

Mastering the Art of
Working Together

Holland & Zeeland:
Two Cities / One
Community

Building a Strategic
Mindset

Jason Grant

President & CEO
Fleetwood Group

Fleetwood Group: Pushing Boundaries & Creating Excellence

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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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The relentless **Focus on Purpose** is one of the common threads that emerges when I reflect on what makes the Holland-Zeeland area so special and so successful.

In this month's issue of The West Coast Way, you'll learn about the very purpose-driven work done by Fleetwood as they set out to answer the lofty question "what can we do to save lives?" You'll also learn about the relentless focus on building great communities from Holland City Manager Keith Van Beek and Zeeland City Manager Tim Klunder.

The West Coast Chamber is also driven by our relentless focus on our purpose: To be a **Catalyst** for Business Growth and Development, a **Convener** of Leaders and Influencers and a **Champion** for a Thriving Community.

Focus. Determination. Passion. Purpose. These words inspire us day-in and day-out as we work on behalf of our 1200 member firms. They help us avoid the temptation to chase the "shiny stuff" that might lure us away from what we do best: boldly leading the way to ensure that Holland and Zeeland businesses of all sizes and sectors thrive.

Thanks for being a member of the West Coast Chamber and supporting our relentless drive to make a meaningful impact on the quality of life and economic success of our community. Together we can do great things.

Best,

Jane Clark

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce



Building a Strategic Mindset

By **Diana Lawson** | *Dean of the Seidman College of Business, Grand Valley State University*

In the last day...week...month, how often have you thought strategically about the future of your organization? If nothing else, COVID-19 pandemic taught us all the value of organizational agility. Fundamental to agility is having a strategic-mindset culture.

Developing and maintaining a strategic mindset takes intentional practice. The structure of most organizations today focuses on tasks and processes to

meet specific short-term performance measures. Just as important is developing a strategic mindset across the organization; it shifts the culture from 'that's not how we do it here,' to 'what else is possible.'

Strategic mindset is not difficult to understand, but it takes intentional practice. The challenge is transitioning the current way of thinking to a more strategic perspective. It requires challenging assumptions, diversity of thought and asking good questions.

Challenging assumptions is complicated; it takes work. Most of our assumptions occur automatically — through our Systems 1 thinking (see Daniel Kahneman’s book *Thinking Fast and Slow*). Systems 1 thinking is our brain’s automatic response to tasks, decisions, and situations that are common to us. Think about your drive to work. Most likely you don’t think about the driving process or directions. This is Systems 1. Now think about driving, without GPS, in a place unfamiliar to you. Your brain is intently engaged. It takes effort, concentration, and attention to external cues. This is Systems 2 thinking. Challenging assumptions requires Systems 2 thinking.

Diversity of thought can be complicated, because of organizational structures and cultures. Diversity of thought is not centered around a diverse workforce, although a diverse workforce can enhance diversity of thought. Diversity of thought focuses on people’s perspectives that may differ from your own. When you think about the hiring process, one of the most important criteria is organizational ‘fit.’ We use Systems 1 to assess this. If an organization’s culture does not encourage and support diverse perspectives, it may miss opportunities and be blind to challenges. Organizations with strong hierarchy and power distance are particularly vulnerable. ‘Out of the box’ thinkers are critical; the homogeneity of thinking in organizations today is risky. Organizations need to cultivate a culture that welcomes and facilitates constructive conflict. The well-accepted characteristic of ‘West Michigan Nice’ may be a barrier to developing authentic diverse thought.

Finally, asking good questions is not complicated. There are many frameworks and guidelines to help. The bigger challenge is developing a mindset of curiosity and building the skill of truly listening. Most people listen from a platform of their own perspectives or assumptions (Systems 1 again). We compare what we hear to what we believe. The risk is not hearing what the other person is saying. A perspective of learning something new, instead of defending what you

Diana Lawson has served as Dean of the Seidman College of Business at Grand Valley State University since 2014. She teaches *Leading Change* and *Emerging Trends* courses in the Executive MBA, as well as leadership development programs for organizations.

Strategic Mindset is:

- Not just a set of tools, it is a fundamental shift in how an individual thinks and engages.
- Critical to the future success of organizations.
- Essential and should be developed throughout the organization.

‘know’ will contribute to a stronger strategic mindset. It takes intentionality and practice.

We all have a strategic mindset muscle. As with all muscles, it must be exercised. Making time for exercise is often a challenge. Building a strategic mindset takes regular practice. The more we use it, the better we get. Organizations today really need strong strategic minds.

“Anchoring a Strategic Mindset at all levels of an organization creates a sustainable culture of innovation, agility, and adaptability – all critical for our future.”





Pedaling Fun Wherever They Go

By Jenny White | Co-Owner, Velo City Cycles

Being owners of a bike shop was not always our dream. It's funny where life takes you and how many turns there can be in the path to get there. I grew up here in Holland and loved biking as a kid. I remember some of my first rides with my dad on Laketown roads. My husband, Brad, also grew up riding bikes for fun. While living in Colorado, Brad started road racing more consistently and quickly climbed the ranks

to a point where he was noticed by continental pro teams. His 10-year career of road racing professionally around the world gave us a huge love and appreciation for the bicycle. In 2013 we found ourselves with the opportunity to purchase Velo City Cycles, a bike shop that has been a part of the Holland community for decades. We loved the idea of being bike shop owners, but we had no idea what we were getting ourselves into.

When we first became owners of the shop our mission was to provide top notch bike service and sell quality bikes and accessories that we trusted and used ourselves. New riders, recreational enthusiasts, bike commuters, seasoned racers, all people from 1-90 in age — we wanted to provide our community with the best bike experience possible. But we also knew that *selling* bikes wasn't our end goal, and it's amazing how a mission statement can change over time.

At that time, we had a 3-year-old, a 1-year-old, and a baby on the way. I'm not going to lie, I'm glad we are past that! Within our first year with Velo City Cycles we quickly found an incredible community of young parents who loved to ride and wanted to provide biking opportunities for their kids.

This momentum gathered quickly over the next few years and in 2017 we, with the help and support of several other local families, founded Velo Kids. What started out as a few kids biking at Riley Trails quickly turned into 250+ little cyclists exploring our local trails and parks by bike. Our programming has now expanded to include Summer Bike Camps, the Junior Velo Mountain Bike Club, and bi-weekly Community Rides where kids learn bike skills, safety and trail stewardship. From special events with Ready for School to the Tulip City Kids Triathlon, we want to give all kids the opportunity to ride a bike.

Our mission at Velo Kids is to get all kids on bikes, and to promote and cultivate healthy, active, outdoor



Holland native Jenny and her husband, Brad, returned to Holland after 6 years in Colorado. With their love for cycling and community they became owners of Velo City Cycles and started Velo Kids, teaching and empowering over 300 kids. Jenny holds degrees in Business/ Spanish with experience in biz/dev at Lockheed Martin.

Velo Kids

- A simple bike ride can have a huge impact on a child! Go for a bike ride!
- Velo Kids: Happy, healthy, confident kids!

Want to get involved with Velo Kids?
Check it out at www.velo-kids.com

lifestyles. This year we established the Velo Kids Bike Library which is full of children's bikes of various sizes donated by families from all over the community. Bikes can be 'checked-out' during our Velo Kids rides, breaking down a key barrier for kids who might otherwise be unable to participate.

Yes, Brad still holds down the fort at the bike shop, along with our incredible staff. We still strive to provide the best bike products and service for our community... but we also want to spread the love of riding a bike! Go ride a bike with a kid, you won't regret it!





What Can We Do to Help Save Lives?

By **Jeremy Gonsior** | *The Jeremy Gonsior Group*
& **Bruce Reynolds** | *BruceReynoldsWrites*

When Michigan companies sent workers home during the early stages of the pandemic last March, Fleetwood CEO Jason Grant asked his team an important question: “What can we do to help save lives in our community and around the world?”

None of the leaders around the table were surprised. Fleetwood, a designer and manufacturer of K-12 classroom furniture and electronic products, has always been a company devoted to helping others.

Every year since its founding more than 65 years ago, a substantial portion of its profits have been dedicated to missions.

“The organization’s purpose — honoring God in all that we do — is well ingrained,” Grant said. “We wanted to do more than just stay afloat during the crisis. We focused on doing everything we could to love and care for children and protect the most vulnerable from COVID-19. We knew the rest would take care of itself.”

After connecting with state and federal representatives, community leaders, health care experts and many of its partners, Fleetwood identified two significant problems that aligned with its own core competencies.

Six Feet of Separation

Fleetwood's Electronics division focused on solving the problem of contact tracing and social distancing. The team quickly assessed the contact tracing solutions coming onto the market and determined that none were capable of accurately determining if one person was within six feet of another. Leveraging some hardware and software from its production of hospital badges and audience response "clickers" — and creating a new, Ultra-wideband technology solution to measure distance to within 6 inches — Fleetwood launched a new product called Instant-Trace. Come too close to a co-worker, and the device will start flashing and vibrating. It can also be used to trace potential exposures if an employee tests positive for COVID.

Normally, a similar idea-to-launch process would require six to nine months, Grant said. The Fleetwood electronics team executed the Instant-Trace launch in six weeks.

Customer adoption was equally fast. By late in 2020, Instant-Trace was being used throughout the US and Canada, including by two of the top five US pharmaceutical manufacturers and numerous West Michigan companies including Metal Flow, Gordon Food Service and Kilwins.

"We've been told by numerous customers that Instant-Trace allowed them to keep people safe and keep their doors open for critical production," Grant said. "The science tells us that social distancing saved lives."

Safer Classrooms

Meanwhile, Fleetwood's K-12 Furniture division focused on creating COVID-safe learning environments in schools. The design team worked closely with schools, dealers and A&D partners to create products and applications that enabled social distancing and addressed new cleaning and hygiene needs. The operations team also worked tirelessly to get schools the new product they needed quickly.

Said Grant, "At the San Juan Unified School District in Northern California, teachers insisted that the classroom furnishings allow students to properly social distance. This meant they needed 5,000 new student desks. Fleetwood was able to meet their aggressive delivery schedule, and the district reopened on time."

Faith-Focused, Employee-Owned

Fleetwood has been a Christ-centered company since its founding in 1955. It is also one of the oldest ESOP (Employee Stock Ownership Plan) companies in the U.S. Grant says being 100% employee owned is a source of competitive advantage. Not only does it help the company attract and retain top talent, but employee-owners tend to put in the discretionary effort to make sure customer needs are met.

"Fleetwood's focus on honoring God, combined with its employee ownership model creates a foundation that is





unshakable. It's what allowed Fleetwood to focus its energy during the pandemic on how to best love and care for others," Grant said.

Fleetwood leaders recognized they also needed to take care of their own. Fleetwood worked hard to keep everyone healthy, modeling CDC and MIOSHA protocols to prevent the spread of COVID-19, and made sure the team also was taken care of financially. As soon as non-essential employees were asked to go home, Fleetwood announced that it would immediately pay 50% of the annual bonus and would pay two weeks of wages in advance. At the end of the year, Fleetwood also made sure that all employees were made financially whole, despite the time out of the office.

"Our employees will tell you that they've never worked harder in their careers than they did in the past year" Grant said. "They'll also tell you it was the most professionally rewarding year that they've ever had, because they knew their work mattered. By focusing on our purpose, we were contributing to keeping people safe and saving lives — and yes, having a profitable year as well."

Key takeaways from Fleetwood

- Make sure your company's Purpose matters and focus on it relentlessly
- Consider converting your company to an ESOP. It is a strong competitive advantage for Fleetwood and creates a caring, family culture where everyone is focused on a common goal.
- Challenge your teams to push boundaries to achieve excellence. For example, Instant-Trace was developed by an innovative team working against tight timeframes with minimal budget.

"We focused on doing everything we could to love and care for children and protect the most vulnerable from Covid-19."



Jason Grant, the President and CEO of Fleetwood Group, is a business leader and an innovation expert with a 25-year track record of envisioning and launching new products, services, and businesses. At Johnson Controls, he led multiple innovation teams while building a +\$4B pipeline of new business. He also worked in brand management at Procter & Gamble where had leadership responsibility for Pampers, Puffs and Actonel. Jason has a Bachelor's Degree in Mechanical Engineering from the University of Maryland, a Master's in Design from Stanford University and an MBA from UCLA.

Premier Partner Spotlight

Smith Haughey Rice & Roegge has been a legal presence in West Michigan for over 75 years. Smith Haughey is excited to announce the addition of two new attorneys who will be joining the firm this fall. In addition to welcoming new team members, the Holland office is looking forward to meeting its clients in-person, and continuing to assist with their legal needs during the second half of 2021. With its office located on 8th Street, Smith Haughey is pleased to see the resumption of downtown activities and eager to continue participating in the local community.



Leadership Alumni Spotlight



West Coast Leadership Alumni Making a Difference

Yah-Hannah Jenkins Leys

Director of Community Impact/College Success Coach
Community Foundation of the Holland/Zeeland Area
Class of 2019 Graduate

Before moving to the United States, I worked as a secondary school English teacher. I went on to pursue an undergraduate degree in English Literature and International Studies followed by a Master's Degree in Public Administration at Grand Valley State University. After a recommendation made by one of my English professors, I worked as a writing consultant through most of my undergraduate and graduate career. While at GVSU, a professor connected me with the Lakeshore Ethnic Diversity Alliance as part of a grant writing class. This project led to an internship and then a position as the Director of

Women of Color Give, a local philanthropy collective of over 60 members. After shifting last year to serve as the Interim Executive Director for Lighthouse Immigrant Advocates to assist in the transition from Founder to a new Executive Director, I joined the Community Foundation of the Holland/Zeeland Area's program team where I get to combine my passion for and experience in education and philanthropy.

My participation in the West Coast Leadership also helped me create a clearer and more strategic framework for saying yes and no to opportunities to serve. Since then, I've been able to redirect where and how I show up in community as a board member, volunteer, event attendee, etc.

In your opinion, what's the greatest strength of our community? How can we be even better?

This pandemic brought to light the value of relationships and collaboratives. It also highlighted the work that needs to be done in establishing strong, equitable, meaningful and inclusive relationships across race, ethnicity, language, culture, world views and a multiplicity of identity groups who have been historically marginalized and excluded from spaces, collaboratives and positions of power.

Favorite Leadership Reads:

Crucial Conversations: Tools for Talking When Stakes are High by Kerry Patterson

It Worked for Me: In Life and Leadership by Colin Powell

Favorite Leadership Quote:

"...seek justice, love mercy and walk humbly..."

Development. This opportunity at LEDA launched my career by opening doors to meet amazing people in the Holland/Zeeland area—my then new home—serve on boards (including Lakeshore Ethnic Diversity Alliance, Lighthouse Immigrant Advocates, and Holland/Zeeland Young Professionals), build skills in nonprofit management, and pursue the heart-work of justice. I went on to work with Good Samaritan Ministries as a program director. While at GSM, I chaired the Holland/Zeeland Young Professionals' new Philanthropy Committee for 2 years. I then went on to co-found



Make Every Team You are on Better

By Mari Martin | *President, Performance Strategies Group, Inc.*

I started Performance Strategies Group, Inc. (PSG) in 1990 with one premise in mind: Teams can improve when communication within the team improves. Teams that work particularly well together get along—they mesh. When teams have a common operating language, they are better able to communicate effectively and accelerate how they talk with and work with each other.

At PSG, our focus is to help organizations create a less stressful work environment where team members can utilize their strengths, capitalize on their differences and improve how they communicate, collaborate and work together. We are here to Help You Master the Art of Working Together.

One of our core values is Make Every Team You are on Better! Great teams need great team players. Here are a few suggestions on how to be a positive force for your team:

Be Self Aware

It starts by being self-aware. Self-awareness is learning, understanding and feeling comfortable in your own DNA. At its core, it is being clear about what you like and don't like doing. It helps you understand how you will react to situations and events and how those might impact others. The best thing you can do as a leader is become more aware of what motivates you and your decision-making. Self-awareness, I believe, is

the key factor in leadership success. But it's hard work because we all have blind spots. Leaders who can control their own minds and emotions are able to be efficient and deliberate in staying on task while equally being attuned to those they lead.

Show Up Bringing the Full Complement of Your Talents and Energy

The most powerful way you can contribute to your team is by contributing your gifts and talents. Without applying your effort, focus and strengths, the team won't accomplish all it could achieve. You have a responsibility to listen and offer help when needed. You need to be motivated and resilient. I see people channeling their strengths outside of work and then don't have the energy to contribute when the team needs it. My advice to those wanting to make an impact: show up, roll up and lift up. Friendliness is great, but fostering team spirit is even greater.

Solve Problems and Jump Over Obstacles

Don't be a bystander and watch problems fester, have the courage to tackle them head on. I often say, "we are here and we need to get to there." Help your team see the big picture and then the obstacles, issues and problems become clearer and easier to solve.

Welcome Feedback

Saying, "thank you for your feedback" is something I have been working on for years. It's not always easy to hear what you did wrong, or how you can improve. If you can learn how to receive feedback then those around you will provide it more and that will have greater impact for your ongoing learning and growth. When everyone can welcome feedback, that stimulates a learning culture. Receiving feedback well is a skill that can be cultivated. A great way to start is by saying, "tell me more, describe that, how do you mean."

Mari D. Martin is the founding principal of PSG, Inc, a coaching and consulting organization. She carries the moniker of "**Kolbe Lady**" that many in the region give to her with great honor. She is an avid reader, runner, golf enthusiast and football fan. For 31 years PSD has been leading and guiding both large and small companies, non-profits, faith-based organizations and churches on how to capitalize on their strengths and build productive teams. They have impacted over 26,000 people during that time.

Build Relationships

Relationships are the foundation upon which winning teams are built. Being a great team player is about connecting with others. Get to know everyone on your team. Listen to them. Eat with them. Learn about them. Show them you care about them. Invest in being relational.

“Without applying your effort, focus and strengths, the team won't accomplish all it could achieve.”





The City of Holland: Connecting with the Wider World

By Esther Fifelsk | Human Relations Director, City of Holland

artist: Erik Picardo

The International Relations Commission and International Festival Board of Holland are happy to report the International Festival of Holland is back, bringing a long-awaited celebration to our community! Saturday, August 21, 2021, is the big day and the Holland Civic Center is the place to be.

This year's International Festival will feature entertainment stops in India, the African continent, Cuba, the Caribbean, Spain, Ireland, Mexico and Japan. The Children's Fiesta will expand to include four different opportunities to participate in world music and dance. Our youth passports to the world will be available and a space for creating art representative of our world will be

available for our youth. The Festival Mercado will have vendors featuring international goods and cuisine for all to enjoy. We hope you will join our community in this wonderful community celebration of our world.

Why all this effort? The International Festival of Holland is a key takeaway from the Inclusive Cities Feedback Loop Initiative conducted by the City of Holland in 2017. Through feedback loops, many residents overwhelmingly recommended a desire to have community cultural celebrations.

As a result of the COVID-19 pandemic, I think individually and collectively as a community, we recognize the need

for greater personal connections and a desire to celebrate the tapestry of life. The International Relations Commission, the International Festival Board consisting of local businesses, and our community cultural partners came together in 2019 to create a celebration where we can learn about the traditions of other parts of the world. This paves a way for celebrating the rich tapestry of our world and celebrates the common thread of our humanity.

Many of our local businesses are doing their work across the globe. The City of Holland also recognizes our economic success is due in large part to the contribution of the immigrant workforce. As a community that continues to work to be welcoming and inclusive in every area of the life of the community, we must pause and celebrate. With global and national divisions in our world, my heart's desire for Holland is to be a place where we are building a culture of learning. The International Festival is a great way to celebrate our world and highlight our connections here and across the globe.

Holland is a unique nook in our country where we have kept strong cultural traditions. At the same time, we recognize our world is changing and the community stands together to meet those changes. Many of the changes in my thinking have come from personal experiences of life lived with family and friends. Transitioning from the word "me" to "we" in the spirit of community service for all residents changes the perspective of how I handle life and the work I do! I think this spirit resides in the soul of this community.

The City of Holland is paving the way for larger conversations around diversity, equity, and inclusion. We are setting a tone for those difficult conversations that help bridge understanding and will build a better tomorrow for generations to come. Here in Holland, Michigan we continue to build a more welcoming and inclusive community that is connected to and growing with the wider world. We strive to maximize livability and as Mayor Bocks says, "we are One Holland, and we get to live here!"

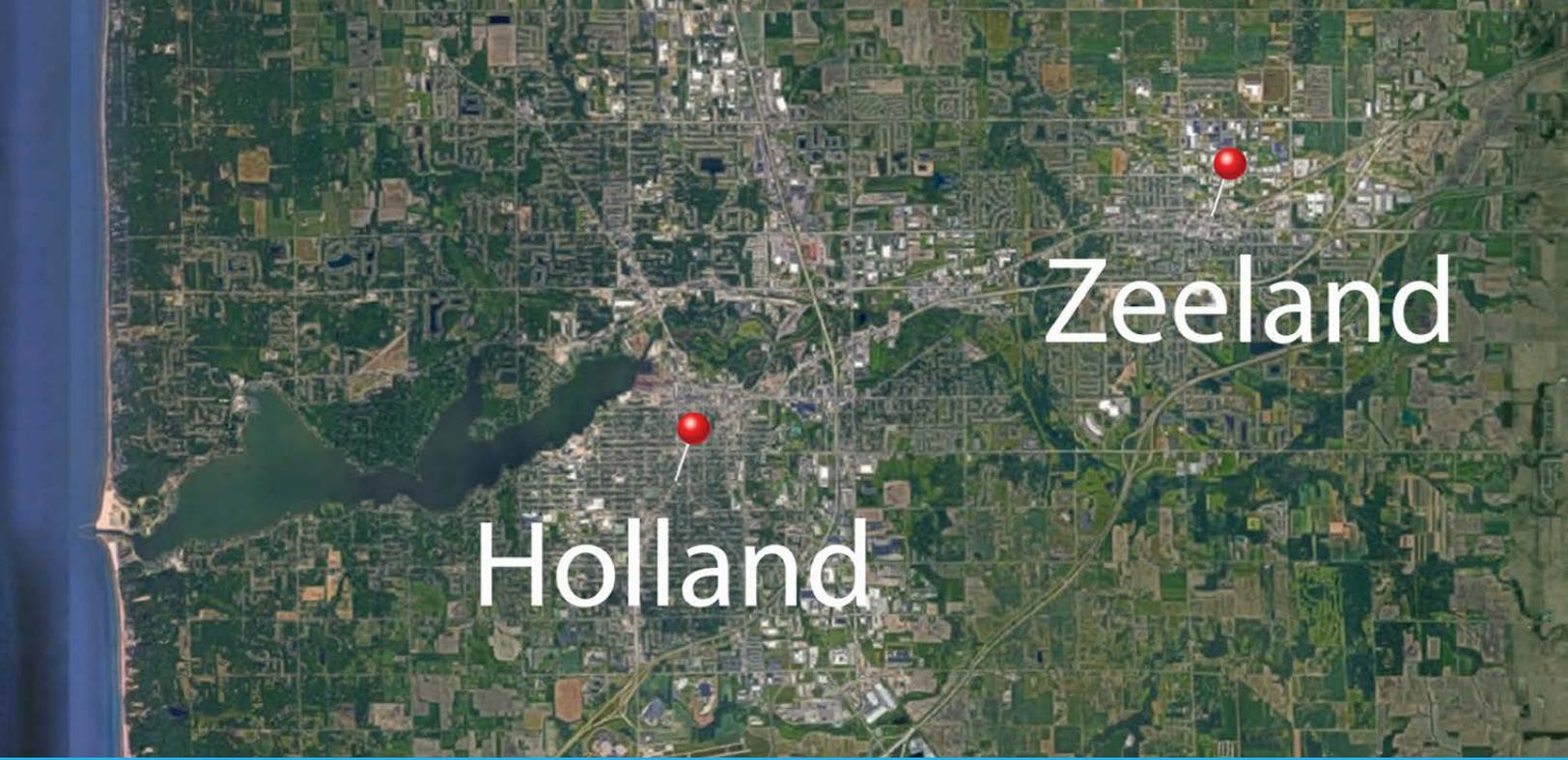
Here are things you can do to connect with the 2021 International Festival of Holland:

At home: Circle the date on your family calendar. Invite neighbors, friends and family to join you at the Festival. Follow along on the 21 Days to the International Festival of Holland to learn about our global community and build momentum for the big day. Post selfies and live video from the Festival and include #internationalfestivalholland.

At Your Place of Business: Use our Festival Marketing Toolkit to share information with your employees, encouraging them to attend. Use the power of your corporate brand to support the Festival on your social media platforms. Send a team of employees to serve as Festival volunteers (www.signupgenius.com/go/10c0449a8a72ea5f49-international). Become a Corporate Sponsor (www.cityofholland.com/1107/6977/Sponsorship)

“With global and national divisions in our world, my heart’s desire for Holland is to be a place where we are building a culture of learning. The Festival is a great way to celebrate our world and highlight our connections here and across the globe.”





Two Cities/One Community: Q & A with City Managers Tim Klunder and Keith Van Beek

In what ways do you work together?

Zeeland City Manager, Tim Klunder: On a professional level, Keith and I get along really well and have a friendship beyond our professional roles. There is an easy connection to discuss what more we can do for each other. I've noticed that this extends well beyond us. Our respective staff members are very willing to help each other with questions, ideas, opportunities, etc. This also shows in our governing bodies willingness to partner on various initiatives.

Holland City Manager, Keith Van Beek: I think the most important thing is the relationship between the two of us as city managers, and how that's extended through our staff and in our governing boards. We talk, and genuinely like each other! More specifically, we serve on many of the same agencies: Macatawa Area Coordinating Council, Ottawa County Central Dispatch Authority, we regularly plan and collaborate with our

local utilities for water/sewer/electric, and we're partnering through Ottawa County with the Government Alliance for Racial Equity (GARE) on a "Learning Communities of Practice" to connect, advocate, invite and support the work of racial equity to foster inclusion.

What issues keep you awake at night?

Tim: The question, "are we making the right decision for the community and/or our organization?" It gets played out in my head countless times. Should the community allow alcohol sales, should we merge departments, should we build a roundabout, close a road to assist with development, are we helping our staff thrive, etc. These are tough decisions and as administrative leaders we need to provide the best information that we can so that our elected officials and governing boards can make the most informed decision. Honestly, they have the toughest job as they ultimately must make those decisions.

Keith: The safety of the community and my team, especially police and fire but also extending to those that work around the clock at the Board of Public Works. There are many moving parts in a city, which are typically unseen and unknown when they go well.

Is there a “legacy” project that you are hoping to accomplish during your tenure?

Tim: It would have to be playing a role in getting the right people to lead our organization and empowering them to lead in their area of expertise. I’ve had people tell me that “Zeeland fights outside of its weight class” — meaning we operate as a community that is much larger than 5,500 people. I believe our city staff plays a huge role in that ability and I would like to think that I have played a small role in helping put those pieces of the puzzle together both now and into the future.

Keith: Waterfront Holland and the next stages of connecting our downtown to the water will be incremental and ongoing for many years, and likely beyond my career. I hope that the foundation the community has laid, to have a community framework and vision for what we want our community, our downtown, and our downtown waterfront to be, will be stewarded very well by the city team that I lead during my tenure.

What are your hopes for your city/our community as you look ahead?

Tim: A return to the momentum we had in our downtown area. Our community is to be commended for the effort they put in to sustain our businesses through the pandemic. We are starting to see a return of activity in downtown Zeeland; but we are not fully there yet. We have a couple of transformational building projects in the works for downtown Zeeland. On our western gateway, we are looking at a new mixed use commercial building at the corner of State/Main. On our eastern gateway, we are looking at the redevelopment of the Old Sligh Building for apartments/commercial space. These projects will compliment numerous physical building improvements in the downtown area the past 10+ years. Finally, we are pursuing a larger scale snowmelt system for our downtown. We will also continue to invest in our parks and infrastructure and work to retain all the great employers that make Zeeland special.

Keith: Continued investment in the amenities that makes Holland special. We are partnering with the ODC Network to bring a natural playground to Window on the Waterfront. In that same area, we will be reconstructing 6th Street and evaluating other public investments to help encourage private investment in North Downtown. The community helped envision our downtown waterfront of the future and now we are looking to partner with a developer for either the James DeYoung plant or a “land swap” to redevelop a portion of the waterfront.

We also want to continue to make the city and our region a place everyone can call home. I love the Ottawa County vision statement, “Where You Belong,” and the work of local governments, the Chamber, Community Foundation, LAUP, LEDA, and so many more committed to equity and inclusion. The continued strength of our community, socially and economically, is tied to us being a community where everyone can belong and thrive.



Keith Van Beek

Tim Klunder

Upcoming Programs

August 18, 2021

West Coast Chamber Golf Outing

Teed up for a great day of golf and networking
8:00 am – 2:00 pm Tee Times

Tournament Sponsored by **Gentex Corporation**

SAVE THE DATE!

We're excited for the return of in-person programming.

September 14, 2021

Wake Up West Coast

7:30 – 9:00 AM
Haworth Hotel

September 20, 2021

Advocacy in Action

8:00 – 9:00 AM
Boatwerks

September 22, 2021

Power Happy Hour

3:30 – 5:30 PM
Civic Center Place

October 1, 2021

Annual Meeting

11:00 – 12:15 PM
Engedi Church

NEED PRINTS?

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30 YEARS

WHO WE ARE & WHAT WE DO

WE ARE ENGINEERING SUPPLY AND IMAGING:

a large & small format printing solution company that has been locally owned and operated in Holland, MI for over 30 years. We have a sister company in Grand Rapids by the name of **River City Reproductions** that has operated for over 20 years.

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- RETRACTABLE BANNERS
- PRESENTATION BOARDS
- SANDWICH BOARDS
- WINDOW GRAPHICS
- CUSTOM WALLPAPER
- PHOTOS & ARTWORK
- COVID SIGNAGE
- FLOOR GRAPHICS
- MAGNETS
- CANVAS

SMALL FORMAT

- BOOKLETS
- BROCHURES
- COVID GUIDELINES
- EVENT FLYERS
- STICKERS
- MANUALS
- NEWSLETTERS

FINISHING

LARGE FORMAT

- GLOSSY, MATTE, DRY ERASE, AND OTHER LAMINATING
- MOUNTING

- PLASTIC FRAME EDGING
- BANNER HEMMING
- CANVAS STRETCHING

SMALL FORMAT

- GLOSSY POUCH LAMINATING
- BOOKLETIZING

& MORE!

Don't see your idea here? Reach out to us. We still might be able to help you or point you in the right direction.

GET IN TOUCH

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**ENGINEERING SUPPLY
AND IMAGING**

Renewing Members

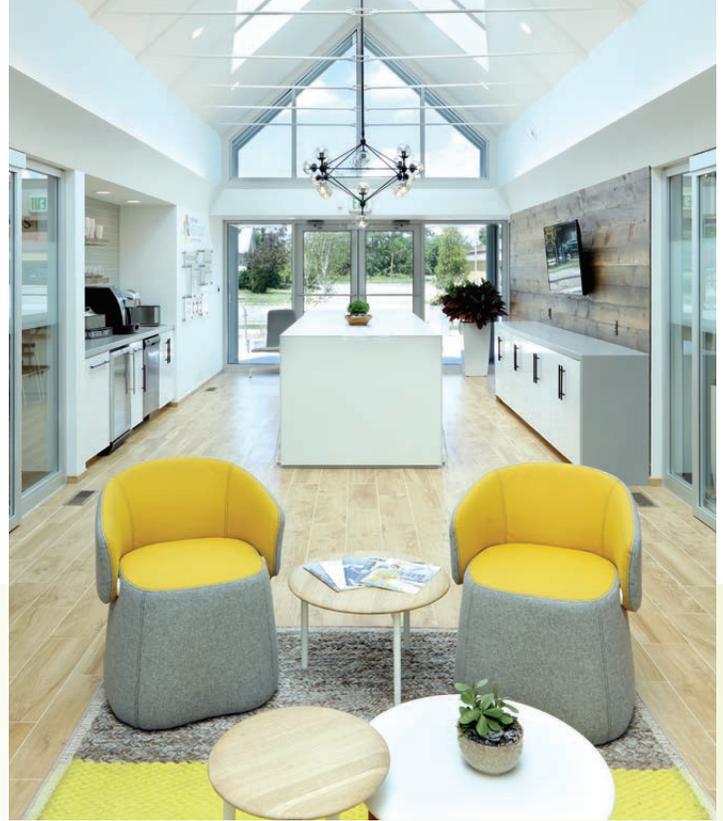
It's All About YOU

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 recently renewed their memberships:

*Indicates years of membership

Acutek Services, Inc.	G D W Farms
American House of Holland	Gary's Automotive Volkswagen
Anchorage Yacht Sales	GJ Properties - 5*
Baer, J Andrew	Gopher Express Courier Service, Inc.
Bayside Capital Management	Grand Valley State University
Benchmark Wood & Design Studios	Hamilton Mobil
Billco Products, LLC	Harrington Salon and Day Spa
Blain's Farm & Fleet of Holland	Hello West Michigan
Bridge Youth Center	Heritage Homes, Inc.
Butch's Dry Dock	Holland American Food Co., Inc.
C B D Store North	Holland Community Health Center
Chromatic Graphics, Inc.	Holland Pattern/Alloys
Construction Specialties Inc.	Holland Rescue Mission
Consumers Energy	Hudsonville Public Schools
Crust 54	Huizenga Gamache & Associates
Ditto Upscale Resale	I T C
Diverse Dimensions Inc.	Integrated Medical Massage
Downtown Antiques & Home Furnishings	J M A X Transportation Services
Drew's Country Camping	J M S of Holland
Dune Dogz	James A Cook Builders
Dynamic Corporation	Jonker's Garden - 30*
Edward Jones Cuellar	Keller Williams Realty Holland - Lakeshore
Edward Jones Franken	Key Personnel, Inc.
Edward Jones Workman - 5*	Konica Minolta Business Solutions
ESSTEE Real Estate Management	Lakeshore Scale, Inc.
Evergreen Commons	Landco Holdings
	Latin Americans United For Progress - 30*



Makai Properties, LLC
Market Zero
Mercy Health - 5*
Michigan First Credit Union
Michigan Manufacturing Technology Center - West / The Right Place
Michigan State University - 10*
Morrison Business Resource
Mulder Fitch & Weaver LLC
Nelson Steel Products
Next Creative Co.
Northwood Foot and Ankle Center P.C.
Olive Exxon
Parkhurst Chiropractic/Lakeshore Wellness Center
Peerbolt's, Inc.
Pigeon Creek Golf Course
Planet Fitness
Plus One Coaching - 5*
Port Sheldon Township
Request Foods, Inc.
Russell's Technical Products, Inc.

S V B + Reckley Architects
Schepers Concrete Construction, LLC
Sci_Zone, Inc.
Signature Surgical Arts & MedSpa
Spectrum Business
Spine Align, Inc.
State Farm Insurance - Karhoff
Strikwerda Family Dentistry - 20*
Symbiote - 10*
Tulip City Exxon
Urban St. Magazine
VanNoord & Associates, Inc.
Visser Farms
Volta Power Systems
Vriesland Country Store
WelchDry - 20*
West Coast Eyecare
West MI Plumbers, Fitters & Service Trades Local
West Michigan Office Interiors, Inc.
West Michigan Roofing

New Members

Welcoming these new members who recently joined the West Coast Chamber

Authentix Quincy Street Rebecca Goforth

(616) 552-9499
www.authentixapartments.com/apartments/mi/holland/authentix-quincy-street
quincystreet-officeemail@cproperties.com

Facility Management Consulting Brian Sartin

(616) 405-8410
www.facmanconsulting.com
brian@facmanconsulting.com

Goog's Pub & Grub Brad White

www.facebook.com/Googs-Pub-Grub-92552063102
googspub@sbcglobal.net

Holland 7 - GQT Movies Jason Ealy

(616) 392-9547
www.gqtmovies.com/michigan/holland-7-holland
holland@gqtmovies.com

Mac Adventures LLC Jon Freriks

(616) 377-8322
www.macadventuresllc.com
info@macadventuresllc.com

Rankin Recruiting Anna Rankin

(616) 426-7578
rankinrecruiting.com
hello@rankinrecruiting.com

Shoreline Technology Services Jake McKellar

(616) 212-7520
www.stsmich.com
jake@stsmich.com

Summit Point Roofing Jeremy Stacy

(616) 622-6343
www.summitpointroofing.com
jeremy@summitpointroofing.com

United States Navy Recruiting Station Holland James Root

(616) 840-2016
www.facebook.com/MIHollandNavyRecruiter
james.root1@navy.mil

Worden Taylor deRoo

(616) 392-1848
wordencompany.com
info@wordencompany.com

People you know, services you can trust.

- Commercial Banking
- Personal Banking
- Private Banking

fnbmichigan.com



Greg Accardo
616.377.1043



Cynthia Lamirande
616.377.1201



Tamara Milobinski, CTP
616.377.1044



Jesse Prins
616.377.1045