCL Spotlight
- 19 Renewing Members and New Members



# Are You PRESENT as a Leader?

By Jim Eickhoff | CEO, Creative Dining Services

Getting up every day fired up to see how I can give back to others is what inspires me. Throughout my career so many folks invested their time and wisdom into me. It is not about the money, the accolades or titles, it's about putting a smile on a face and letting team members know they are valued and a contributor. Each and every person at Creative Dining is loved... yes loved for who they are and for the job they do no matter the role.

When COVID hit, there was a lot of discussion for leaders to reinvent themselves or bring on a "new you." I, personally, stepped up my leadership style of being present and in touch with the Creative Dining teams. We established weekly cabinet debrief meetings to keep a pulse on the business, ramped up weekly all field leadership call to communicate trends, get feedback and get the latest happenings at each location. In real time,

the Creative Dining team stayed connected and up-to-date on the fluidity of operational impacts of COVID on our business.

Key to providing support and development to the team starts with being present. To me that means being available and willing to answer the phone (all 1300+ employees have access to my cell phone), commit to meaningful 1-1's and most importantly get to know the whole person (family, interests, faith), not just the work colleague who is on the clock. Putting the needs of others ahead of my own (including my personal agenda) has served me well over my career.

Having worked in environments that have included founder run organizations to senior executive levels at Fortune 250 companies, I saw too many decisions were made with profits, earnings per share and stock prices as the driving force. About 25 years ago I adopted the mantra, "do the right things right, enthusiastically." When COVID hit us, we rallied around strategies and a delivery methodology that offered hope and kept employees first and our customers front and center. The result was retaining 90% of our clients (others closed due to COVID), empowering employees in the field who could make sound decisions onsite, meeting financial expectations for the year and experiencing a re-energized loyalty amongst our employees.

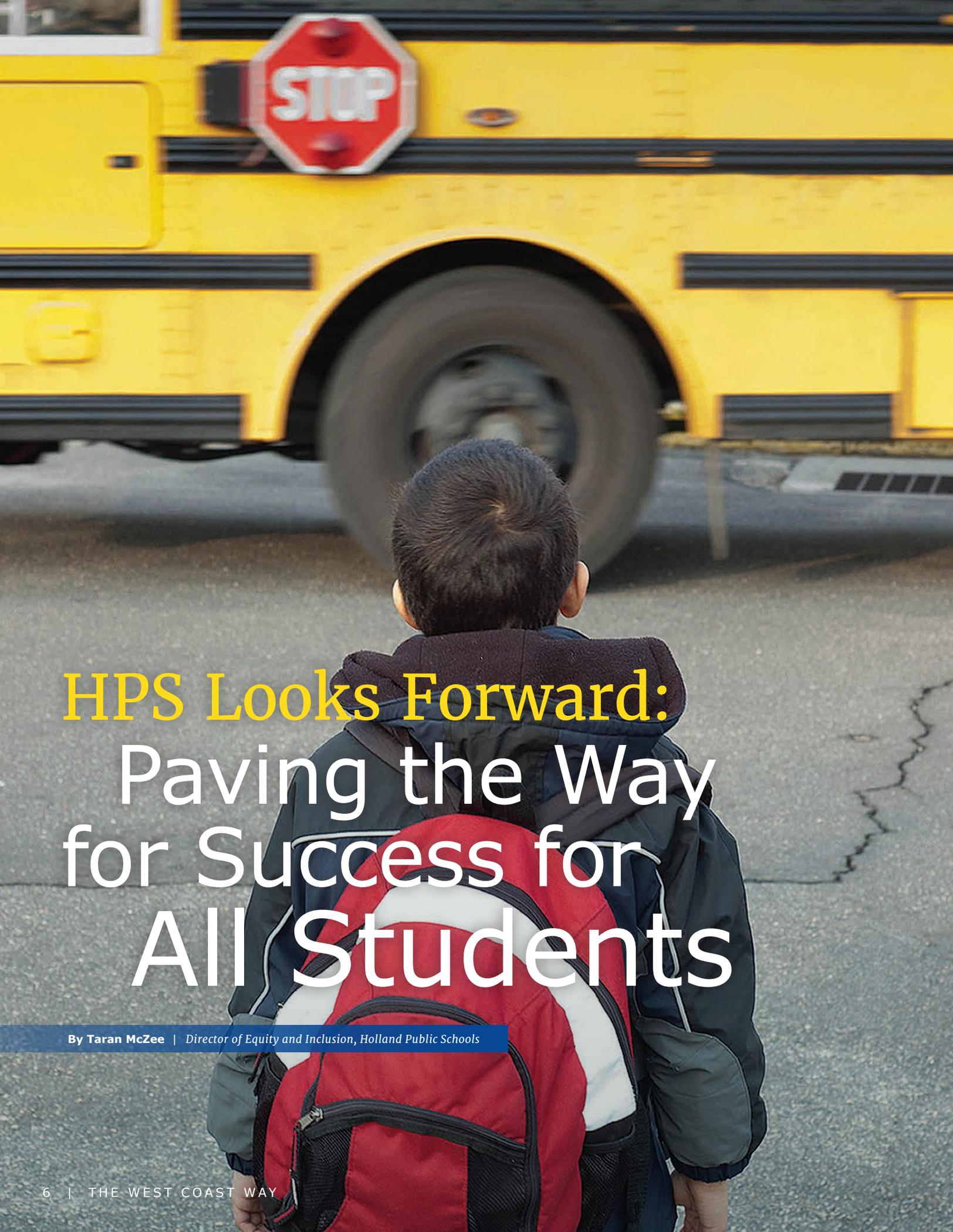
When my career winds down in the professional work world, my hope is that those I have had the privilege to serve have experienced that they were unconditionally loved, respected and valued for the unique gifts they bring to the table. I often tell my team, "Be you because that's why we hired you over others." My hope is to live up to Chuck Swindoll's guidelines from *Improving Your Serve*. He encourages leaders to, "Not be a getter... but a giver. Not be one who holds a grudge... but a forgiver. Not be one who keeps score... but a forgetter. Not be a superstar... but a servant."

To ensure I am re-energized to be a giver, forgiver and servant, I focus on three areas daily: My Spiritual, Mental and Physical health. Daily devotions and focus on scripture before I hit emails sets my soul at peace. Daily reading of journals or leadership books, blogs and articles keep me sharp professionally. Daily bicycling, yoga, swimming or power walking, coupled with a good balanced diet keep me physically fit. When I hit all three of these consistently, I feel great, and my attitude is "can do will do."



*“Putting the needs of others ahead of my own has served me well over my career.”*





# HPS Looks Forward: Paving the Way for Success for All Students

By Taran McZee | Director of Equity and Inclusion, Holland Public Schools

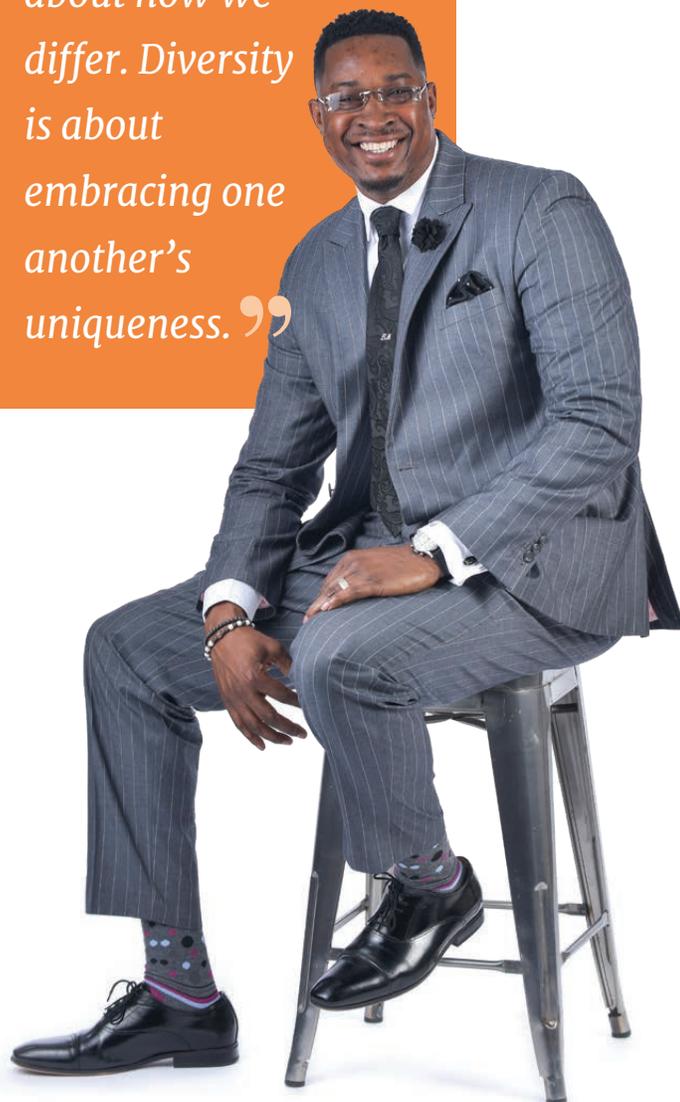
Inspirational author, Ola Joseph said, "Diversity is not about how we differ. Diversity is about embracing one another's uniqueness." My name is Taran McZee, and I am the new Director of Equity and Inclusion for Holland Public School District. I carry this quote with me every day because I believe it speaks to the work I perform daily. I have been immersed in diversity, equity, and inclusion work for sixteen years. I have worked for several colleges and universities across the country and have successfully moved each institution in hiring practices, retention for students of color, LGBTQIA initiatives and retaining faculty and staff of color.

I got into DEI work back in 2005 when I was given an opportunity to be the Coordinator of Multicultural Affairs at Marietta College (Ohio). There I was able to help students of color create a sense of belonging on the campus. I was able to help them recognize that was their campus, too. After that position, I continued to climb the ladder with several job opportunities in higher education. I did reach one of my personal goals, and that was to become a Vice President in Diversity, Equity and Inclusion. In that role at two different institutions, I was able to advance and change policy work for people of color, women, LGBTQIA community and provide diversity training.

My goals are to move Holland Public School District into its next phase of DEI work. I appreciate the work that Dr. Brian Davis and the Equity Alliance Team have done to prepare the district for DEI initiatives. Also, HPS has hired Dr. Eddie Moore (America & Moore) who has been guiding their DEI work for the last three years. There are some things in place that I will get an opportunity to expand and move forward for the district. I look forward to meeting all of the key stakeholders internally and externally. My goal is to continuously strengthen the relationship between the school district and the Holland Community. My goal is to close the achievement gap and make sure all marginalized communities are working and growing towards proficiency. My goal is to make sure parents/guardians are involved in this equity and inclusion work. Last but not least, my goal is to conduct a new Equity Audit/Needs Assessment for the school district.

Renowned educator, Rick Lavoie said, "Fair doesn't mean giving every child the same thing, it means giving every child what they need." Everyone is different, so we can't assume everyone needs the same thing. I will work to make sure each student, administrator, teacher and staff member is treated fairly and has the resources each individual needs to be successful. HPS hired me for a specific reason, and I will make sure I adhere to the school district's needs and prepare our students for a forever growing global society!

*“Diversity is not about how we differ. Diversity is about embracing one another's uniqueness.”*





# Why Leaders Have A Hard Time Letting Go

By Barb Reibold | Owner, Pivotal Blueprint, EOS Implementor

**W**hen you first start your business, you have the capacity to not only be the business owner and do what you love, but to also do everything else your business needs—from marketing and sales to operations and human resources.

However, as your business grows and starts demanding more, you notice that what was once easily manageable has turned into a never-ending to-do list that is halting

your business's growth and leaving you feeling burned out. Even after bringing more people into your business to help, you still feel overwhelmed.

For most small business owners and entrepreneurs, this struggle is all too familiar. The issue stems from the fact that all business leaders struggle to let go of tasks (even the small ones) and this can keep businesses from ever reaching their true vision. Learning to let go is one of the

best ways you can help your business continue to grow and break past that ceiling so that you can continue to reach your full potential.

### Why Do Leaders Struggle to Let Go?

- It will be faster for me to just do it by myself
- Other people can't do it as well as I can
- It will only take me a few minutes to do
- I don't think anyone else on my team knows how to do it

Have you said a few of these excuses to yourself before? That is exactly what they are—excuses. The truth is, while it might be faster to do it by yourself now, it is taking away time from other important things that need to be done. Delegating those tasks now saves hours of work later and reduces the amount of stress and burnout that you feel.

Learning to delegate is one of the hardest things to do as a leader because it requires trusting others. It means taking control out of your hands, putting it into someone else's, and empowering your team to make decisions themselves—even if they don't do things exactly the way you would have.

### Why We Need to Delegate to Elevate

When you have the right people in the right seats, it creates the opportunity to hand over the tasks that aren't entirely right for you as an individual and give them to someone who excels at them. When you delegate correctly, you get more time back to break through the ceiling that was holding your business back. Your business is elevated to the next level because each member of your team is working to their strengths.

Learning to let go of things like my calendar and email to my assistant, has given me back time to add more focus and value to my clients. Letting go of my marketing to a partner who knows more about it than I do, has allowed my business's messaging to have more impact when connecting with potential clients and provide more value to my network. While it may be scary at first, delegation allows our business to get the most from us!

### Ready to Delegate and Start Letting Go?

Try these simple steps to delegate effectively so that you can find more time, focus on the important parts of your business, and let go of what's holding you back!

1. Identify what and when to delegate
2. Provide clear direction and expectations
3. Ensure you have all Right People in the Right Seats

“When we have the right people in the right seats, it creates opportunity.”



# Smart Strategies for Community Development

By Har Ye Kan | Founder, HYK Consulting

At its heart, community development is a collaborative, comprehensive approach to advancing the common good. It is a multi-sectoral partnership yielding a wide range of initiatives critical to community health and vibrancy. These can include and are not limited to: economic development, education, the environment, housing, social services, transportation and wellness.

Public sector agencies have typically played a major role in delivering and coordinating these initiatives, with the non-profit sector filling the advocacy and delivery gaps. The truth is community development depends on all of us. And quality community development depends on a shared commitment to excellence and strong partnerships.

## Approach to Community Planning/Design

What drew me to community planning/design as a vocation is how it builds these partnerships. This is one of many roles that make community development possible. For me, I love working at the intersection of people, place and programming, as well as finding ways to connect the dots between them.

I also believe that thoughtfully designed places have the power to transform communities. Depending on the context, some require big, bold moves. Often, the transformations hinge on the smallest of gestures integrated into the context with beautiful subtlety. And they just bubble with life! The fireplace corner in Downtown Holland or the splash pad park on Zeeland’s Main Ave for instance...these beloved places embody a philosophy espoused by Jan Gehl, one of my placemaking heroes and a leading public space designer: “First life, then spaces, then buildings—the other way around never works.”

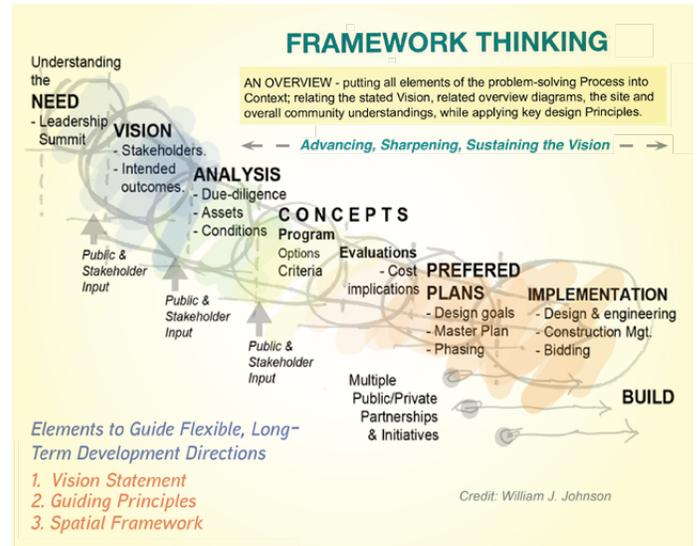
As such, across the sectors and projects which I have supported, I found myself returning time and again to these fundamental questions in community development:

- Who am I serving? What are their needs, concerns, hopes, and aspirations?
- How would they like the place to function and feel?
- How can this be translated into conceptual forms?
- What might it take to help set their vision into motion?
- How might the outcomes impact the community and for whom?

Here in Holland, I have had the incredible opportunity of collaborating with many local landscape architecture, architecture, design, and engineering experts.

Waterfront Holland is a recent example of a multi-disciplinary, multi-agency Team approach to community development. I was part of a planning working group

assembled by Keith Van Beek (City of Holland) and Dave Koster (Holland BPW) to facilitate a design process. Our purpose was to engage the community and cast a shared vision for the future of Holland’s waterfront.



“Framework Thinking” Approach to Community Planning & Design  
(Credit: William J. Johnson)

## The Community Engagement & Design Process

This illustration by Bill Johnson outlines a typical roadmap in community planning/design, one he refers to as “framework thinking”. It is an iterative, analytical, creative journey which begins by defining the need—the why. Early public and stakeholder input then articulates a common vision and a set of guiding principles. Together with a spatial framework, they express the big idea of what the community is seeking to achieve.

Simultaneously, a comprehensive analysis is conducted for the site and its broader context to assess their assets, opportunities and constraints. Through a series of charrettes, or design workshops, quick sketches and exploratory ideas are generated with public participation. These concepts visually capture potential options for the community’s consideration. Actionable plans are later developed after evaluating and revising the concepts.

At every phase, public and stakeholder feedback is sought to refine the findings and build consensus. More importantly, the vision remains in sight... and it is advanced, sharpened and sustained over time.



*The Zeeland Splash Pad (photo credit: deVries Photography)*

What sets “framework thinking” apart is its long-term, big-picture, systems-level orientation. It distills a clear, meaningful vision... a strong, simple message... and a compelling direction that pulls everyone towards it.

Generational projects not only depend on a clear, shared vision. The implementation also requires leadership, collaboration, persistence, and patience. Above all, a community is motivated to support such projects when there is value and meaning to the people, when they are stirred to be actively involved, and when they enjoy the process of being involved.

Successful community development inspires, transforms, and reinvests. It is about purposeful community building as it is about creating resilient, thriving places. Where and how might you be a part of it?

“ I love working at the intersection of people, place and programming, as well as finding ways to connect the dots between them. ”



Dr. Har Ye Kan, AICP, is an independent planning/design consultant with a broad, international background. She grew up in Singapore and received a doctorate degree in urban planning from Harvard University. Over the years, she has worked on various research and consulting projects in Asia and the United States. Her husband’s work at Hope College brought their family to Holland, a place they now call home.

# Premier Partner Spotlight

Established in 1980, JR Automation is a leading provider of intelligent automated manufacturing and technology solutions that solve key operational and productivity challenges for customers in a variety of industries. In 2019, JR Automation was acquired by Hitachi, Ltd. in a strategic effort towards offering a seamless connection between the physical and cyber space for industrial manufacturers and distributors worldwide.

In October of 2020, JR Automation was awarded the Hitachi Inspiration of the Year Award for its collaboration with General Motors in deploying a medical face mask assembly line in six days.

JR Automation supports local communities through fundraising events made possible by the JR Community Care Fund (JRCCF), an employee-led initiative established in



JR Automation teams in the community. [www.jrautomation.com](http://www.jrautomation.com)

1997. The JRCCF organizes fundraising events ranging from Weight Loss Challenges, Chili Cook-Offs and Golf Outings. The funds raised each year are distributed amongst different charities that are nominated and voted for by JR Automation employees.

## Young Professional Spotlight

# Getting HYP: Meet Holland/Zeeland Young Professionals



### Johannes Boot

Quality Car Wash  
*HYP Events Committee Chair*

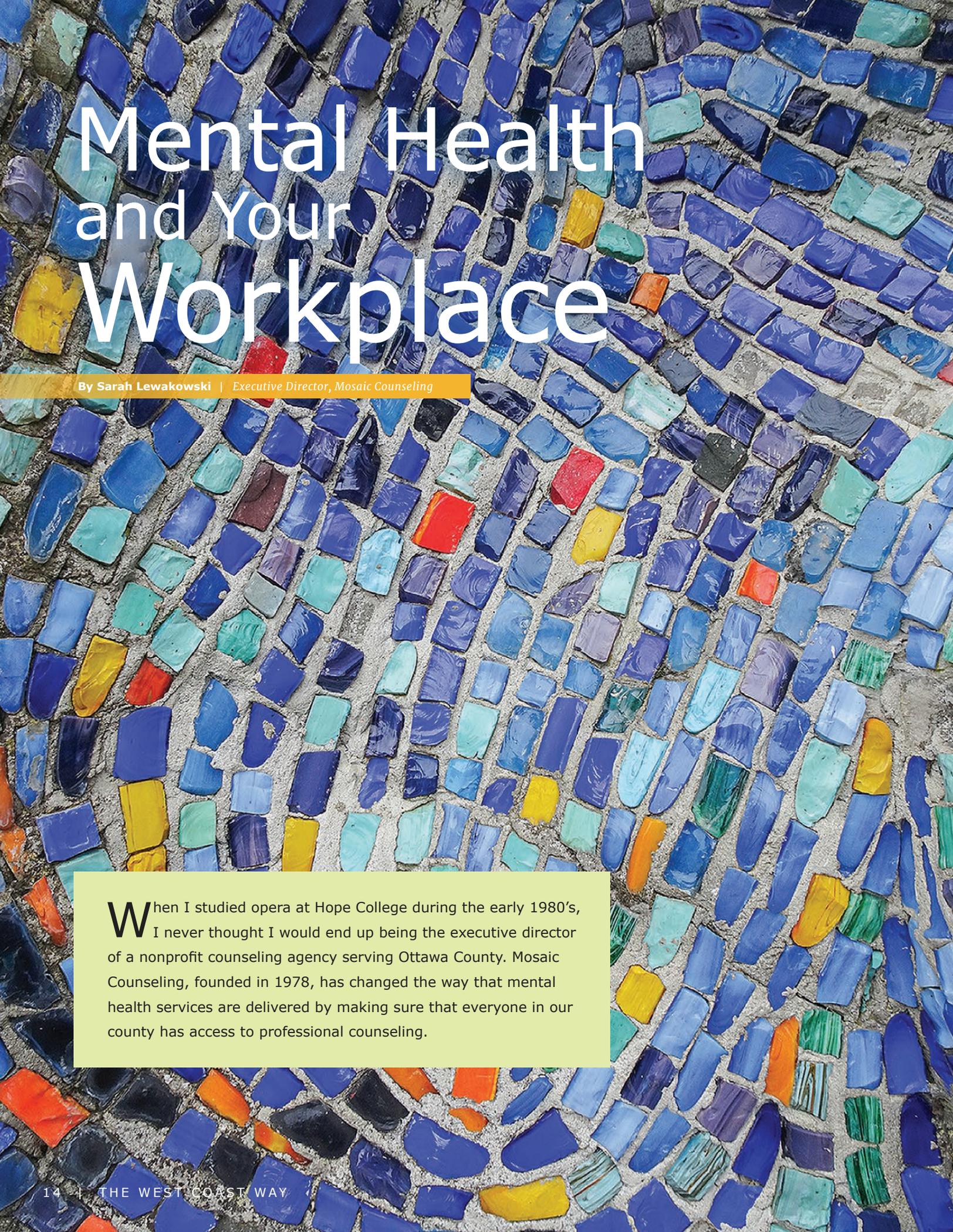
Although I am somewhat introverted, I love throwing an annual birthday dinner party where I invite new friends to meet long-standing ones. Planning the meal and feel of the dinner is a lot

of fun; connecting important people in my life with each other is incredibly rewarding. Last year we did authentic Paella. I strive to bring some of the lessons and reflections I have gained from these dinners into other areas of my life.

Currently, I am the Night Leader at Quality Car Wash (Chicago Dr. & Waverly). I have been humbled and honored to work with some incredibly talented younger people who are all focused on exceeding every expectation. Keep tabs on the Waverly team for up-and-coming leaders.

Being involved with the community in various capacities is feeding my vision for what it can be. I have seen tremendous growth and change in the Holland area as it continues to be "a vibrant, world-class community in a beautiful lakefront environment where people work together, celebrate community, and realize dreams." I love seeing this area take steps to maintain its beauty, walkability, and philanthropic endeavors while growing in B-corp and start-up business activity.

HYP has been an incredible resource to me. Navigating through the last year has been an invigorating challenge and has given HYP some much-needed time to focus on the fundamentals of our organization, and I loved being part of that process. A couple of tangibles have already come out of this process including the "HYP Community Passport" and the "Hot Off the HYP" podcast.



# Mental Health and Your Workplace

By Sarah Lewakowski | Executive Director, Mosaic Counseling

**W**hen I studied opera at Hope College during the early 1980's, I never thought I would end up being the executive director of a nonprofit counseling agency serving Ottawa County. Mosaic Counseling, founded in 1978, has changed the way that mental health services are delivered by making sure that everyone in our county has access to professional counseling.

I have met thousands of people over the past 18 years that had it not been for Mosaic Counseling, would not have had access to mental health services. That is what has kept me fighting for them for so long. I think people do not realize just how many things depend on being mentally healthy. It is truly a foundation that things such as employment, housing, food security and education rest upon.

Feelings of depression and hopelessness may also lead to feelings of suicidal ideation, attempts and death. According to a recently publicized report (March 2021) from the Michigan Suicide Prevention Commission, every six hours, someone dies by suicide in Michigan. It is the most preventable type of death but is not predictable. We ALL play a role in the prevention.

How can employers help? In many cases, we spend more time with our co-workers than with our own families. This highlights the need for employers to support the mental health of their employees, especially now, when the mental health crisis is being called a "parallel pandemic."

Here are some ideas:

- At the very least, have **information about resources** everywhere. Make sure that the information is up to date. When someone decides to make that important first step in finding a therapist, making too many calls with no appointments will lead to frustration and perhaps giving up.
- Strongly consider an **Employee Assistance Program (EAP)**. The benefits far outweigh the minimal cost and employees will know that you CARE about them AND their families. EAPs not only include counseling but also mental health trainings on a variety of topics.
- Help **reduce the stigma** by being vulnerable. When leaders of any type of organization (for-profit, nonprofit, churches, school districts, etc.) are open about their own mental health and

getting help, others around them will feel much more comfortable about seeking help.

- We all have our role. We all want to help those around us but when you suspect someone needs more than a friend or co-worker, it is time to "**pass the baton**" to a professional.

Mosaic has never been as busy as we are currently. We just added our 100th therapist but could use another 50 with the demand for accessible and affordable mental health services. In addition to individual and group counseling, Mosaic has a School Outreach Program where 570 students were provided FREE in-school counseling last school year in 32 schools, an Employee Assistance Program, and FREE suicide prevention. Mosaic has trained over 7,000 people (half of them teens) in Ottawa County.



About Sarah Lewakowski: After spending eight years working at two different manufacturing companies, Sarah went back to college at WMU where she received a BS and MA in Counseling Psychology. She was on the Mosaic panel as a Limited License Psychologist when the former director asked her to be the interim director. That was 18 years ago.

# What the new administration's tax reform may mean for you and your business

By Beth L. O'Laughlin | Partner, Warner Norcross + Judd LLP



With Democrats now in control of the White House and Congress, there has been much speculation about impending changes to tax law.

In March, details were released regarding two proposed tax bills: the 99.5% Act and the Sensible Taxation and Equity Promotion, or STEP, Act. The 99.5% Act deals primarily with increases in gift and estate taxes, while the STEP Act focuses primarily on the elimination of the step-up in basis at death.

To date, President Joe Biden has not released a formal tax proposal. However, he has made it clear his proposal will raise the top marginal tax rate and increase taxes on investment gains for certain individuals. While some of the changes will affect only the ultra-wealthy, many will have much broader applicability.

Here are five potential changes that may have the greatest impact on you:

1. Increasing income taxes for those earning more than \$400,000 (per family, not individual) by:
  - Raising the tax rate on income above \$400,000 from 37% to 39.6%.
  - Capping itemized deductions at 28% for those with income over \$400,000.
2. Raising the long-term capital gains tax rate on those with income above \$1 million from 20% to the new ordinary

income tax rate – expected to be 39.6%. The 3.8% net investment income tax would still apply, making the total tax rate on this income 43.4%.

3. Extending the monthly child tax credit through 2025, allowing a credit of \$3,000 per year for each child age 6-17 and \$3,600 per year for each child younger than 6. Currently, this credit is available for parents earning \$200,000 or less for single individuals, or \$400,000 or less for families. These caps will remain, but a phaseout will be introduced for individuals earning more than \$75,000 per year or families earning more than \$150,000 per year.
4. Increasing the corporate income tax rate from 21% to 28% and introducing a 15% minimum tax on corporations with income above \$100 million.
5. Restricting the use of valuation discounts for “non-business assets,” including cash, marketable securities and certain real estate owned by business entities, such as partnerships and limited liability companies, and for transfers of minority interests in entities where the entity is controlled by or majority-owned by members of the same family.

While it remains unclear which of these proposals will become law, the strain the pandemic has placed on tax revenue, combined with the Biden administration's spending priorities, makes it likely significant changes are on the way.

In some instances, acting now will help lessen the impact of the tax changes. For example, those looking to transition a family business to successive generations should do so now while valuation discounts are still available. In all cases, now is the time to consider how these proposed changes may affect you and your business and whether certain planning strategies are needed sooner rather than later.



About the author: Beth O'Laughlin is a partner in the law firm Warner Norcross + Judd LLP who concentrates her practice in trust and estate planning, succession planning, business law, tax matters and wealth preservation.

She can be reached at [bolaughlin@wnj.com](mailto:bolaughlin@wnj.com).





# Catalysts for a Comeback

In June of 2020, the Michigan State Senate voted in favor of a bill that allows cities and municipalities to establish outdoor drinking spaces known as “social districts.” The bill was designed to make it easier for restaurants and bars to take advantage of outdoor spaces for customers to social distance, and cities across Michigan are seeing it as a welcome stimulus that brings tourists to their downtowns.

“This tool will allow our downtown Zeeland customers to access more flexible seating options while maintaining recommended safety and social distance standards,” said Abby deRoo, Director of Marketing for the City of Zeeland. “Our restaurants will benefit from the ability to serve additional customers outdoors, while they are still limited to decreased capacity indoors. It is intended to stimulate the local economy, provide flexibility for all and create an atmosphere that is welcoming and attractive to customers.”

Kara de Alvare, Marketing Director for Downtown Holland added, “We really view social districts as an extension of the welcoming atmosphere that both residents and visitors have come to expect here. Allowing customers to enjoy a

drink while they wait outside for a table at a restaurant or letting them sip on a refreshing beverage while they stroll along the sidewalk and window shop just seems like the hospitable thing to do and we’re excited to be able to have the opportunity here in Downtown Holland.”

Reports indicate that the Michigan restaurant industry experienced a 57% decline in sales over the last year, which is twice the national average. Restaurants and bars continue to suffer severe losses as the months of the pandemic drag on. Cities like Petosky, Traverse City, Grand Rapids and Saugatuck have already implemented social districts in their communities, and now these catalysts for community development are being introduced in Zeeland and Holland.

New Holland Brewing Company operates in both Grand Rapids and Saugatuck and has seen the value that the social districts bring to the business. Shawna Hood, Catering and Private Events Manager shared, “Yes, the Social Districts have been a wonderful addition to both our locations. Guests enjoy the ability to window shop and walk the streets with a beverage in hand, while waiting for a table. It has also helped with revenue during these troubled times and capacity restrictions.”

Social District common areas will be clearly marked with signs. Businesses will obtain social district permits, and these restaurants and bars will have specially marked cups for the social district.

*Downtown Zeeland  
Photo credit: Tiffany Kraker Photography*



# Upcoming Programs

## June 8, 2021

Wake Up West Coast Coffee Break  
Creating an Ideal Workspace: Five Things Your Team  
Will Need and Expect  
10:00 – 10:45 am

Program Sponsored by **Economic Development Foundation,  
Business Builder Mission Lead Sponsor**

## June 16, 2021

Cultural Diversity: Culturally Intelligent Innovation  
Presented by Kristin Ekkens  
9:00 – 10:15 am

Program Sponsored by **Blue Cross Blue Shield and Blue  
Care Network of Michigan, DEI Mission Lead Sponsor**

## June 21, 2021

Capitol Connections  
Virtual Meeting with State Legislators  
9:00 – 9:45 am  
Program Sponsored by **Huntington Bank**

## August 18, 2021

West Coast Chamber Golf Outing  
8:00 am – 1:30 pm Tee Times  
Tournament Sponsored by **Gentex Corporation**

## Leadership Alumni Spotlight



## West Coast Leadership Alumni Making a Difference

### Vanessa Gutierrez

Community Outreach and  
Inclusion Manager  
ODC Network  
Class of 2017 Graduate

#### Favorite Leadership Reads:

*Lead from the Outside*  
by Stacey Abrams

*Daring Greatly*  
by Brené Brown

#### Favorite Leadership Quote:

“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars and change the world.”

– Harriet Tubman

I started my early childhood education career working in different preschool classrooms and organizations including Lakeshore Little People’s Place, Zeeland Christian School’s Spanish immersion program and Ready for School. These ignited my passion for engaging with families and uplifting every child’s unique potential.

In August of 2020 I started in a new role at ODC Network – Outdoor Discovery Center as the first Community Outreach and Inclusion Manager. My experience working directly with members in my own community, in particular reaching underserved populations, and my love for the outdoors/natural world led me to join the ODC team.

I love my job because I can embrace my identity as a Spanish speaking Latina to help others find their place of belonging in the outdoors. I grow authentic connections with diverse groups of people from various backgrounds and cultures, help families learn about and hopefully enroll in our nature preschools, feel welcomed to experience our community programs for all ages/abilities and discover the benefit of nature education.

The West Coast Leadership Program made a positive impact on my career by teaching me the skills to network. I got to meet and learn from professionals across various industries. As a person of color, I often thought people in certain titles/positions were unreachable. I would feel intimidated at the thought of introducing myself and engaging with other professionals. This program gave me confidence and resources that I can always refer back to.

# 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 March:

ACCT-Now, Div. of Weymon & Associates, Inc.  
Amway  
Audrey Byker Health Coach  
Aukema & Company, P.C.  
Axios HR  
Baumann Building Inc.  
Bethany Christian Services  
Biggby Coffee Zeeland  
Bing Plumbing LLC  
blu perspective  
Brenner Excavating, Inc.  
C L Construction  
Castle Park Association  
Cento Anni  
CityFlatsHotel  
Clatter Creative Promotions  
Comfort Keepers  
Consumers Credit Union  
Coppercraft Distillery  
D P Creative Audio & Video  
Disability Network/Lakeshore  
DISHER  
Downtown Place Condominiums  
Dykstra Funeral Home, Inc.  
E D P Management  
Edward Jones Jungling  
Edward Jones Meckley  
Edward Jones Simpkins  
Edward Jones Swanson  
Engedi Salon - Holland  
Enviro-Clean Services, Inc.  
Evoqua Water Technologies LLC  
Farm Bureau Insurance Hop

G M B Architecture  
GateHouse Media  
Gazelle Sports  
Gerald R. Ford International Airport  
Glik's Boutique  
Good Earth, The  
Great Clips - Butternut Drive, Holland  
Great Clips - Riley Street, Zeeland  
Great Clips - Washington Avenue, Holland  
Higher Health Chiropractic of Holland  
Hog Wild BBQ  
Holland Community Chorale  
Holland Eats  
Holland Ready Roofing Company  
Holland Screen Print  
Holland Special Delivery, Inc.  
Holland Zeeland Young Professionals  
Hollandia Outdoors  
Huisman Family Dentistry  
J I Consulting Services  
Jamesway Tool & Die  
Jennifer Maxson & Associates  
K A M Plastics Corp.  
Kids' Food Basket  
Kitchen Tune Up  
Klingman's Furniture & Design - Holland  
Lakeshore Advantage  
Lakeshore Habitat For Humanity, Inc.  
Lakeshore Memorial Services, Inc.  
Lakeshore Property Management, Inc.  
Lakewood Construction  
Langhorst Family Dentistry  
LifeCircles  
Lincolnshire Party Store

M O K A  
Macatawa Area Express Transportation Authority (MAX)  
Macatawa Golf Club  
Macatawa Resource Center  
Mall of Crown Motors, The  
Marv's Car Lot Inc.  
Mike Schaap Builders, Inc.  
O M T Veyhl  
Office Machines Company, Inc.  
Ottawa Area Intermediate School District  
Owen Ames Kimball Company  
P N C Bank  
PADNOS  
Park Township  
Pembleton HR Consulting  
Plastic Surgery Arts of West Michigan  
Progressive AE  
PROTEMP  
Puzycki, Kenneth Law Office  
R O L USA  
RE/MAX Lakeshore  
Resilience: Advocates for Ending Violence

Scott Aerator Co., LLC  
Shoreline Container Signs Now  
Smith Gas Liquids Company  
Stone Plastics  
Subassembly Plus Inc.  
T E S America  
Telamon Corporation  
Thoroughbred Fulfillment  
Troxel Custom Homes  
Tyson Foods  
Van Dam Auto Sales, Inc.  
VanDerKolk Plumbing, LLC  
West Michigan Lakeshore Association of Realtors  
West Michigan Whitecaps  
Westenbroek Mower, Inc.  
Zeeland Christian School



## New Members

Welcoming these new members who joined the West Coast Chamber in April 2021.

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