

Creating a Culture
of Ownership in Your
Business

The Business Case
for Quality Child
Care

Developing Future
Leaders

Robert Heath, Sr.
Legacy Leadership
Consulting Group

Manifesting Greatness: Bringing out the Best in People

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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 right people will always bring out the best parts of you. They will bring out the sun and watch you bloom."

– R.M. Drake

Building meaningful relationships is a key theme in this month's magazine.

Our cover story introduces you to leadership consultant Robert Heath and his three tips to bringing out the greatness in each other and ourselves.

You'll also hear from Jon Lanning of Inontime on what it means to be an employee-owned company with a great team that works hard while serving a shared business purpose. We'll also explore the importance of quality child care as a critical tool for talent attraction and retention.

The West Coast Chamber offers many opportunities for you to develop lasting relationships and to be a positive influence on those around you. Whether it's making new contacts at a Chamber event, joining a committee, participating in West Coast Leadership or attending an advocacy program, the connections you make through the Chamber will have a significant impact on you and your business. We hope to see you soon.

Best,

Jane Clark

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce



Creating a Culture of Ownership in Your Business

By Jon Lanning | Owner, Inontime

The annual Labor Day Truck Parade in Holland/Zeeland had perfect weather again this year. Honking horns, treats and excited kids all celebrating the great workforce here in West Michigan. There is reason to celebrate. Ottawa County is the fastest-growing county in the state, attracting many new people to the local workforce, and businesses are clamoring for them like never before.

One reason is that in West Michigan leaders tend to empower their people to make a difference and share the rewards. As a result, we have a highly engaged workforce where people work with a purpose, feel inspired, and go the extra mile.

There are many ways to create this ownership mentality. Some of the more common approaches include profit sharing, a focus on corporate culture, meaningful

celebrations, fun rewards, and, of course, actual ownership. Actual ownership can come in many forms, but one of the most prevalently used in West Michigan is an employee stock ownership plan, or ESOP. A retirement plan set up specifically to facilitate an employee's financial ownership in their place of work. In fact, West Michigan has twice as many ESOPs per capita than the national average. That's not a surprise when you look at the culture and great people of West Michigan.

Inontime formed an ESOP for our team in late 2018. As part of our culture, our team has acted like owners for many years. So, it was very exciting for our team members when we offered actual shares in the company. Breaking a shipping strap handle takes on a whole new meaning when the money to replace it impacts the team's share price. It's been fun to watch our team further embrace this level of ownership. Whether it is an ESOP, profit sharing, cultural shift or simply rewarding great performance, here are a few of the things to consider if you want to create a culture of ownership in your business:

Servant Leadership — When leaders empower others, use their gifts, and honor their work, it gets noticed and inspires others to maximize their own impact. Those who truly want to see their team members succeed at work and in life will set the example and encourage them to give their all to make a difference beyond just doing their job. Organizations such as Leading by DESIGN and Become Unmistakable, for instance, help companies focus on doing this well and make a noticeable impact in West Michigan.

Generosity — West Michigan is known for its generosity. If the company's only real goal is to make shareholders or owners wealthy, people will know it. Such an approach creates a transactional relationship between companies and employees. But when companies put others first, focus on the triple bottom line, or are more passionate about serving a purpose than selfish gain, people will know that too. We believe creating an ESOP at Inontime was the right thing to do. A plan where team members who make it happen share the equity and long-term rewards of our success.

Inontime is a trucking and warehousing company based in Zeeland, Michigan. Jon Lanning leads Inontime's finance, strategy, and customer sectors but he would say his main job is making sure he doesn't get in the way of a great team.

Purpose-Driven Teamwork — Ownership goes well beyond shares and compensation. People want to work for a company where they "own" the mission statement, purpose, and outcomes. They want to work with people who encourage them to grow and have a more significant impact. Leaders who motivate their team to rally toward a purpose naturally create an ownership mentality. We've honed this approach with the help of DPMC, a local organization that specializes in connecting people to purpose.

I could not be prouder of the people I have the privilege to work alongside at Inontime. They truly own it, showing what it means to work hard while serving our purpose. I see that same ownership mentality all over west Michigan and especially in the West Coast Chamber member companies. It's a joy to live and work here.



“Ownership mentality creates a truly dedicated team.”

— Jon Lanning



The Business Case for Quality Child Care

By Donna Lowry, MD | President & CEO, Ready for School

With the majority of Ottawa and Allegan County families having both parents in the workforce, quality child care is critical to business and family-centered progress.

Child care has a significant fiscal impact on the bottom line of businesses of all sizes. Support of employees who are parents and caregivers significantly increases productivity, morale and commitment, while reducing absenteeism, turnover and tardiness. A commitment to supporting the child care needs of employees can improve their workplace effectiveness and serve as a tool for talent attraction and retention.

The Problem

There is a long-standing economic mismatch between what parents can afford to pay and the cost of providing quality care. The result is a business issue: childcare is a pinch point in talent recruitment and retention, absenteeism and challenges to job re-entry.

Since March 2020, the child care crisis has been flagged in thousands of national and state-wide articles. You and I feel the crisis effects. Local data is key to guiding solutions-based strategies that we can offer our employees, our family/friends and neighbors and in many cases ourselves.

In August 2020, Lakeshore Advantage's Human Resource Survey Update of 55 employers across Ottawa and Allegan counties report stated that "childcare is one of the highest concerns of employers who already have a labor shortage."

Cost and Access are Creating Barriers

A September 2021 survey of eight southwest Ottawa County child care centers shows that infant care costs over \$1,000/month and quality child care center infant care wait lists exceed 6 months. Some centers aren't even taking applications. Infant care for one child averages \$13,000 a year! Pre-pandemic studies have

shown that absenteeism costs U.S. companies billions of dollars each year in lost productivity, wages, poor quality of goods/services and management time. Unscheduled absenteeism can cost \$3,600 annually for each hourly employee.

A Powerful Two-Generation Solution

Business leaders have the will to lean in. One local business owner believes that child care needs are so great that, “there’s a dual approach where we can start taking some small steps IMMEDIATELY but build on a larger community-wide initiative with more robust data and data-informed solutions.”

The Door for Innovation is Wide Open

In the 2020 HR survey, Lakeshore Advantage offers short term approaches: offer employees to change shifts or work varied hours (if they are production), default to being empathetic and accommodating. encourage them to alternate weeks with their spouse/partner, offer an alternative work schedule request form and expand the Family Medical Leave Act (FMLA) for those who don’t have the option of onsite learning or have a child with higher risk factors.

Child care navigation is aided by the State of Michigan’s Great Start to Quality child care find site and Ready for



Donna Lowry, MD, leads Ready for School as part of the Holland/Zeeland and Hamilton community’s talent pipeline development from the beginning of life. As a practicing Obstetrician/Gynecologist, she experienced the child care challenge with three young sons, so knows these issues first-hand. As a problem solver, she joined the founding leadership of Ready for School to find community solutions that prioritize the needs of our youngest children, their families and our community. Alongside employers, Ready for School is laying the groundwork for tomorrow’s workforce and supporting a strong workforce today.



School’s guide quality child care. Innovative approaches such as Ready for School’s 2019 pilot on employer support for infant child care have met with success and serve as a foundation to build on.

West Michigan’s business community has the opportunity to work with the broader community to build entrepreneurial businesses to meet market demand. The CEI Child Care Business Lab in Maine gives entrepreneurs the tools to start a successful small business, helps them refine their education philosophy, guides them through the licensing process and connects them with necessary startup capital.

As our community invests in federal child care funding, let us consider investing in high-quality child care business development (The American Rescue Plan Act (ARPA)). Pairing public investment with Western Michigan’s BIG entrepreneurial spirit, expertise and leadership will make the business of child care part of our talent shortage solution.





Manifesting Greatness: Three Leadership Lessons to Bring Out the Best in People

By Robert Heath, Sr. | Legacy Leadership Consulting Group

"Look to your left and look to your right. One of you will be dead or in jail before you turn 25."

That is what I grew up hearing quite regularly as a young man in Chicago in the early 1990s. While it was a very well-meaning warning, often given in the hope of ensuring I was one of the ones who "made it," it inspired a great deal of fear and mostly served as a grim reminder of the ever-present danger of becoming a statistic. This is an example of fear-based leadership, the predominant model in use today.

The admonition made sense considering that I fit "the statistic profile." I was born out of wedlock, raised by my mom and grandmother until I was 8, and even got suspended twice in elementary school. While I understand the goal of the advice, it was not as helpful in bringing out the best in me as the guidance I received from the leaders in my life who truly inspired me.

But before you think that mine is one of those stories of overcoming insurmountable odds, I can assure you, it is not.

While I did experience my fair share of adversity, comparatively, I was fortunate. I had many examples of people manifesting their greatness despite much more adversity than I faced; and they worked diligently to draw my greatness out of me. These experiences taught me that there is a different style of leadership that can bring out the best in people without resorting to fear.

Leadership Lesson #1

My first leadership lesson learned: **Be curious. Look for and expect greatness in those you lead.** It doesn't matter where people come from or what their current circumstances are, everyone has greatness within them.

My parents were my first examples of manifesting greatness despite adversity. My mother dropped out of college to have me. Yet, even as a single mom, she earned her degree before I was four years old. When I was 8, my mother married my stepfather (who would later adopt me and who I call my father), and we moved to Germany. My father, a Sergeant in the Army, worked a second job, and played on a championship semi-pro football team in his off time to accomplish his dreams.

My parents always made sure that I went to great schools and taught me that I could accomplish anything, if I was willing to work. They inspired me to be the best I could be and made sure I knew they believed in me.

As I grew up, I dedicated my life to making a positive impact on the world around me and I began manifesting that greatness that they saw in me.

I skipped 5th grade, became an honor student, and graduated high school at 16. I graduated from the University of Illinois with degrees in Economics and Speech Communications (and a minor in Spanish, having studied abroad in Costa Rica).

I then became a leader inspiring others to overcome their adversities. I earned my Master's in Teaching and taught high school and middle school Spanish for six years, where I coached basketball and was a school improvement coordinator.

Leadership Lesson #2

These experiences led to my second leadership lesson learned: **Leaders are not born. They are trained, mentored, and forged by people who see the greatness in them, cast a vision for them, and empower them to make that vision a reality.** (Gallup indicates that only 1 out of 10 people who enters a leadership position comes equipped with the skills necessary to excel.)



If you want to go fast, go alone. If you want to go far, go together! – African Proverb

While I was successful during my teaching career, I realized that working on my own to make things better was not going to be enough. I needed to better understand systems and power, better understand working with others, better understand leadership. And so began a 10-year journey to become a more impactful leader, to become someone who could grow other leaders.

I honed my ability to understand systems and leverage at the University of Illinois College of Law where I graduated with honors as a Dean's Fellow. I then learned how to grow leaders during my time as a United States Marine Corps officer as a top litigator and company commander, earning the rank of Captain and career designation along the way.

Leadership Lesson #3

When I finished my Marine Corps career and looked back at my journey, I realized my third leadership lesson: **Good Leaders can help people accomplish amazing things.**

However...As Lao Tse said, "The greatest leaders, the people barely know they exist...When their job is done and the task is accomplished, the people say, "We did it ourselves!" This means that most of what good leaders do is imperceptible to the untrained eye.

And that problem is what I am working to solve.

At Legacy Leadership Consulting Group, we focus on the skills leaders must develop to get the best out of themselves and their people. Our belief is that the world is better for everyone when people are manifesting their greatness. Leaders facilitate that manifestation and bring out the best in their people. I built my company to dramatically increase the number of leaders that are doing just that.

A few key skills leaders that we help leaders to develop are: developing the ability to truly see the greatness in

people (hint: ask more questions!), developing an awareness of the experiences of the minorities in your majority spaces (hint: they are usually not as comfortable as they may appear), and understanding how an intentionally diverse and inclusive culture can act as a driver of sustainable growth (hint: it actually makes the environment better for everyone).

When leaders cast a compelling vision, empower those they lead to be their best everyday, and cultivate a work environment and company culture that facilitates the manifestation of greatness in every team member, great things can happen. And that affects the bottom line just as much as the cultural health survey!

“Be curious.
Look for
and expect
greatness
in those
you lead.”



Robert Heath, Sr. is an Empowering Leadership expert. His company, Legacy Leadership Consulting Group, works with leaders to get the best out of themselves and those they lead. He is a former Marine Corp Officer, attorney, teacher, and currently serves as CEO of the Legacy Leadership Consulting Group.

Premier Partner Spotlight

EV Construction

Since our founding in 1945, we've always been just as proud of the people behind the work as the buildings we construct. We work hard to help our team, our clients and our communities thrive by believing that every good endeavor is Built Around People. As a result of this commitment to people and our world-class safety program, EV Construction is consistently rated a top place to work.

Together, we're leading the way toward a construction industry that doesn't see people as numbers or trade contractors as less than equals, but sees people as the true



foundation for any successful build. The team we built our business around brings unique professional experience and the drive to deliver an unmistakable experience. Our commitment to building relationships as we manage a project has allowed us to retain and partner with some of the best professionals in the country.

Leadership Alumni Spotlight



West Coast Leadership Alumni Making a Difference

Dan Robertson

Vice President Business Banking
Huntington Bank
Class of 2016 Graduate

Favorite Leadership Reads:

7 Habits of Highly Effective People
by Stephen Covey

Predictably Irrational
by Dan Ariely

Traction
by Gino Wickman

Favorite Leadership Quote:

"What you do has far greater impact than what you say."

– Stephen Covey

Out of school, I started as a Financial Analyst with an employee benefits insurance agency. After earning my MBA while working, I switched industries from insurance to banking and joined Chemical Bank as a commercial credit analyst. When the opportunity arose for a business lending role in Holland and the lakeshore communities, I quickly jumped on it and have now been along the lakeshore since. The West Coast Leadership Program allowed me to dive in and grow personally, which is directly correlated to my career and what I enjoy doing.

Our entire Leadership Class was made aware of so many aspects within the community that we

otherwise did not have prior exposure to, including those new to the area and those that have always lived here. It sparked my interest in a few areas to get involved that connect to and align with my mission statement created during the Leadership retreat.

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

Our common goal to make things better and continue improving has the ability to encompass so many facets of our community. That mindset and forward thinking nature will keep the momentum that is needed.



trust

Five Tips to Building Trusting Relationships

By Shari Pash | *Founder of Strategic Solutions for Growth*

You may be new to sales and looking for tips and tools, or a seasoned executive open to refreshers and reminders. No matter your goal, sales success starts with your foundation and ability to build relationships. Learning about your prospective clients and customers is a first step in building those relationships and is often the key in converting prospects to new business.

We know that relationship builds trust and credibility, and that most people do business with people they like, know, and trust. So, as you identify prospective clients and customers are your strategies transactional or relational?



Here are Five tips or reminders to help you proactively form client and customer relationships:

1. **Build rapport.** Get to know the person as well as the business.
2. **Using a discovery worksheet, identify goals, priorities and motivations.** Uncover their business goals, challenges and priorities and learn how your business, product or service can help or be a solution.
3. **Keep the conversation going.** Relationship happens when you talk to your clients throughout the year regarding what's important to them. Personal contact and engagement are essential.
4. **Develop a follow-up system using a customer relationship management system (CRM).** Take notes when speaking with clients and customers, enter this into your CRM and use this information in future conversations. Schedule next steps and follow up. Implement a system that reminds you of follow-up actions on a specified date. Your notes allow you to continue a conversation and not start over with each interaction.

5. **Make relevant calls and visits to your clients.** Spark conversation based on what you learned earlier. For example:

- Let's say your company sells office organization systems. You talked with a prospect and documented notes that they are remodeling their office next spring. You have noted that the budget and planning will take place early winter. Also, you noted what the focus of the remodeling will be and the solutions you can offer. Late fall you have a follow up scheduled to connect before they begin their planning and decision work. Be proactive, using your reminder system you set up to stay timely, relevant and most importantly, relational.

With relationship, you aren't simply selling and processing transactions. As the customer realizes you have their best interests in mind, you gain their trust. In turn, your conversations are more relevant, which allows you to interact in ways that benefit the client, rather than only processing a transaction or sale.

Shari Pash is the founder of Strategic Solutions for Growth, a training company headquartered in Grand Rapids, MI. Shari works with non-profit organizations, associations and small businesses throughout the U.S. and Canada. Connect with Shari to learn more about how she can help your business or organization.



Solve a Problem, Develop Future Leaders

By Doug Ruch | Director, Hope College Center for Leadership



"We were very impressed with the students' final presentation. They were able to take a project off our workload and do all the heavy lifting in such a way that blew us away."

"The professionalism of the students as well as the end product were exceptional."

These are the kinds of comments we hear on a regular basis from clients of the CFL Consulting program at Hope College. Since 2017, I've had the privilege of leading this initiative. Through a unique model, we've created a way to deliver both outstanding value for clients and invaluable experiences for students.

"I am super thankful for this experience! It has been one of the best experiences I've had in college."





How It Works

Since 2008, CFL Consulting has completed 225 real-world projects for a diverse collection of for-profit and non-profit organizations. Project topics have included HR, marketing, sales, operations, procurement/logistics, IT, engineering, finance and strategy. Most often, these projects are challenges or opportunities that the organization doesn't have the resources to tackle.

Project teams consist of three or four students led by experienced practitioner coach. Teams often include a subject matter expert. The key to the model is an outstanding team of coaches. Because of their expertise, clients can have confidence in the outcome and they don't have to "manage" students as they do with an internship. The coach also provides incredible value to our students as a role model and mentor. We start with an agreed to statement of work, run with it over the course of the semester deliver excellent results.

Another unique aspect of this work is that it's a paying job for our students and coaches. Students go through a selective interview process to be a consultant. Coaches are chosen based on their credentials and ability to provide leadership, mentoring and deliver results. To cover our costs, we charge clients \$8,000 for each project.

Doug earned a BA from Hope College and MBA from the University of Colorado. He began his work career with P&G and then moved to Donnelly (now Magna) eventually becoming the VP of the Toyota Business Unit. He was the CEO at the Fleetwood Group for 20 years before joining the Hope team in 2015. He and his spouse Linda reside in Saugatuck.

New Projects Starting in January

We are eager to bring this program to more organizations in our region and grow the program to bless more students. If you are interested in exploring a spring semester (or future) project, please contact me at ruch@hope.edu or 616.836.0531.

For more information regarding CFL Consulting visit: hope.edu/academics/center-leadership

Win-Win

One of the things that continues to amaze me is the creativity and ingenuity of Hope College students. Of all the jobs I've had in my career, this is my favorite. It is so fulfilling to witness our student's growth as they tackle the client projects and then surprise and delight them with creative and sound solutions.

Our clients notice this too. Through regular check-in meetings over the course of the project, they get to know students as the students get to know their organization. Clients have hired CFL consulting students into internships and full-time entry level jobs. It's a big win-win.



Creating Outdoor Adventure from Scratch

By Greg Reese | Freelance Copywriter, Reese Creative

How do you get people out of the house and back into nature? Even for coastal cities like Destin, Florida, it's been a challenge lately. Which is why the city, along with Okaloosa County, partnered with No Luggage, a North Carolina-based marketing firm, for ideas.

After some initial exploration, the firm landed on a little idea, literally. The concept was to create a small beach "outpost" for child-centered activities. They called it Little Adventures.

To create a user-friendly experience, No Luggage teamed up with Holland-based EKKO Studio. Known for creating digital experiences for companies like Meijer, and Herman Miller, they were anxious to deliver a truly analog experience, that would get kids excited to go to the beach...and give parents a break.

While the Little Adventures outpost was simple in theory, the execution had a host of complexities. In design terms, the structure needed to house a series of boxes (more on that in a moment) be big enough to accommodate staff members, yet small and mobile so that it could be whisked off the beach in case of a storm, or to make way for sea turtles.



Here's how the experience works: parents come to the outpost to sign their kiddo up for a variety of free adventures. Led by local marine biology students and area businesses, activities range from tide pool exploration, to charter fishing, to paddle boarding. That's it. No text reminders, apps, or virtual bells and whistles to complicate things.



Back to those boxes. At the start of each class, kids find their name written on a card located on the side of the box. Inside, they find everything needed for the day's adventure. Not your ordinary box it also doubles as a seat so the team at EKKO needed a partner capable of pulling that off. They turned to Nuvar.

Nuvar Makes it Happen

Also based in Holland, Nuvar has a reputation for turning ideas into fully engineered, globally distributed products. They can take a simple napkin sketch idea, design and build a product from start-to-finish, then ship it to your end customer. With inhouse sewing, upholstery, thermoforming, CNC cutting and assembly capabilities, Nuvar can make just about anything.

In just two weeks' time, they turned a simple sketch into a series of Little Adventures boxes by sharing design insights, developing engineered drawings, sourcing the right materials, precision cutting, applying paint, and assembling dozens of boxes.

For Nuvar it was business as usual. Their willingness to ask insightful questions and guide the manufacturing process resulted in a box kids could easily lug around, while also being strong enough to serve as a seat. The result has exceeded every expectation.

The Little Adventures concept has caught on quickly. Parents and children flock to the outpost daily. In fact, 10 more outposts are already in the works. The city couldn't be happier. As for West Michigan, parents and children can rejoice—it's only a matter of time before outposts begin popping up here.



Keynote Speaker Jonathan Sprinkles sharing his inspiring message on *The Power of Connections* at our Annual Meeting held at Engedi Church.



Ribbon Cutting celebration at the newly renovated Haworth Hotel at Hope College.

Michigan West Coast Chamber of Commerce

HAPPENINGS



Members dining local for lunch at Seventy-Six Restaurant with Keynote Speaker Jonathan Sprinkles.



Chamber Ambassadors filled with Contagious Energy at their meeting held at Camp Geneva.



Members networking with elected officials at our monthly Advocacy in Action program.



Ribbon Cutting celebration at Riley's Grove Assisted Living Memory Care.

Upcoming Programs

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

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**

December 1, 2021

Happy Hour with the Chamber

4:30 – 5:30 PM

Tripelroot Brewery

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

8:00 – 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

7:30 – 9:00 AM

Haworth Hotel

Join us as we welcome Pam Green, Chief Engagement Officer of Pamela J. Green Solutions, who is a powerhouse when it comes to engaging people. With more than 30 years of leadership experience, Pam is a highly respected business strategist, management consultant and executive coach who helps leaders and their teams achieve meaningful outcomes and avoid strategic drift.

Sponsored by **Leading by DESIGN**

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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

Acela Business Brokerage
 Allegra Marketing/Print/Mail
 AM Data Service
 Appledorn Assisted Living Center
 Astro Wood Stake Inc. - **25***

Beeler, Stephen L PE
 Ben's Stamps & Promotional Products
 Blue Pond Marketing

Choice Machinery Group
 Community Action House
 Community Foundation of the Holland/
 Zeeland Area
 Conversational Management
 Conveyability Inc.
 Crestwood Village Condominium
 Association
 Critter Barn

DD Wind Trucking, Inc.
 deVries Studio, Inc.
 Doubletree Hotel & Conference Center

Edward Jones - AJ Tinholt
 EGLtech, Inc.
 Ensign Equipment
 Escape Ministries
 Evolve by Design, Inc.

First Christian Reformed Church
 GHSP
 Gilda's Club Grand Rapids/Gilda's
 LaughFest

Highpoint Finishing Solutions, Inc.
 - **10***

In-Line Electric and Controls

JR Automation

Lakeshore Bankruptcy Center, part of
 Marcia R. Meo
 Lankheet Pool & Spa, Inc.
 Lemongrass Thai Sushi

Mario's Pizzeria
 Meyering Insurance Agency, Inc. - **20***

NextHome Champions

Omni Die & Engineering, Inc.

Pizza Ranch

Redmon Heating & Cooling, Inc.
 Redwood Zeeland
 Republic Services of Holland
 Ringnalda TenHaken Insurance Group



Sadek Law PLC
 Salt & Pepper Savory Grill and Pub
 Sebright Machining, Inc.
 Soccer Stop Sportsplex
 Stokes Seed Company of Niagara
 Falls, Inc. - **30***
 Supply Chain Solutions, Inc.

The Brain & Spine Center
 The Empire Company
 The Janus Firm
 The Poppy Peach
 The Stow Company
 Thomas A. Davis Jeweler
 Transnation Title Agency of
 Michigan - **10***
 True Reflections Glass Co.
 Tulip City Beauty College

Vander Lugt Capital Management
 Vander Meulen Builders
 Velo City Cycles
 Village Inn
 Vista Springs Holland Meadows
 Vitale's Pizza of Zeeland

Waverly Stone Gastropub - **30***
 Welch Tile & Marble Company
 West Michigan Works!
 West Ottawa Public Schools
 Westside Service Center - Zeeland - **20***
 Westside Service Center - Zeeland - **20***
 Westside Service Center - Zeeland - **20***

New Members

Welcoming these new members who recently joined the West Coast Chamber

**Alta Material Handling
 Roger Houseman**
 (616) 748-4108
 roger.houseman@altaequipment.com
 www.altaequipment.com

**Century Flooring & Cleaning
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