

Cyber Security:
What Every Business
Needs to Know

Six Tips to Begin
Presenting Like
a Pro

Advocacy in Action:
Cultivating Business
Success

Meet the President of Spectrum Health
Zeeland Community Hospital

Bill Hoefler

West Coast Chamber Premier Partners

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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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The West Coast Way

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Whether you're managing a team or leading a major corporation, stepping into a new leadership role is both challenging and exciting. In this issue, you will learn from a new local leader, Bill Hoefer, on his transition to President of Spectrum Health Zeeland Community Hospital. To run a hospital is to run an intensely complex business, and one where the bottom line is not solely profit, but one where the stakes have a human face.

You'll also hear from our Vice President and Chief Operating Officer, Jodi Owczarski, on the Chamber's focus on cultivating business success through our Advocacy in Action efforts. Learn how we listen carefully to your concerns and find ways to help you make connections and facilitate conversations on key issues that impact your business and our community.

And finally, we highlight ways you can build your business by improving your presentation skills and offer practical and actionable steps you can take to manage risk and strengthen cyber security in your business.

As always, the entire Chamber staff team is here to listen to your needs and help your business grow and thrive. Please reach out anytime!

Best,

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce

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Present Like a Pro



At some point in all of our professional lives, we will be called upon to stand up in front of a group of people to deliver a presentation. We've all sat through enough uninspiring presentations to know what not to do, but how can we ensure that OUR presentations don't fall into that category? With strategic preparation!

Here are 6 Tips for Presenting Like a Pro

Tip #1: Study

You might know your topic, but knowing how to deliver it in a digestible, engaging way requires preparation. Do your homework on your audience and craft your message around their needs. What are they there to learn or experience? How much do they know about the topic? You don't want to bore them, nor speak over their heads. That's where the glazing over happens.

Tip #2: Set a Goal

Determine the purpose of your presentation. Is it to persuade, motivate, educate or inform? Staying true to your goal for the presentation will help you weed out pieces that don't fit and focus in on the lesson that your audience is there to learn.

Tip #3: Create a Flow for Your Presentation

Great ones share an engaging story to build a rapport with the audience, set expectations for the speech, dig into the handful of points outlined in the expectations, and then bring it all together with a wrap-up. Consider integrating audience participation or activities into the flow to reinforce the lesson and keep people engaged. Finally, end with a memorable clincher. What do you want them to go home and talk about over dinner that night? Make it remarkable!

Tip #4: Don't Wing It

How do you get to Carnegie Hall? Practice, practice, practice! Rehearsing your presentation over and over helps you become more comfortable with the flow and ensures you can get back on track if you get momentarily distracted or interrupted with a question. It also helps you continue refining the message and perfecting your timing. Often the strategy you start with isn't the final product you bring to the audience. Be sure you include your A/V and any handout materials in your run throughs and invite a practice audience and ask them to poke holes and ask questions.

Tip #5: Demonstrate Credibility

Non-verbal messages can be as important as the words you say and can pull your audience in or turn them off. Use good eye contact, speak with a strong voice, know what you're doing with your hands, and stand up tall. Moving with a purpose instead of wandering or pacing strengthens your message. Stand still to make a point, then move and stand still again. Your practice audience can help point out usage of filler words such as "um", "like", and "you know", and also tell you if you're relying too much on visual aids and turning your back on the crowd to refer to them.

Tip #6: Breathe

Repeat rehearsals will go a long way towards alleviating public speaking anxiety, but you may still feel nervous. Be sure to arrive early to test all of your A/V and run through the highlights of the presentation. Take some quiet time before people arrive to review your notes and picture your successful presentation. At game time, put on your most engaging smile and greet people as they walk in the door. It will get that rapport started before you even start to present.

According to studies, roughly 75% of the population suffers anxiety at the thought of public speaking. Glossophobia, or the fear of public speaking, comes in varying degrees from sweating and nervousness to outright panic-attacks, and keeps many from stepping up to present. The good news is that it's entirely possible to overcome the fear of public speaking. Getting more confident when presenting can be the door to career and business opportunities otherwise unavailable. With a little strategic preparation, you can be presenting like a pro in no time!



Opportunity for All

By Shelly VandeWege | Marketing, GMB Architecture + Engineering

That's the world GMB Architecture + Engineering strives to see. We are just one part of the learning ecosystem that will make that happen.

At GMB, we believe education provides transformational opportunities for our communities, industries, and our world. We have evolved our business to foster a culture of continual learning inside and outside the organization, and we're honing our expertise on projects and work that support this vision. Our integrated team of educational planners, architects, and engineers partners with communities and educational institutions to create ecosystems that result in continual learning, and ultimately, opportunity for all.

Extending throughout Michigan's West Coast, into the furthest reaches of the state, and in adjacent regions

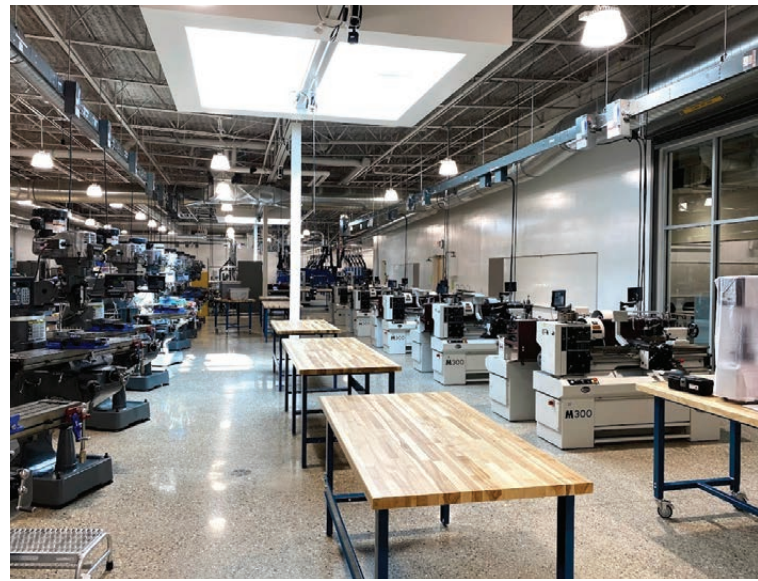
including Indiana and beyond, GMB is creating learning ecosystems that will provide opportunity for entire communities. In the Lakeshore area specifically, GMB partners with communities and schools to foster learning opportunities for the youngest members of our community through early childhood education, and long into adulthood through college and professional learning programs.

Grand Rapids Community College has offered classes on the Lakeshore, spread out in four locations, for more than 20 years. In August, the college celebrated the transformation of a shuttered department store into a vibrant learning hub for students of all ages with the grand opening of the new campus, located in the former JCPenney in The Shops at Westshore mall. One consolidated campus creates synergy and collaboration

across programs that are physically co-located, and provides opportunities for operational efficiencies and partnerships with Grand Valley State University's Meijer campus.

Designed by GMB with construction led by The Christman Co., the building will be LEED certified as part of GRCC's sustainability goals. The new Lakeshore Campus consolidates resources and programs in the heart of Holland Township with access to public transportation, employers, and services. The 52,000-square-foot facility has nine classrooms, four computer labs and five unique labs for biology, chemistry, electronics, automation, welding and machine tooling, housing programs for students working toward an associate degree or a career-focused certificate.

Partnering with the ODC Network, GMB designed and developed the Window on the Waterfront (WOW) Nature Play Park, which recently wrapped a crowdfunding campaign for a matching grant to complete the project in downtown Holland. The WOW Nature Play Park incorporates a nature-based playground within an existing outdoor community space, and will include climbing structures and slides, fully accessible walking paths, creative play areas, an amphitheater and pavilion, and abundant landscaping. Primarily constructed of



GRCC Robotics

natural materials and native plants, the park will feature natural play areas and green space in lieu of traditional playground equipment, all meant to foster discovery, learning, and well-being. The wonderful example of sustainability at work in our community also will reduce embodied energy, promote water conservation, and contribute to the area's beautiful natural surroundings.

The team at GMB Architecture + Engineering is made up of trained educational planners, designers, and engineers who foster continual learning by partnering with communities and educational institutions to live out their purpose and vision through successful planning and building campaigns.





Meet Spectrum Health Zeeland Community Hospital President, Bill Hoefler

Q: How long will have you been in healthcare?

I have been in healthcare for 26 years. My wife and I were with a health system in Virginia for 17 years and then the last nine years we spent in St. Louis, MO. I hope West Michigan is where we will be until I retire in 15-20 years.

Q: What was it about this position that interested you?

When I was looking for my next role, there were a few things that were critically important to me. First, I wanted to be part of an organization that had a strong track record in quality, safety and experience. Zeeland Community Hospital (ZCH) and Spectrum do all those things really well. Our hospital has received an A rating by The Leapfrog Group and a five-star rating by Centers for Medicare and Medicaid Services. I was also looking for an organization with a strong culture. One way of measuring culture is the tenure of the team and at ZCH

and Spectrum, you see a team of committed, tenured professionals. Finally, I wanted to be able to move my family to a place that they would be happy. We are “outdoorsy” and like to be engaged in our community. There are great schools, great people, and an overall nice community that our family is going to enjoy for the long term.

Q: What led you to a career in healthcare?

I grew up in a healthcare family and always assumed I would be a physician. My dad was a thoracic surgeon and my stepmom, mom and my sisters are all nurses. I grew up following my dad around the hospital on Saturday mornings: going to medical records, radiology, and the lab. When I went to college and started in pre-med, I quickly discovered that my aptitude was more in the business operations and strategy side of health care and not on the clinical side. It was a chance meeting on a lake in Minnesota with the Director of the Health Care Administration Program at Washington University School of Medicine, that changed my path. After asking what I wanted to do with my life, he handed me his business card and told me to call him if I ever want to run a hospital — and I did. From the very first week that I was in Graduate School, I realized that I had found my place and I was going to be able to do what I love to do.

Q: What are some of the most notable changes in healthcare that you’ve seen over the years?

Consolidation. It’s almost uncommon for there to be a standalone hospital and it’s much more common for a physician to be employed by either a large multi-specialty group or by a health system. My dad was a fiercely independent solo practitioner, and it really wasn’t until the very end of his career that he considered becoming part of a larger group. Healthcare has become much more competitive as a result.

Technology. Five years ago, if a physician in Grand Rapids wanted to see my medical record from St. Louis, they would have to have it copied and physically sent to Grand Rapids. Now, there is an app that, when appropriate, can be accessed by any credentialed and privileged physician to see full medical history.

Telehealth Services. Very few good things have come from the pandemic, but one would be the ability for us to

use virtual medicine. What was previously only being used in earnest in the very small rural hospitals is now being used in nearly all hospitals. With telehealth, not only can you have virtual encounters with your primary care physician for routine care, physicians 25 miles away can look in and partner with the local clinical team to provide emergency or specialized care while keeping you close to home.

Q: What are you hoping to accomplish in your first year at Zeeland Community Hospital?

First and foremost, I want to have meaningful relationships with people throughout our hospital and our community. I believe that all good things happen through good relationships. I’m in this year’s West Coast Leadership class at the Chamber because it created a way for me to get to know people and the community. I’m going to be able to better serve and lead when I truly know our community.

I also like to really understand issues before I act. I hope to take the first year to understand what we are doing well and should do more of, what we’re not doing that we could do, and then develop a plan to offer more of those services locally so people can be close to home. When you take your parent for an appointment, for example, it’s always better when it’s close to home and they’re able to see their local provider where they already have a relationship.



And finally, it's important to me that our leadership team has done a great job articulating to our team how proud we are of their accomplishments and the many incredible contributions they've made to this hospital for the benefit of our community.

Q: Healthcare workers have been stretched throughout the pandemic. How do you support your employees to prevent burnout?

It's important for us as leaders to really focus on the well-being of our team. First, when people are sacrificing their time away from their family, it's important for them to know how much they are appreciated. I try to find a lot of different ways to express that appreciation. I think it's also important for our employees to have a voice. We've got all these people with different ideas, backgrounds and experiences coming together to take care of patients. They bring a lot of ideas to the table and want to be heard. It's important they know that they have a voice in decision making. And finally, it's my responsibility as a leader to make sure that I've created a work environment where people can maintain balance in their lives and have time to focus on the things that are most important to them, which is very likely to be their families and people that that they love.

Q: What has you excited about the future for Spectrum Health Zeeland Community Hospital?

In the next few months, our surgical facility expansion will be completed providing the potential for less invasive and more efficient care for patients with the use of robotics. This investment in technology will allow patients to receive care in their community and return home where they belong, much more quickly. I'm also excited by the fact that as a health care provider, there's so much we can do to support our community. Our hospital has so much potential to grow. It's exciting to work with our team to develop and grow our services so people can get quality health care close to home.

“I’m excited about becoming part of this community and building relationships with the civic leaders, business leaders and residents so we can work together to make our community even stronger than it already is. That’s one of the really fun parts of my job.”



Premier Partner Spotlight

Metal Flow: Deeply Committed.

The people of Metal Flow Corporation are deeply committed to providing the highest quality processes and products to customers around the world. Metal Flow takes pride in being both a technical leader and a people driven organization. As a worldwide innovator of deep draw and progressive die stampings, they stamp complex components of varying shapes and sizes. Many of the organization's components are safety related and that requires enhanced capabilities and expertise.

Metal Flow's culture focuses on People, Processes, Products and Pride. By using the principles of its founders and



adapting those to the changing aspects of business, the team stays true to the founding legacy while being in a strong position for the future. As a community trustee, Metal Flow is committed to the success of the Holland and Zeeland communities and looks forward to business growth and personal opportunities for its team members.

Leadership Alumni Spotlight



Rodger Price

Owner
Leading By Design
Leadership Class of 1995

What's the best piece of career or business advice you've received?

I've had many great mentors since coming to West Michigan

30 years ago, and while there isn't one comment that especially comes to mind, there are several noteworthy insights I've learned since coming here. One is that hard work can be fun! I came from a stereotypical union environment and I was not-so-subtly taught not to work hard and that hard work was not good and not fun. I've learned here that if something is really hard (maybe deemed impossible) it might be a differentiator from competitors. The phrase that was repeated many times was when facing something really difficult is, "If it was easy, anyone would do it."

Another is how to lean into potential conflict in a humble way by using the phrase, "Help me understand how you see this." When seeing something that isn't right, I've learned that I may not be seeing the full picture and it's always wise

to find out the other person's view of the issue before making any final assessments.

And finally, I learned that we are all different and not trying to be the same. This was big for me and helped me learn to be the best me I can be while also celebrating others who are different and trying to be the best they can uniquely be.

Please share 2-3 business or leadership books that have made an impact on you.

Other than deeply personal and spiritual books, my favorites are:

First Break All the Rules by Coffman and Buckingham: which helped me see more of how others are uniquely and wonderfully different than me.

Good to Great by Collins: which helped me learn about some key differentiators in great organizations.

And *Getting Naked* by Lencioni: which reinforced my beliefs about the benefits of being authentic and how the truth really does set you free.



Cyber Security: What Every Business Needs to Know

By Betsy Freeman | Founder & CEO, Radius Advisory Group, LLC

As a business owner, have you ever thought to yourself:

- "I'm not big enough to be the target of a cyber-attack."
- "I don't have data that cyber criminals would be interested in."
- "Our IT system has firewalls, we change passwords every six months, and we train our employees not to open suspicious emails. So, we're good."

Recent cyber breaches in the US, including the high-profile Colonial Oil Pipeline Company and JBS Meat Processing Corporation shutdowns, have a lot of business leaders questioning whether their cyber risk measures are sufficient. The short answer is: probably not.

A 2019 Verizon study revealed that 43% of cyber-attacks targeted small businesses. Yet only 14% of the business leadership surveyed said they felt prepared to respond.

Cyber criminals know many small and mid-tier businesses have neglected cybersecurity measures, and

they tailor their attacks to take full advantage of gaps in cyber safeguards and risk management programs.

Most attacks rely on deception. For example, if you are a supplier or third-party vendor, cyber criminals may view you as the perfect conduit through which they will deploy their malware or ransomware to reach your business partners or customers. No matter your size, every business IS a target, and every business has data worth stealing. So, what can you do to be more cyber secure?

Take Practical, Actionable, Local (PAL) steps to manage risk, strengthen security and build resilience over time.

Adopting the PAL approach will help you protect the data and information that fuels your business operations, reputation, and finances BEFORE you have a cyber incident. We suggest the following minimum steps:

1) Align security solutions to organizational business objectives. This approach enables you to consider cyber risk along with all other enterprise risk management that your C-Suite and Board already focus on. Cyber security is

not an IT problem, it's a business problem. Discuss, plan and budget for it as an integral part of your corporate risk management program.

2) Invest in a cyber security assessment and roadmap a resolution strategy as part of a shared risk management strategy. Protecting data loss from HR, Legal, Marketing, and Finance is equally as important as safeguarding critical operations data. A cyber assessment will provide evidence of what your security posture looks like today and will identify and roadmap a prioritized list of gaps and vulnerabilities to close to protect your data from loss, ransom and more.

3) Mandate basic cyber hygiene and practices. Educate employees to recognize phishing emails; use strong passwords and multifactor identification; keep software patched and updated; seek outside security help when necessary.

4) Understand threats specific to your business/ market sector. This will help identify risks before an attack (and potentially keep it from occurring) and not just prepare for what happens after an incident. Understanding the threats/risks posed by third-party vendors and supply chain partners is part of identifying and managing risks associated with these threats.

5) Have an Incident Recovery Plan (IRP). IRPs are specific to each company but have common core content such as legal notifications, communications, negotiations, insurance coverage and more. Once an incident occurs its too late to create a plan. Create an IRP when there is no deadline pressure.

6) Buy Cyber Insurance. There are many forms and kinds of insurance available for small and large businesses. Be sure to READ THE FINE PRINT so that you know what is covered under your policy and avoid surprises about coverage should a breach occur.

7) Provide Security Education and Training driven from the top of the organization. Training employees must be much more than a once-a-year certificate. It

must be demonstrated by commitment and behaviors from the top of the organization. Most importantly it must create a culture of cyber security "vigilance" across the workforce.

Cyber risk management takes time, energy, and investment. But compared to the cost of an actual data breach, taking steps to strengthen your cyber position is well worth the effort. Do your homework, assess your current risk posture, and develop a proactive plan to put your business on the path to reducing the risk of cyber-attack.

“ Taking steps to strengthen your cyber position is well worth the effort. ”



Radius Advisory Group, LLC is a management consultancy specializing in cyber security and risk management needs within the healthcare, manufacturing, defense and law enforcement/legal sectors. The firm also offers expertise to address the unique cyber security needs of small businesses. Radius founder and CEO, Betsy Freeman, is a former Air Force officer and served within the Department of Defense. Betsy also held leadership positions at PricewaterhouseCoopers and Ascolta, LLC. She currently holds the position of Vice Chair of the Board of the Michigan Healthcare Cybersecurity Council.



Lakeshore Habitat for Humanity: Strengthening Families, Building Community



By Dave Rozman | Development Director, Lakeshore Habitat for Humanity

Our community is overburdened with scarce housing stock, options too distant from jobs and childcare, or homes priced too high for families making average wages.

Though the implications are significant and very personal to the individuals and families affected, this housing crisis also negatively impacts all residents of our community, not limited to:

- Stressed workers, greater absenteeism, lower productivity, unstable workforce
- Increased demand and costs for social services: indigent healthcare, temporary shelter, foster care, mental health services, etc.

- Increased burdens on education and educators
- Greater demands on nonprofits, leading to the need for increased donor support, and eventual “giving fatigue”

For over thirty years, Lakeshore Habitat for Humanity has partnered with local businesses, volunteers and donors to put homes in reach of low-income families. With the help of our supporters, Lakeshore Habitat has built 156 homes improving neighborhoods throughout our region and providing safe and stable foundations where families can thrive.

When a family can afford a home, they are freed from the renting cycle, allowing them to foster skills and confidence they need to invest in themselves and the community. Moving a family into homeownership has many positive impacts on our community, including:

- A strengthened city tax base.
- Improved and safer neighborhoods.
- Children that perform better in school.
- Families that spend more time together.

In addition, 43% of Lakeshore Habitat homeowners completed higher education, a training program, or a GED program to improve their employment options once in their home, setting them up for future success in the workplace.

Clearly, an investment in Habitat is an investment in the betterment of our entire community.

Building on our success, and to meet the growing need for affordable housing in our community, we are charting a course to increase our capacity to serve more families. Lakeshore Habitat recently launched its **Strengthening Families, Building Community** campaign to build a 42-home neighborhood on Holland’s south side in partnership with Jubilee Ministries.

This ambitious plan will require a \$2.4 million community investment to support the 18 Habitat homes that Lakeshore Habitat will build. When complete, this campaign will achieve two key objectives:

- Bring more affordable housing to our region.
- Reorient Lakeshore Habitat’s mission to larger, transformative projects.

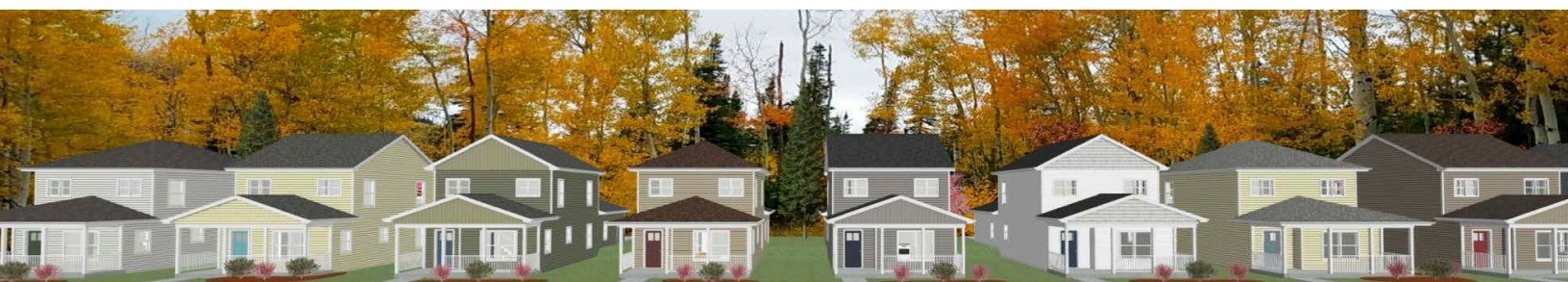
Since March of 2021, Lakeshore Habitat has secured 70% of the pledges needed to complete this effort to provide a home for more families in our community. The goal is to begin building these homes in early 2022, and in order to do that we need the continued support of the community. Here is how you can help!



- **Donate!** Make a pledge to support the Strengthening Families, Building Community. Sponsorship opportunities are available.
- **Volunteer!** It will take approximately 36,000 volunteer hours to complete this project.
- **Consider Gift-in-kind!** There are opportunities for businesses focused on the construction skilled trades to provide materials or services.
- **Share!** Our Homeownership program may be a great opportunity for one of your employees.

To learn more about the Strengthening Families, Building Community campaign please visit:

www.building-community.org or contact Dave Rozman, Development Director, at dave@lakeshorehabitat.org.



Advocacy in Action: Cultivating Business Success

By **Jodi Owczarski** | Vice President & Chief Operating Officer, Michigan West Coast Chamber of Commerce

Politics. The word may contain eight letters but for many it has become a four-letter word. In light of the current political climate, it is no wonder that people have started to tune out politics all together. Perhaps you are someone that feels this way as well. Before joining the team at the Chamber, it is certainly how I felt much of the time. But then something changed. Was this because of a spontaneous shift in my perception of our political climate? No. It's because I've had the opportunity to switch my focus from Politics to Advocacy — and those are two very different things.



At the West Coast Chamber, we focus on cultivating business success through Advocacy, Business Building, Diversity, Equity & Inclusion, and Leadership & Talent Development. It has become clear to me that Advocacy at the Chamber is not about "politics," it's about getting our members' concerns and feedback to the people who have been elected to represent us at the local, state and federal level. It's not political, it's personal.

Many people look to the Chamber to make connections that benefit their business or organization. Typically, people think about those connections being something that happens at a networking event. While the Chamber has plenty of networking opportunities, our idea of "connecting" is broader than that. In September, our members had the opportunity to make connections with many of our state and federal legislators at our Advocacy in Action Breakfast. Members were able to ask questions about issues that impact their business and our community. They were also able to have one-on-one conversations with the legislators and provide a name, a face, and a story to demonstrate how legislative decisions impact real people and their businesses.

Part of the resistance to all things "politics" comes from the wide array of misinformation that is so easily spread through any number of platforms available to us 24 hours a day/7 days a week. In the wake of the 2020 presidential election, voter rights and election integrity continue to be topics of national conversation. In fact, the Michigan legislature has introduced over 130 bills pertaining to election administration in this session alone. Our members have looked to the West Coast Chamber to serve as a trusted source for information. With that in mind, the

Chamber invited Ottawa County Clerk Justin Roebuck to present at the Advocacy in Action Breakfast to discuss the 2020 Election fallout and how proposed legislative changes will affect election administration, our voters and our communities.

Advocacy is about business more than it is about politics. It's about making sure our community and its businesses have opportunities to thrive, grow, and remain competitive across the state and around the globe. It's also about giving every employee of every member business the opportunity to speak their mind on issues that matter, in forums where the message will be heard by the people that have been elected to represent us. Join us at the next Advocacy in Action Program. Get connected. Become Informed. Make a difference.

“Advocacy at the Chamber is not about "politics," it's about getting feedback to the people who represent us.”



Upcoming Programs

To register, visit www.westcoastchamber.org/event-calendar

October 18, 2021

Advocacy in Action: Local Government Updates

8:00 – 9:00 AM

Boatwerks

Join us for a facilitated discussion to hear updates from our local municipalities. Audience members will also have a chance to ask our panelists questions. Panelists Include: Steve Bulthuis, Holland Charter Township; Howard Fink, Park Township; Tom Oonk, Zeeland Charter Township; Kevin Plockmeyer, City of Zeeland; Keith Van Beek, City of Holland.

Sponsored by **Huntington Bank**

October 26, 2021

Power Lunch

11:30 – 1:00 PM

Macatawa Golf Club

Grab your business cards and expand your network! At this fun and structured networking program, attendees will have the opportunity to make new connections during 3 rounds of table networking and have the chance to win a door prize while enjoying lunch.

Sponsored by **Whiteford Wealth Management**

November 9, 2021

Wake Up West Coast: Advancing Education by Working Together

7:30 – 9:00 AM

Haworth Hotel

Join us for a facilitated conversation with Kyle Mayer, Superintendent of Ottawa Area ISD and Travis Williams, CEO of ODC Network, who will share how our community has come together with talent and resources for the betterment of our kids. By working together, learn how they faced the challenges presented by COVID-19, grabbed new opportunities, launched and expanded school partnerships, and set a vision and plan for long-term student success.

Sponsored by **GMB Architecture**

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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

AcenTek (formerly Ace Communications)
Advanced Sealing
Advantage Glass - **5***
Apex Controls
Arnold Sales Complete Janitor Supply - **20***

Beechwood Dry Cleaners
Beechwood Grill & Catering - **45***
Biggby Coffee
Blu Veranda
Bowerman Blueberries Farm Market
Brewery 4 Two 4

Carpet Bonanza
Checkers
City of Holland - **45***
Clarewood Condominium Association
ClearView Apartments
Community Choice Credit Union
Cook's Delivery Service, LLC
Craig's Cruisers Family Fun Center
CrossCountry Mortgage

Donkersloot Law Office

Edge Insurance Group
Edward Jones Reinhardt
Extol, Inc.

Forty Two North Custom Homes

Goodwill Industrial Services
GRCC Lakeshore Campus
Great Lakes Window Coverings & Design Studio

Holland Family Dentistry, PC
Holland Town Center, Inc.
Hospice of Holland, Inc.
Howard Miller Clock Co. - **20***

Intext Concepts, Inc.

jb and me - **15***

King's Cove Party Store
Knight Transfer Services, Inc. - **25***

Lakeshore Custom Cabinets - **5***
LG Energy Solution Michigan

Mainstreet Beanery
Mannes Body Shop
Medilodge of Holland - **15***
MFP Automation Engineering Inc.
Morrison Industrial Equipment
Muskegon Community College

NuVescor



One Adventure Company - **5***
OnStaff USA Group

Pyramid Acoustics Inc. - **10***

Quincy Street, Inc.

Rutherford & Associates

Site Work Solutions
Sloothaak Farms LLC
SpotOn
STM Manufacturing, Inc. - **35***
Straight Line Designs - **5***
Sure-loc Aluminum Edging, Inc.

The Curragh Irish Pub & Restaurant
The Salvation Army
Thompson M-TEC - **10***
Trigon Steel Components
Tripelroot - **5***
Turning Pointe School of Dance

VantagePointe Financial Group/Nate Volkema
Ventura Manufacturing
Versiti Blood Center of Michigan

Walmart, Inc.
Wesco, Inc.
Western Michigan Fleet Parts Inc. - **20***
WGVU
Woodward Inc. - **20***
Workforce Employment Specialists

Zeeland Dry Cleaners
Zeeland Frameware - **20***
Zeeland Lumber & Supply
ZenBusiness

New Members

Welcoming these new members who recently joined the West Coast Chamber

Berry Boy LLC
DeEvan Berry
(616) 405-9334
Berryboyllc@gmail.com

Get Sad Foundation
Daniel Martin
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www.getsad.org
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Lakeshore Comfort Solutions
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Lakeshore VoIP
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Lighthouse Title Group
Robert Wuerfel
(616) 939-9240
www.lighthouseitle.net
info@lighthouseitle.net

New Media Design Studios, LLC
Rivka Hodgkinson
(616) 279-7662
www.MeetRivka.com
Rivka@MeetRivka.com

Pax Coworking Studio
Russell Fyfe
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