

**Scott Rumpsa**  
Executive Director,  
Community Action House

How to Love Your Work

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Commercial Real Estate  
Industry Insight

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The Holland/Zeeland  
Promise

## Food Club: A Centerpiece Serving Our Neighbors in Need



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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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**N**on-profit organizations and their professional leaders across our area work together each and every day to improve our community in inspiring and innovative ways. These partnerships require communication and collaboration across a broad network of partners who pool resources and innovate together.

In this issue of The West Coast Way, you'll learn about Community Action Houses' new Food Club & Opportunity Hub. Hundreds of individuals, businesses, foundations, and churches came together in a two-year, community-wide effort to build and launch this new program.

The innovative Food Club model provides a dignified, efficient approach to increasing healthy food access at scale and the Opportunity Hub provides a welcoming space to provide assistance with finances, housing, or connections to other resources.

Thank you to the many organizations who work together by sharing expertise, resources, and responsibility for achieving our community's goals. These successful collaborations accomplish a shared vision, achieve positive outcomes and build a connected system throughout our region. Because of your efforts, our community continues to be a wonderful place for all of us to call home.

Best,

*Jane Clark*

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

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# How to Love Your Work: Three Simple Steps

By Dr. Tracy Brower, PhD, MM, MCRW

**T**he talent revolution is here and with all the jobs available, you may be thinking the grass is greener at a different employer. But you also know changing jobs is a lot of work. Finding something new and then hitting your stride in a different role will require time, risk, and a lot of energy.

What if you could learn to love the job you have and the organization you're already part of? According to research on embeddedness, there are three elements which will make you want to stay, and the effort to love what you have is less than what it takes to love something new—giving you more time for activities other than job-seeking. Here's what it takes to amp up your experience:

## Bond With Your People

A significant way to increase satisfaction at your current company is by expanding and solidifying your connections with colleagues. You know we all crave connection with others, and we have an instinct to matter—to make a difference for our community.

Create a greater sense of belonging by staying connected with colleagues, as well as by seeking a mentor and building a strong relationship where you can obtain guidance. Also get to know co-workers while you're in the midst of working toward common goals or solving problems together. These are among the best ways to form strong bonds.

## Find Your Fit

Another scientifically-based aspect of satisfaction with your current employer is how well you feel you fit—with your job, your team, and the organization as a whole. There is no perfect job or team or company, but when you feel more alignment with the work, values, and behaviors of people around you, you'll be far more fulfilled.

You can increase your fit by getting clear about purpose. Remind yourself of your organization's purpose and ensure you know how you contribute to it. In addition, know your team's work, taking time to deeply understand what your team members do. Request feedback about how your work can (even more) positively affect their work. Also expand your contribution by looking for new problems to solve or by raising your hand to participate in an engaging new project.

## Consider Your Investments

Interestingly, another way to increase your satisfaction with your current job is to remind yourself of the sacrifices that would be required to make a change. Consider the networking you'll have to do, the resume you'll need to polish and the interviews you'll have to endure. Putting yourself out there for judgement and scrutiny can be a source of growth, but also requires a lot of energy, so be sure you know what you have to gain and how much it will take from your storehouses of resilience.

Dr. Tracy Brower is a PhD sociologist studying work-life fulfillment and happiness. She is the author of *The Secrets to Happiness at Work* and *Bring Work to Life*. She is a principal with Steelcase's Applied Research + Consulting group and a contributor to *Forbes.com* and *Fast Company*. Her work has been translated into 13 languages, and you can find her at [tracybrower.com](http://tracybrower.com) or on all the usual social channels.

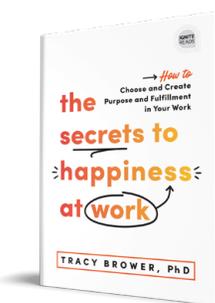
## KEY TAKE AWAYS

- The effort to love what you have may be less than what it takes to love something new.
- A significant way to increase satisfaction at your current organization is by expanding and solidifying your connections with colleagues.
- There is no perfect job or team or company, but when you feel more alignment with the work, values, and behaviors of people around you, you'll be far more fulfilled.
- Assess your happiness ratio: Be sure the effort of making the change will give you a greater amount of happiness than you have now.

Also weigh your happiness ratio. Any time you make a change, you are essentially placing a bet that your future self will be happier than your present self—that the conditions you create for tomorrow will be better than today. Be sure the effort of making the change will give you a greater amount of happiness than you have now.

## In Sum

Sometimes making a change is a great thing, keeping you fresh and challenged. But changing your company or organization also represents significant expenditures of time and effort. You could invest in your current circumstance with potentially greater effect. Weigh the costs and ensure you have enough to gain in return. It's likely you can learn to love your job and your company through becoming increasingly embedded.





## REAL ESTATE MARKET TRENDS

# Industry Insights: Commercial Real Estate

By Tom Elhart | Associate Broker, Signature Associates

**Editor's note: This is the first of a new series of Industry Insights highlighting key sectors of our local economy.**

Being in the business as long as I have, you think you have seen everything in the commercial and industrial real estate industry from high interest rates in the 1980's to the great recession in 2009 and everything in between. Then came the COVID conundrum of our present time...it is an interesting time to be in the Commercial Real Estate Market.

Here are five observations about the current Commercial Real Estate Market:

### Industrial Space is Difficult to Find

The industrial market in West Michigan is amazing. By amazing, I mean low vacancy rates. Finding a 10,000 to 20,000 sq. ft building for sale or lease is nearly impossible. Companies are becoming more efficient in how they use their space. Other viable options are

adding on to existing buildings instead of constructing a new building. There are regularly bidding wars to purchase or lease space. Plan well in advance if thinking about a new industrial location. Rental rates continue to increase because of the shortage of space and current building costs.

## Office Space is a Wild Card

The COVID work at home phenomenon is here to stay in one form or another. Some companies are finding areas of their business may actually be a perfect fit for work at home employees. It will be interesting to see if properties with 3-to-5-year lease terms become vacant at the end of the lease period because of businesses downsizing their in-office work employees.

If you own a building that you are leasing for office use, it is a great time to start having the conversation with your tenant about their future plans. There is a large amount of office space available in the Holland/Zeeland area due to bank consolidations. Recently, over 200,000 sq. ft. became available in two buildings. This is a very large amount of space for the Holland/Zeeland area to absorb.

## Repurposing Has Impacted Retail Space

Retail space seems to be doing better in Holland and Zeeland. With repurposing, retail space vacancy has declined. An example of successful repurposing is the redevelopment of The Shops at Westshore with the Grand Rapids Community College Lakeshore Campus. Retail vacancy rates are low in downtown Holland and Zeeland. The lack of available employees may affect the small retailer. Overall, the retail sector seems very healthy.

## Industrial Vacant Land is Limited

Vacant land sales in the industrial areas have taken off in the last year. There are some really big facilities coming to the area, which is exciting. Industrial vacant land is

Tom Elhart is a West Michigan native. Originally from Zeeland and a Hope College graduate, Tom now resides in Grand Haven. He was a principal at Universal Properties before joining Signature Associates. Tom is very active in the communities he serves. He has been a two-time Rotary President and is a Paul Harris Fellow, Rotary's highest award for community service. Tom was also recently appointed to a second 6-year term as an Ottawa County Road Commission. With his knowledge of the local market, Tom has helped many companies sell and lease commercial, office, and industrial properties. He also helps find properties for companies on the grow throughout the country.

## KEY TAKE AWAYS

- Plan well in advance if you are thinking about a new industrial location. Rental rates continue to increase because of the shortage of space and current building costs.
- Office space is a wild card. The work at home phenomenon is here to stay in one form or another.
- Retail vacancy rates are low in downtown Holland and Zeeland.
- The problem with all sectors is the increasing cost to build new.

limited. Commercial and retail land is out there, but slower to be absorbed. I believe the retail brick and mortar stores in the future will be more specialty retail with national tenants. Office land is available but limited in the area.

## Escalating Costs Are Affecting New Construction

The problem with all sectors is the cost to build new. This is an escalating issue that will affect growth in the area, especially for small and midsize companies. I see the cost of the energy codes and building materials affecting the market for some time.



# Expert Tips: Empowering Your Small Business Today and Beyond

By Krista Flynn | West Michigan Regional President, Huntington Bank

The recent economic disruption due to COVID-19 has challenged small business owners and entrepreneurs to adopt fresh approaches to become more competitive in the post-pandemic marketplace. Financial uncertainty sparked by the pandemic has highlighted the need to increase fiscal opportunity for all people starting or growing their small businesses. This fact is especially true for minority, women, and veteran-owned businesses in underserved communities.

Plenty of opportunities exist for small businesses today, but many of them require support and funding as they look to startup their operations.

Because we know the importance of small businesses — especially those owned by people that come from diverse backgrounds — Huntington's goal is to help drive meaningful change and improve the economic vitality, financial security, and sustainable future for those we serve, especially the small businesses that help keep our communities thriving.

Building on Huntington's position as the nation's No. 1 Small Business Administration (SBA) 7(a) lender by volume, we have developed creative lending options and a variety of other features to help bring relief, recovery, and growth to small businesses across the Midwest.

Programs such as Huntington's Lift Local Business connects under-resourced small business owners to capital, creating more opportunities for women, veteran, and racially and ethnically diverse-owned businesses. Under the Lift Local Business lending program, entrepreneurs can secure SBA-guaranteed loans for as little as \$1,000 and up to \$150,000. In addition to the SBA guarantee, other features of the Lift Local Business program include longer terms, overdraft fee relief, and waived fees, so business owners from all walks of life, backgrounds, ethnicities, and experiences have a chance to succeed in their respective industries.

Huntington also participates in a new program with IBM called Reigniting Small Business, which helps small business owners and entrepreneurs increase their competitiveness in the post-pandemic marketplace and revitalize local economies. Through the talent and technology of IBM combined with the expertise and reach of small business-focused nonprofits and industry partners, Reigniting Small Business provides guidance and insights to help small business owners adapt their digital, entrepreneurial, and strategic skills through training and mentoring.

While COVID-19 shuttered a significant number of small businesses across the country, plenty of entrepreneurs continue to find ways to stay afloat. Below are a few examples of how small businesses can pivot and succeed as a business:

- Take a hard look at your service or business model to adjust based on customer preferences
- For restaurants or grocery stores, consider a dramatic shift to support more pick-up or delivery services
- Create new communications channels to connect with customers and get them what they need
- Lean on your community and don't be afraid to ask for help or support
- Step up to lead when your employees need your guidance most

Starting a small business is a daunting challenge, but it also can be a rewarding opportunity. Taking the time to explore and utilize all the resources at your disposal fully can help ensure that your new business will succeed.



# Getting HYP: Meet Holland/Zeeland Young Professionals



**David Lee**  
*Lighthouse Immigrant Advocates*

As a classically trained violist, South Korean immigrant, and pastor's kid (in the Reformed tradition), I find myself drawn towards the middle of everything — and I wouldn't have it any other way.

Nearly all the music that violists play is written in the foreign arcane-sorcery language of alto clef. We're the only instrument in the orchestra that uses this clef, to the bane of non-violists (no one else learns to read it, generally). It puts the middle C note on the middle line — which to me makes the most sense, rather than somewhere above or below the staff.

Violas play a supportive role, rounding out the harmony, adding depth and substance to the melody, and the very nature of how

our music is written supports that. We're trained to stay in the middle, and listen above and below, connecting, uniting, and having a full understanding of the whole sound.

I've taken this perspective and applied it to everything I do and everything I am. Being in the middle — being a supporter — and learning to listen to connect, with depth — for harmony. In my work at Lighthouse Immigrant Advocates as communicator and fundraiser, I put to action my belief that true, equitable, and inclusive systemic change can happen only when we bring everyone on board with the changes we seek. I jump at opportunities to enrich the vibrant culture of West Michigan while empowering and educating those around me to the viewpoints they may be missing. And I'm so excited to be joining the work of HYP in the communications role, because the work of connecting top and bottom, left and right, is something I've learned to do, and love to wrangle.

Great music melds harmony and dissonance and takes work. And a great community demands players that can perform together!

Michigan  
**West Coast Chamber of Commerce**  
HAPPENINGS



Ribbon Cutting celebration at Urban Air Adventure Park for the addition of two new attractions; Virtual Reality and Bumper Cars.



West Coast Leadership Class experiencing all our unique community has to offer with a tour at Windmill Island.



Ribbon Cutting at The Poppy Peach, celebrating their grand reopening now located on 8th street in downtown Holland.



# Food Club: A Centerpiece Serving Our Neighbors in Need

By **Scott Rumpsa** | Executive Director, Community Action House

**O**n October 25th, Community Action House (CAH) opened its new “Food Club & Opportunity Hub” at 739 Paw Paw Dr in Holland. Opening Food Club reimagines CAH’s core programming and expands services to better meet community needs. Located at the former Yff’s neighborhood grocery location, Food Club will be a centerpiece of our community support infrastructure for years to come.

The innovative Food Club model provides a dignified, efficient approach to increasing healthy food access at scale. At Food Club, qualifying low-income “members” participate through a small monthly fee, and are able to redeem their allotment of points for as much as \$100-150 or more worth of healthy food in an inviting, efficient, grocery-store style experience. Along with nutritious and culturally relevant food selections, the

Food Club & Opportunity Hub features convenient hours including evenings and weekends, a demonstration kitchen, and an Opportunity Hub that provides a welcoming space to meet with staff for support with finances, housing, or connections to other resources.

This initiative is a big, systemic response designed to provide better, more efficient service, moving beyond the fragmented, “one size fits all” emergency food assistance model that had existed for years. Years of planning with peers and partners, including Ottawa Food at the Ottawa County Department of Public Health, ensured that this big step was fully aligned with our community’s trends and needs. Even with a thriving local economy, many of our neighbors at the low end of the income distribution have seen the cost of essentials increase faster than their incomes.

Hundreds of individuals, businesses, foundations, and churches generously joined a two-year, community-wide capital campaign that raised the \$4.4M needed to build and launch this new program. Many corporate partners joined with significant in-kind support, getting behind a vision for a more welcoming, high-dignity service for our neighbors in need as they helped design, furnish, and outfit the new building with the excellence our community is known for.

## Get to Know Scott Rumpsa Executive Director, Community Action House

### What does the Food Club opening mean for our community?

We’ve long been a critical resource for many of our neighbors, and we’re so excited to launch this expansion, featuring an innovative model that offers dramatically expanded service, wider impact, greater efficiency, and a more welcoming experience for our guests in their time of need. Our Food Club is designed to support over 1,200 low-income families every month, helping bridge the gap for the one in nine families in Ottawa County who struggle to meet basic needs.

### What was it about this position that interested you?

Born and raised in West Michigan, I had the early-career opportunity to live, learn, work, grow, and lead elsewhere. After time leading nonprofits abroad and more recently in DC, I was looking for the opportunity to





return home. To a place I knew and loved. To a place where my children would regularly play with their cousins, and know their grandparents, aunts, and uncles more deeply.

But when I began my search, it was also driven by what sort of organization I would be inspired to work with. And in Community Action House, I found a remarkable opportunity. As a 50+ year old nonprofit, CAH has a privileged position to create a space where people of all backgrounds and perspectives can come together, to offer services that matter for our neighbors in need.

### What's something few people know about you or your hidden talent?

Some folks are surprised to hear that I was a former High School Basketball coach for five years (at Forest Hills, in Grand Rapids). Another little-known fact that dates me a bit is that during my time at Hope College, I spent a full summer as a door-to-door book salesperson in Southern California.

### What is your favorite thing to do in the Holland/Zeeland area?

I LOVE the outdoors. Hiking and enjoying our parks system in every season of the year is a joy for me and my family. After time in DC, I really appreciate how quickly I can get from my home in downtown Holland to so many gorgeous trail systems. And similarly, bringing the children to our lovely beaches throughout the swimming season!

**Community Action House** is a locally-founded, locally-funded nonprofit with a mission to provide families and individuals with food, clothing, shelter and the opportunity to build necessary skills to achieve a stable and prosperous life. Founded in 1969, the 501(c)3 nonprofit serves the Ottawa and Allegan County community from a base in Holland, offering several programs, including their Food Club, Community Kitchen, Resource Navigation, Financial Wellness & Homeownership, and Homeless Outreach efforts. Learn more and get involved at [www.communityactionhouse.org](http://www.communityactionhouse.org).

### How would you describe your leadership style?

I aspire to always model aspects of servant leadership, and regularly seek to demonstrate that no task or service is too menial or small to be below any position (a critical part of any small organization is to all do what is necessary!). But I'd have to say that here at Community Action House, my charter was to assess and transform our organization. Thus, in my role, I've leaned most heavily into a transformational leadership style. Cultivating alignment amongst strategic direction, team capability, and a growing community of support is critical, and I'm investing all I can in learning how to do this better, every day.

“Cultivating alignment amongst strategic direction, team capability, and growing community support is critical, and I'm investing all I can in learning how to do this better every day.”



# West Coast Chamber Board of Directors Spotlight

## Meet Menaka Abel-Hunter, Chief Financial Officer, Request Foods

Menaka Abel serves as the Chief Financial Officer for Request Foods. With a background in International Finance, Sales, and Strategy across consumer goods and furniture industries, Menaka has held roles of increasing responsibility at companies such as Price Waterhouse, Steelcase and Amway.

Throughout her career, Menaka has been recognized across organizations for driving transformational results through strong leadership skills, business acumen, and cross functional collaboration. Providing financial and strategic leadership at Request Foods Inc., her most recent accomplishment has been securing significant State incentives to fund the Company's growth plans.

Menaka operates under the principle that everyone deserves the opportunity to be successful and achieve their career goals. She was previously active in Amway's Women's Inclusion Network and mentors many young professionals. Additionally, Menaka serves on the Board of Kids Food Basket and is passionate about causes which combat childhood hunger and promote the health and development in children.

Menaka enjoys traveling, running/hiking, and watching football with her husband and their son who are avid Pittsburgh Steeler fans.



## Q&A with Menaka:

### **Q. What excites you about joining the Chamber Board of Directors?**

Being new to the Lakeshore, the Chamber provided a great platform to meet, learn and network with other area business leaders. Holland is a great place to live and work, and I am honored to be a part of this team that is dedicated to promoting growth in our community.

### **Q. What's one thing that people would be surprised to know about you?**

I grew up in Sri Lanka (an island off the coast off India) and came to the US to pursue a college education as a civil war raged in my home country. At that time, it was not widely accepted, culturally, for females to pursue higher education and am very grateful to my parents for their support in this endeavor. Hillsdale College, where I completed my undergrad studies, was a perfect complement to my strong conservative political beliefs. While my family still live in Sri Lanka, I am proud to call West Michigan home.

### **Q. How will the chamber benefit from your involvement as a board member?**

I hope that my involvement will provide a fresh perspective based on my personal journey. I believe that I will be known for asking questions, wanting to understand the strategic intent, and supporting the Chamber to lead our community businesses while being a strong advocate to better the Lakeshore community.

### **Q. Best piece of advice you've ever received?**

Set your sights on the long-term outcome (vs the pressing "now"). Have patience and faith as you navigate the short-term challenges to get to the long-term goals.

### **Q. Toughest challenge faced or lesson learned:**

My toughest challenge has also been my greatest reward and that has been the journey as a parent. As a working mom, juggling parenting responsibilities with work demands and career aspirations have always been challenging. Parenting itself is a journey of learning. It has taught me perseverance, humility, patience but mostly faith and trust in God's plans.



# Changing Lives through the Holland/Zeeland Promise

By **Yah-Hanna Jenkins Leys** | *Director of Community Impact /College Success Coach*  
& **Stacy Timmerman** | *Director of Scholarships | Community Foundation Holland/Zeeland Area*

**I**n 2010, a group of business and community leaders came together to create the Holland/Zeeland Promise. This last-dollar scholarship is awarded to local, highly motivated students who are often the first in their families to go to college.

Promise candidates are nominated by their high school or Careerline Tech Center guidance counselors, or staff at Hope College's TRIO Upward Bound Program, Boys and Girls Club of Greater Holland, or Latin Americans United for Progress.

Selection is based on a range of factors including high financial need, motivation to achieve a college or technical degree, and proven academic success. Since its inception, the Promise has been housed at the Community Foundation of the Holland/Zeeland Area where it has received administrative support. To date, 77 students have received the Promise scholarship.

While the Promise is best known for providing full financial support, the "secret sauce" of the program is the side-by-side support services. The Community

Foundation's Director of Scholarships, Stacy Timmerman, helped engage local partners to assist Promise students in identifying their unique strengths and gifts, and navigating the mental and emotional aspects of college life. Thompson MTEC provides career coaching and Mosaic Counseling provides mental health supports.

Promise scholars also receive regular check-ins from Yah-Hanna Jenkins Leys, College Success Coach, and a first-generation college student herself. Each summer, a Promise event allows students the opportunity to meet, connect, and learn from one another. This full spectrum of financial, social, and emotional support has empowered Promise scholars to achieve a 94% graduation rate as compared to a national average graduation rate of 63%.

Many Holland/Zeeland Promise graduates return to the greater Holland/Zeeland area to live, work, and continue to give back. A few Promise graduates now provide their unique perspective as part of the scholarship selection committee.

Promise scholar Lydia Prus, who is studying Biomedical Science at Grand Valley State University, said, "The Promise Scholarship has been life changing for me. The weight that was lifted from my shoulders by the Promise is indescribable. I have been able to focus more on my studies, my volunteer opportunities, and my clinical

experience. In addition, I have gained such a terrific support system from the side-by-side approach of the Promise. As a first-generation college student, this support made a huge difference in my mental health and my academics. It was, and still is, an honor to be a part of the Promise program. It has been life changing."

The Holland/Zeeland Promise is funded by generous local donors who share a common goal of helping our community's exceptional young people to achieve their dream of a college education without the burden of student debt. Many donors make a four-year pledge, their "promise" to see scholars all the way through to graduation.

“This full spectrum of financial, social, and emotional support has empowered Promise scholars to achieve a 94% graduation rate as compared to a national average graduation rate of 63%.”



*Promise scholar Lydia Prus*

Unlike many other scholarships, the Promise is renewable for additional undergraduate years, dependent on students remaining in good academic standing and making progress toward their degrees.

If you are interested in learning more about the Holland/Zeeland Promise please reach out to Colleen Hill, Vice President of Development and Donor Services, at **616-994-8853** or [chill@cfhz.org](mailto:chill@cfhz.org).

The Holland • Zeeland  
**PROMISE**



**Stacy Timmerman**, Director of Scholarships, began working with the Holland/Zeeland Promise in 2014. Today, she oversees the Promise's side-by-side services, is liaison to the Promise Council and the Promise Selection Committee, and works with students and colleges to ensure last-dollar educational costs are met through Promise Scholarship grants.



**Yah-Hanna Jenkins Leys** joined CFHZ in 2020 as Director of Community Impact and College Success Coach. Her background as a first-generation college student makes her uniquely suited to support to Holland/Zeeland Promise students. She walks alongside them with monthly check-ins, referring them to campus resources and outside supports as needed.

# Get to Know **Johnny Rodriguez**

Executive Director,  
Latin Americans  
United for Progress



**B**efore I was born, my parents came to Holland to work in the blueberry fields. They left everything behind in the hopes of providing a better life and the potential for a stronger future for their kids.

As migrant workers, we moved from place to place, but when I was seven years old, we moved back to Holland, and we rented the same place on 14th Street until my senior year in high school.

Growing up I found my place in sports. My community came from the basketball tournament the Alfaro family put on through Latin Americans United for Progress (LAUP), and the guys I played ball with at the Boys and Girls Club. The gym was my home. I had found my identity in what I could do, but not who I was. My parents had given up everything for us, but for me as a Chicano, I struggled to know my place. I didn't feel fully American, not Mexicano or Tejano, somewhere in the middle. My older siblings found acceptance in dark places. I watched as my brother and his friends were in and out of jail, I watched my sister become a teen mother; we were all lost.

After the murder at Pereddies, I saw my brother's best friends go to prison and the pain that it caused our families and the community. Shortly after I was expelled for bringing a knife to school. I lost everything. No more friends, no more sports, and no more identity. I was alone and had to make a choice: find my acceptance in the dark places or honor the sacrifice of my parents and find a better path.

I thank God for places like The Boys and Girls Club, LAUP, and CASA at Hope College, as adults in these places showed me that I had value. They helped me understand my heritage, that I was loved, and that I had great potential. Some of my closest friends today came from that time. I graduated from Holland High School, got a degree from Hope College, and began to reinvest in the lives of other kids as a basketball coach at Holland High. I got to tell those kids what had changed my own life, that they are loved, that they have great potential.

LAUP has been a pillar of the Latino Community in Holland for over 50 years and now I am humbled to become a part of LAUP's legacy as their Executive Director. With the help of others and organizations like LAUP, I have come a long way and I consider it the highest honor to work to strengthen our community with first-hand experience.

Today we are faced with the same challenges that LAUP and other organizations have fought to solve over many years. In order to sustainably advance with old and new challenges, we strive to be humble, creative, and collaborative. As the Board of Directors and I cast and hold the vision for the future, we remain committed to honor and lean on the wisdom and experience of those



that laid the foundation for LAUP. Our goal is to inspire Latinos and Holland to actively strengthen our community by empowering and equipping the current and next generation of leaders.

We will see incredible things happen when we all see — we are stronger together.

LAUP empowers Latinos to participate in creating a better community for all through advocacy, celebration, and education.

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



# Upcoming Programs

To register, visit [www.westcoastchamber.org/event-calendar](http://www.westcoastchamber.org/event-calendar)

## December 1, 2021

### Happy Hour with the Chamber

4:30 – 5:30 PM

Tripelroot Brewery

FREE: Join us at Tripelroot Brewery in Zeeland to catch up and meet with Chamber members while supporting a local business. Purchase a beverage and be ready to make some new connections. We hope to see you there!

## December 6, 2021

### Breakfast with our Congressman featuring Representative Bill Huizenga

7:45 – 9:00 AM

Boatwerks

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

Sponsored by [Huntington Bank](#)

## December 8, 2021

### West Coast Leadership Alumni Holiday Party

4:30 – 6:00 PM

City Flats Hotel

All West Coast Leadership Alumni and current class members are invited to help make a difference in our community at this fun holiday event! Enjoy appetizers and a cash bar while you catch up with old friends and make new connections. As a community trustee, we ask you to join us

in helping give back to those in need. The Chamber is excited to partner with Community Action House at this event. In lieu of admission, we ask that you please bring along \$10 worth of goods to be donated.

## December 14, 2021

### Wake Up West Coast: Retention Strategies to Reverse the Great Resignation

7:30 – 9:00 AM

Haworth Hotel

With recent headlines that read “1 in 4 employees quit their jobs this year,” how can small businesses recover from two consecutive years of business challenges? How can you compete in a market where the best talent is seeming unavailable? Guest speaker Pamela Green will walk you through strategies to help you transform your culture in ways that make people want to come and stay.

Sponsored by [Leading by DESIGN](#)

## SAVE THE DATE!

### January 11, 2022

#### Economic Forecast

7:30 – 9:00 AM

Haworth Hotel

Join us as we welcome economist Dr. Paul Isely of Grand Valley State University who will explain the analysis of data and share the forecast for our local and state economy.



# WEST COAST CASH

## CORPORATE BUYING PROGRAM

### CONVENIENCE:

Order online & print at your office.

### SAVINGS:

Orders totaling more than \$2,500 receive a 3% discount, when paid by check.

### ORDER ONLINE TODAY:

[www.westcoastchamber.org/west-coast-cash](http://www.westcoastchamber.org/west-coast-cash)

This holiday season, help us support our local businesses by giving the gift of West Coast Cash. It's our community currency program that keeps money right here in our local economy. As a corporate buyer, it's a way for your business to support our thriving business community.

**SUPPORT LOCAL!**

# 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

AAC Credit Union - **20\***  
Accident Fund Insurance Company of America

Acoustical Installations - **15\***  
Agritek Industries, Inc.  
Alzheimer's Association Greater Michigan Chapter

Anderson Keegin & Associates, Inc. - OI Global Par

Astro Telecommunications  
Axios HR

Blue Pond Marketing  
Bosch's Landscape & Lawn Specialties, Inc.  
Bremer & Bouman Heating & Cooling, Inc.  
BuhlerPrince, Inc.  
Busschers Septic Tank & Excavating Services, Inc.

Capital for Compassion  
CDS Lakeshore Head Start- **25\***  
Christian Brothers Automotive - **5\***  
Clark & Clark Specialty Products, Inc.  
Comcast Business  
Coral Gables Yachts  
Creative Dining Services, Inc.  
Creatively Centered LLC

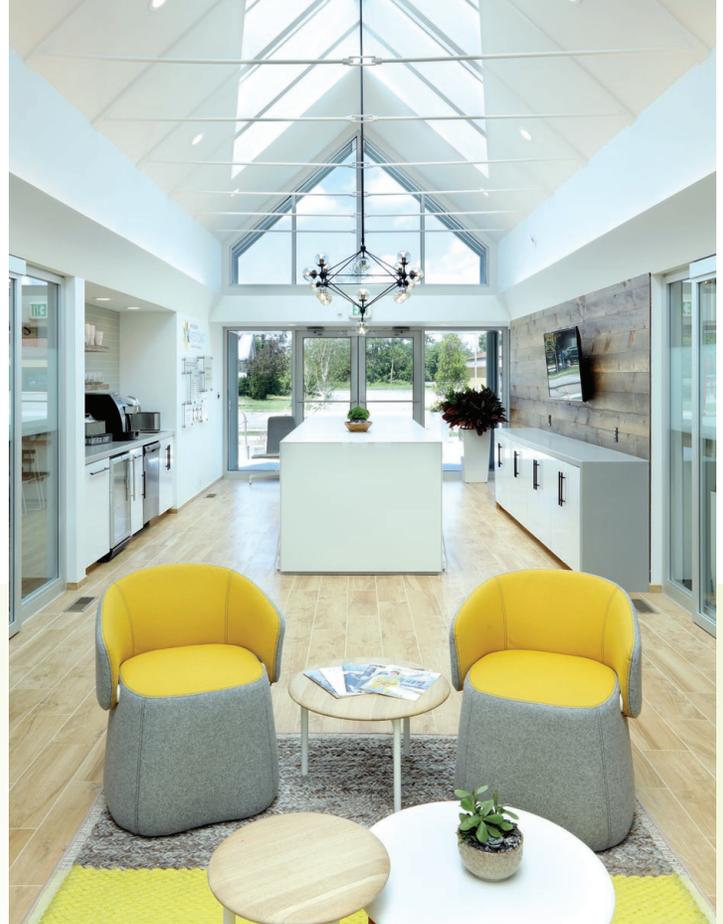
Dan Vos Construction Co., Inc.  
DC Battery Hub-MI, LLC  
Dri-Design

Edward Jones DeWeerd  
EGLtech, Inc.  
Envizion IT

Fairview Shores Condominium Association  
Farm Bureau Insurance Spears  
Flagstar Bank  
Freedom Village Holland

Generational Wealth Management  
Georgetown Innovations  
Globe Design & Vision  
Goodwill Store - North Holland  
Goodwill Store - South Holland  
Goodwill Store - Zeeland

Harbor Wear  
Holiday Inn Express - **20\***  
Holland Kiwanis Club / Kamp Kiwanis Foundation  
Holland Museum  
Home2 Suites by Hilton  
Homescapes Design Inc  
Hudsonville Creamery & Ice Cream Company  
Huizenga Redi-Mix Inc - **20\***



Johns Dozing Service Inc. - **20\***  
Junebug Photography

Klingman's Furniture & Design - Holland - **10\***  
Kozaks of Holland

Macatawa Bank  
Maplebay Builders L.L.C.  
MillerKnoll

New CNC Router.com Inc.

Ottawa Insurance Agency Inc.- **20\***

Paratus Consulting  
Phares Family Dentistry- **10\***  
Profile Tool, Inc.

Quality Car Wash

Radius Advisory Group  
Resthaven

Sigvaris - **5\***  
SolidCircle (d/b/a Solid Design Software Solutions)  
Sperry's Moviehouse  
Staybridge Suites  
Sybesma's Auto - **15\***  
The Six Eight Cafe & Boutique at Better Way Designs

Top Line Equipment  
Two Men and a Truck/Lakeshore, Inc.

Van Doorne Hearing Care  
VanDenBerge Pest Control  
Village Inn

Weller Language Services  
Westside Service - Holland  
Whiteford Wealth Management, Inc.

Xtreme Auto

Zeeland Farm Services, Inc.- **20\***

## New Members

Welcoming these new members who recently joined the West Coast Chamber

**Choice One Bank**  
**Craig Oosterhouse**  
(616) 678-5643  
www.choiceone.com  
craig.oosterhouse@choiceone.com

**CopperRock Construction**  
**Johnathan Berghorst**  
(616) 690-4342  
www.copperrockconstruction.com  
johnathanb@copperrockconstruction.com

**HopCat**  
**Nevin Martin**  
(616) 499-6269  
www.hopcat.com/holland  
support@hopcat.com

**IDA Design**  
**Cara Danis**  
(616) 748-1572  
www.idadesign.com  
cara@idadesign.com

**Maybe Joe's Junk Removal**  
**Joseph Baker**  
(616) 366-1685  
www.maybejoes.com  
maybejoes@gmail.com

**RedRock Grille/LiveGolf Simulator**  
**Patrick Kneese**  
(616) 212-2600  
www.redrockgrille.com  
redrockgrille@redwaterrestaurants.com

**StrEATs Taco Kitchen**  
**Gina Armstrong**  
(616) 422-7460  
www.streatstacokitchen.com  
info@streatstacokitchen.com

**The Anderson Group**  
**Sue Anderson**  
(616) 299-9389  
www.thetagwebsite.com  
sue@thetagwebsite.com

**The Butler**  
**Kim O'Brien**  
(269) 857-3501  
www.butlerrestaurant.com  
butler@redwaterrestaurants.com

**Whizzbang Social**  
**Jennifer Heider**  
(303) 249-0632  
www.whizzbangsocial.com  
jen@whizzbangstudios.com

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## People you know, services you can trust.



- Commercial Banking
- Personal Banking
- Private Banking

Pictured left to right:

Jesse Prins, Commercial Banking, Greg Accardo, Market President,  
Tamara Milobinski, Commercial Banking

[fnbmichigan.com](http://fnbmichigan.com)



FIRST NATIONAL BANK  
*of Michigan*

1 West 8th St., Holland 49423 | 616.251.1200