

THE WEST COAST WAY

JANUARY 2022

Yah-Hanna Jenkins Leys
Young Professional of the Year

How to Build Alignment
and Motivate Others

Max: The Future of
Public Transit

3 Marketing Resolutions
for Your Business

Our Future is Bright:
Meet the HYP Award Winners

West Coast Chamber Premier Partners

PLATINUM PARTNER



GOLD 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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VP of Membership & Marketing

Colleen Schipsi
Director of Programs

Keegan Aalderink
Member Engagement Manager

Torie VanOrman
Office Manager & Member Concierge

Michigan West Coast Chamber of Commerce

272 E. 8th Street
Holland, MI 49423
616.392.2389
www.westcoastchamber.org



The West Coast Way

Editor: Jodi Owczarski, jodi@westcoastchamber.org
Advertising Inquiries: Britt Delo, britt@westcoastchamber.org
Contributing Photographer: Junebug Photography
Design: Holland Litho



In this issue of The West Coast Way, we highlight the future of our community — the honorees of the annual Holland/Zeeland Young Professionals Leadership Awards.

Holland/Zeeland Young Professionals (HYP) is a group in which young professionals can collaborate with like-minded peers, raise awareness for issues that impact them, and develop a sense of stewardship for our community. The West Coast Chamber is a longtime partner and supporter of their work.

These young pros are a force that both strengthens and helps grow this community. They are our next-generation leaders who are infusing their energy and talents into our region and are shaping our community for the long term. It is these rising stars will ultimately take us to a brighter, healthier future.

I hope you'll join me in celebrating and recognizing their dedication to our community, their careers, and their drive to give back.

I'm happy they chose our region as the place to call home and the place to make their mark.

And after learning more about them, I'm sure you'll agree our future is bright indeed.

Jane Clark

Jane Clark

President & CEO
Michigan West Coast
Chamber of Commerce

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How to Build Alignment and Motivate Others

By Jennifer Maxson | President, Jennifer Maxson & Associates



Today's leaders are tasked with managing and directing teams that are physically spread out, specialized, and working on projects that are more far-reaching than ever before. Managing a cohesive team is challenging. We must build alignment to achieve our goals.

Alignment asks the question, *How do I get everyone on the same page to move down this path?*

Motivation focuses on asking, *Once we've started down this path, how do we keep from getting off course and continue moving forward?*

If you lack alignment, you may find your team is moving in several different directions and priorities are unclear. If you lack motivation, you'll frequently get distracted by different priorities and become unable to reach your goal. As a leader, you must build alignment, motivate, and inspire your team.

Communication is critical for alignment and motivation. Communication might happen formally in a meeting. Or it may happen during informal, one-on-one conversations. Consider crafting a purpose or "why" statement with your team to build alignment around the same goal.

Tell stories. Stories break through the data and connect us to one another through shared or relatable experiences. We love to hear someone else's story. Consider sharing the following stories: a customer experience, how your organization was founded, or living the organization's core values.

In order to motivate an audience, we have to **communicate what's in it for them and why it's the right thing to do.** Sometimes in a leadership role, we forget to mention why a certain course of action is not just good for our company, but why it's good for our team members. We have to answer the question, *Why are we doing this?* Don't just consider the "numbers" perspective, but also the "human" perspective.

In addition to storytelling, we must **sincerely act in our team's best interest** to motivate them. We want to see our leader pushing forward with us: helping to remove obstacles, listening to understand instead of listening to respond. We want to follow someone who will recognize what we've accomplished and will stand alongside us when we're struggling.

Finally, let's not forget the power of a simple, handwritten thank you note. Personal touches like a note of gratitude are motivating and inspiring. It's simple and effective—a worthwhile investment.

Alignment and motivation in a hybrid work environment. If your office has both a remote and in-person experience, you will need to work harder to align and motivate your team. It's easy for us to keep our video cameras off for virtual meetings. Having the video component allows for increased connection. Emerging from the COVID-19 shutdown, many of us are still lonely, including leaders.

Push through the barriers of technology and location to regularly engage your team in personal connection. It's critical in the remote space that leaders think about how not only they communicate, but to be human. Connecting with your team is essential.

Jennifer Maxson is president of Jennifer Maxson & Associates and brings 25 years of leadership development experience to her clients throughout the United States and abroad. Jennifer is a Certified Professional Coach and Associate Certified Coach, International Coaching Federation. The mission of Jennifer Maxson & Associates is to *Enhance the Credibility of Leaders*. They develop leaders at all levels through Everything DiSC® assessments, personalized coaching, and public/ in-house customized programs focused on communication, presentation skills, and leadership. Their purpose is to inspire current and future leaders to **Lead to the Max!**®. Visit jennifermxsonassociates.com to learn more.



Key Takeaways:

- Alignment is getting everyone moving in the same direction. This is the hardest role of a leader because of our complex business environments. Building alignment never ends, this continues throughout the life of projects and initiatives.
- Motivation is focused on what's in it for your team, not just for you. Be focused on others and honor what is important for them.
- Clarity in your communication is critical. Deliver clear and concise messages. Keep the body of your communications to three talking points.
- Stories are powerful. Be sure that there is a point to your story, we can get lost in our own stories. Out loud rehearsal is important for success.
- Remote and hybrid teams want to feel connected with others. Be intentional in how you motivate and inspire your teams. Celebrate the contributions of your team members.

And if you are feeling burnt out, you may need a coach: someone who can help you think differently; someone you can share things with that you can't share with your team. You may need a network of peers, either inside or outside of your organization, to help share the load. Or you may need to practice self-care. Find ways to re-energize by doing things that bring you joy.

Exceptional leaders are those who actively set direction, align others, and provide the motivation and inspiration to help their team succeed. **Lead to the Max!**®

Universal Design for Business



©Mary Free Bed YMCA

Five low-cost, high-impact ways to make your business more equitable

By Mike Perry, AIA | Principal at Progressive AE

Universal Design (UD) is the idea that a building or space can be built and designed in a way that makes it accessible for a wide range of people. In the United States one-in-five people have a disability that can affect the way they travel through, use, or perceive a space. Height, hand dominance, body size, mobility, and age are all factors that UD takes into consideration. In a business setting, UD can help create a more equitable space for both customers and employees that ultimately improves your bottom line.

When businesses start integrating UD, it's vital to consider two things: **user experience** and **economic impact**. First, consider the positive impact a strategy will have on people who use the space. We're aiming to create opportunities that result in truly inclusive and safer environments. When your space is accessible to all, it increases your potential customer base, and widens the employee talent pool. Then, we consider what it will cost to integrate the strategy. In my consulting work with UD,

we've identified what we call priority 1 (P1) recommendations which are no or low cost with high impact to the user and organization.

Five P1 Recommendations for any Business

1. Product organization

In all environments such as retail, cafeterias, and offices, products should be organized in a vertical versus horizontal manner (as an example, bottled water should be on all shelves from top to bottom of a cooler). This provides for an equitable reach range including individuals who are of short stature, use a mobility device, have mobility limitations, or who have a visual impairment.

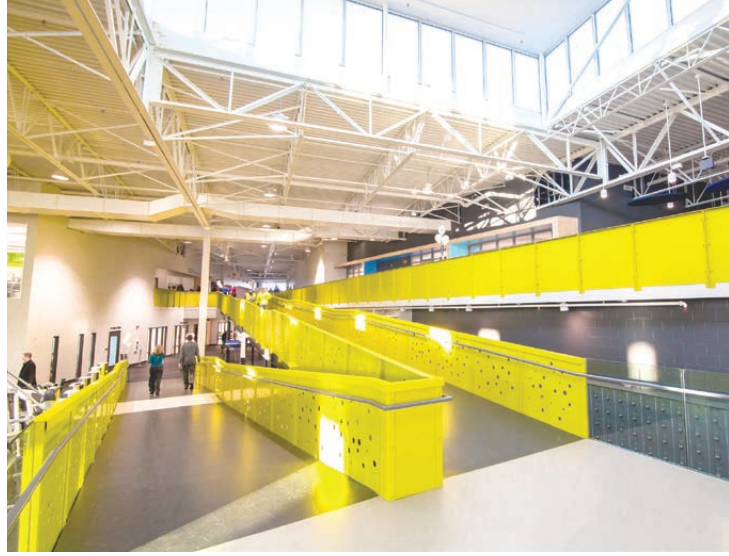
2. Use of color and contrast

Color can influence a person's mental state and convey information. Color Universal Design implies a system that allows information to be accurately conveyed to as many individuals as possible and takes people with various types of color vision into consideration. Contrast is also important when designing for people with colorblindness. As is the use of text, patterns, or symbols to ensure someone with colorblindness can understand the meaning.

3. Stand-up tables

A long-time trend in offices and restaurants has been the use of stand-up tables. The height of the table and taller chairs creates both physical and social barriers for some individuals. Someone who uses a mobility device can't participate like others who are non-disabled and it may make them feel different and uncomfortable. While a stand-up table is somewhat a norm today, it's not the best choice for a company that desires an inclusive environment. Instead, select furniture that is lower in height or height-adjustable to allow equity, and use rounded corners on all work surfaces.

Mike's passion for Universal Design is centered on designing spaces where everyone is given what they need to succeed by eliminating physical and social barriers, allowing individuals and teams with diverse abilities to flourish. He has been involved in projects implementing UD strategies in organizations such as Merck & Company, the Mary Free Bed YMCA, Expedia, Nationwide Insurance, Gerald R. Ford International Airport, and Syracuse University. He has helped public and private organizations understand UD and how it can help in the success of their overall diversity and inclusion goals. Mike continues to actively write and speak on the topic of Universal Design and has enjoyed presenting at Zero Project 2018 in Austria, the US Access Board in Washington DC, the Olympic Training Center in Colorado Springs, the Inclusion Summit in San Antonio, Disability IN conference in Chicago, and the SRAPPA.



©Mary Free Bed YMCA

4. Stairs

Do you know that 80% of accidents in buildings happen on stairs? Stairs can be beautiful, but safety strategies should also be implemented such as color contrast between treads and landings, tread nosings that contrast with the tread itself, proper lighting without shadows, slip resistant and non-glare materials, and textured handrails when approaching level changes.

5. Visual warning at two heights on glass walls and doors

Visual warning decals should be positioned at two heights on all glass doors and walls. Typically, a decal or film is provided up higher, but the lower position is also necessary for children and other individuals of short stature. The key is to provide a visual cue or warning that they are approaching a glass wall.

If your business is interested in exploring and implementing these or other UD strategies in your space, I'd love to connect.



Meet the Team at Independent Bank



Mark Hofmeyer, Jon Harrison, Dan Plumert, Gary Beyer

Independent Bank is proud to expand our footprint in West Michigan to include a new Commercial Banking office in downtown Holland. We are combining experienced lenders with local decision making to bring the best business experience to the Lakeshore. The new office is located at 151 Central Ave., Suite 100. Independent Bank, headquartered in Grand Rapids, also has a retail banking branch and mortgage lending office in Muskegon.

Founded in 1864, Independent Bank has been a Michigan community-based bank focused on our customers and communities. We began as First National Bank of Ionia, and since then have expanded to 62 branches across Michigan's lower peninsula. We also have loan production offices in both Michigan and Ohio, and provide a full range of financial services, including commercial banking, retail banking, mortgage lending, investments, and title services.

Independent Bank takes pride in doing business in the communities in which we live and serve. While many big banks move their resources from the Lakeshore to Grand Rapids or other cities, Independent Bank is moving resources to the Lakeshore because we understand the importance of having a strong presence in this community.

Independent Bank's Holland Commercial Banking lenders each have an average of 29 years of commercial lending experience. All have worked at large banks, and we have all decided to work with Independent Bank for a reason. Each wants to do commercial lending the way it can and should be done, by taking a common sense approach with local decision making to deliver quick decisions to our customers and prospects.

The Independent Bank Commercial team will offer a variety of business and lending solutions for businesses both large and small, including a wide variety of options for terms of maturity, competitive rates, amortization schedules, and collateral. Several commercial lending opportunities are available, including traditional financing programs, term loans, working capital lines of credit, commercial mortgages, and Small Business Administration (SBA) Loans.

Independent Bank looks forward to working with businesses along the Lakeshore, and we are committed to providing exceptional service and value to our customers and communities. The Commercial team is excited to work with our customers to help them achieve financial success—whatever that may mean for them—and to ultimately Be Independent.





MAX: The Future of Public Transit

By **Elisa Hoekwater** | Executive Director, Macatawa Area Express Transportation Authority

Critical Community Connections

MAX offers critical transportation in our community, ensuring reliable access to local businesses so employees can safely get to work. Despite COVID-19 challenges which shut down other transit agencies in Michigan, MAX continued to provide daily service throughout the pandemic. When fixed routes were temporarily suspended, MAX offered all passengers the option to schedule rides with the smaller Reserve-A-MAX buses. Passengers were picked up from their homes and transported where they needed to go – free of charge. During the pandemic the MAX team has seen how many passengers rely on public transportation to get to where they need to go — to work — shopping — medical appointments. MAX is proud to offer an on-time performance of 97.4% on fixed routes and 99.46% on Reserve-A-MAX (curb to curb service).

Preparing for the Future

Applying for grants is important to cover both capital and operating expenses. MAX typically receives funding to replace 2 buses each year. In 2024 MAX is due to replace 10 buses and 4 buses in 2026. Thankfully, MAX was awarded \$1.9 million in ARPA funding which can be used to improve

Key Takeaways:

- MAX offers excellent resources for a small urban community such as the Holland-Zeeland area: Demand Response, Fixed Routes, and connections to Amtrak, Indian Trails, Interurban in Saugatuck, Allegan County Transportation, and soon to be connecting to the Grand Rapids–Holland West Michigan Express (WMX)
- MAX is using resources wisely — working to maintain services through the COVID pandemic — while looking at ways to innovate and improve services offered.
- Try MAX — and see how easy it is to use transit!

sanitizing procedures, purchase cleaning supplies, and to hire 10 additional bus operators and utility workers — who are so greatly needed in the Holland-Zeeland area. MAX is hiring!

Enhanced Mobility Innovation

As we look to the future of public transit, we see new opportunities to transport people and goods. MAX is working with local partners to expand transit access throughout the region, add connected vehicle technologies that improve safety, reduce air pollution, and increase service frequencies with new vehicle options. We are seeking an Enhanced Mobility Innovation grant to offer electronic ticketing which can be used from one transit service to another and offer seamless connections between modes of travel. This will be a game-changer for passengers who travel between Grand Rapids, Holland, Allegan, Grand Haven, and Muskegon.

Elisa Hoekwater stepped in as the new Executive Director of the Macatawa Area Express Transportation Authority (MAX) in 2018, but she is not new to Michigan or to the field of transportation. Originally from Puerto Rico, Elisa's family moved to Ann Arbor, Michigan, when she was in elementary school. In her role at MAX, Elisa is thrilled with the opportunity to speak Spanish. Having grown up in a bilingual home, Elisa is happy to speak Spanish with passengers, bus operators, and finds it to be a highlight of her daily workday.





Our Future Is Bright:

Meet the Holland/Zeeland Young Professionals Leadership Award Winners

Holland/Zeeland Young Professionals (HYP) was the first YP organization in West Michigan, sparking a trend that continues to grow and evolve. HYP exists to connect and develop young professionals to lead and impact our community. HYP kicked-off with its first event on December 2, 2003 and has steadily grown since that time, and now has a network of over 1,600+ young professionals.

Each year, HYP honors young people along the lakeshore that are making an impact on the community we all share. They are recognized for showing exemplary leadership, a dedication to our local community, and a drive for advancing diversity, equity, and inclusion. Meet the 2021 Award Winners and see how they are impacting our community for the better.

Community Matters Award Winner:

Rachael Kamphuis

Associate Agent, The Insurance Group: Stacy Segrist Kamphuis & Doug Kamphuis



"Leadership is finding a passion. Then applying your talents and using your own words and actions to inspire the whole group to succeed. It's important to be generous with your time and money, getting involved in the community, knowing when to delegate roles, and when to step up and take the lead on each project/situation."

Development Matters Award Winner:

Sajin Poudel

Mechanical Applications Engineer, Mission Design & Automation



"I embody and elevate the HYP core values by participating and organizing the community events that focuses and inspires the young generation to become involved in community growth activities that reflect generosity, focuses on equality and diversity and motivate and influence to be a core member of the community."

Nonprofit Leadership Matters Award Winner:

Alexa Redick

Development & Communications Director, Children's Advocacy Center



"Everything I do is guided by the principles of belonging, community, and developing relationships. I have dedicated my life to serving others through a JEDI (justice, equity, diversity, and inclusion) lens. My dedication continuously builds our community up in disparate ways to meet disparate needs."

Business Leadership Matters Award Winner:

Jessica Walters

Chief Operating Officer, Total Control Health Plans



"I have met many wonderful people while sailing and in my travels, have been able to share about how wonderful my own community is. Sharing pictures of the beautiful sunsets, the ever-growing downtown area with an amazing Farmer's Market, the competitive business sector and the welcoming neighbors are all part of that story. The welcoming community feel Holland/Zeeland brings is what keeps me here and I love sharing that story with others."

Equity Matters Award Winner:

Simone Weithers

Creative Manager, Burch Partners



"Building community through curated experiences, providing spaces for others to thrive and realize their own potential, and challenging those in power to improve pre-existing systems by bringing more diverse worldviews to the table — this is who I am. These principles are instinctual and as ingrained within me as my own DNA."



Meet Yah-Hanna Jenkins Leys HYP's Young Professional of the Year

Director of Community Impact/College Success,
Community Foundation Holland/Zeeland Area

Each year, the HYP Board of Directors selects one individual to be recognized as the Young Professional of the Year. The recipient exemplifies each award category and the HYP core values: Inspiring, Community Builders, Generous, Forward-thinking, Intentional, and Equity-Focused. This year's Young Professional of the Year recipient is Yah-Hanna Jenkins Leys, Director of Community Impact/ College Success Coach at the Community Foundation of the Holland/Zeeland Area.

Yah-Hanna was born and raised on a small island in the West Indies, St. Kitts. She graduated from the City College of the City University of New York with a BA in International Studies and English Literature. After marrying her husband in 2013, she decided to continue her graduate career at Grand Valley State University, receiving a Master of Public Administration.

Before joining the Community Foundation, Yah-Hanna held several roles in the lakeshore nonprofit sector including Interim-Executive Director at Lighthouse Immigrant Advocates, Faith in Youth Partnership Director at Good Samaritan Ministries, and Development Director



at the Lakeshore Ethnic Diversity Alliance. Among her many accomplishments, Yah-Hanna currently serves on the Lakeshore Nonprofit Alliance board of directors and is co-founder of Women of Color Give.

Yah-Hanna is a graduate of West Coast Leadership and received the Equity Matters Award (2016) as well as the Leadership Matters Award (2020) from the Holland/Zeeland Young Professionals. She was also recognized by the Human Relations Commission of the City of Holland as the 2020 recipient of the Social Justice Award for Community Relations.

For more information, visit www.behyp.org.

“*I hope that the work I do in and outside of my professional role spurs others on to engage as changemakers and community leaders. I'm committed to giving of my time, talent and treasurer in my community and beyond, and I endeavor always to operate through an equity lens, always looking toward building a more just world for all.*”

– Yah-Hanna Jenkins Leys



Stewarding Your Visual Identity: Look Your Best by Printing with the Best



Your organization's visual identity includes your letterhead, envelopes, business cards, and folders. If you are just launching, let's review the proven strategies to guide the creation of your identity; for established brands, we offer some insights to help you project a professional identity to your audience.

Launching from scratch? The creation of your brand identity need not be difficult, if you follow a process from start to finish.

First, begin by brainstorming your brand's emotional vocabulary. What are the words you'd use to describe the way you want to be perceived: serious, playful, corporate, fun, decisive... Develop a prioritized list that conveys what you are trying to evoke.

This effort should be informed by a definition of your target audience. Make sure the words that describe your brand build credibility with the segments of the market for whom your products and/or services are intended.

Consider both competitors' positioning, as well as the organizations in general whose look you admire. There are many examples of brand identities on sites like Google and Pinterest. Find sources for inspiration and let this research inform how your own brand should be positioned in the marketplace.

While you are at it, check out: hollandlitho.com/solutions. There you will find hundreds of examples of business cards, letterhead, envelopes, folders and auxiliary branded items such as promotional pieces and packaging. Stop by our website and check it out!

To help guide you through this process, it is a good idea to engage the services of a design professional. A good designer does more than just create your brand's specific elements. Your creative professional can also develop your organization's color palette and the visual language that will convey your brand effectively. For larger identity projects, a style guide, identity manual or guidelines may help you ensure that over time, your brand is presented consistently and professionally across all digital and physical communications channels. Need a recommendation? We work with a number of local designers who can help you go from idea to implementation.

Whether your brand is new or established, rely on professional printing! The most beautiful color scheme won't mean much if it appears inconsistently in the marketplace. With Holland Litho, you get crisp type due to the ultra-high-resolution of the equipment we use, as well as consistent color across both uncoated letterhead/envelope stocks and the coated sheets often used in packaging, promotional items, and direct mail. You've invested a lot of time and effort in your brand. Make sure it looks that way to your audience.

We used our own identity in the accompanying photo to demonstrate the point. Notice that, even with the variety of papers, Holland Litho's colors are consistent across the entire system.

For nearly 70 years, Holland Litho has been in the business of helping organizations like yours put your best foot forward. Want to know more? Email me at craigp@hollandlitho.com or call at 800-652-6567.





3 Marketing Resolutions for Your Business

By Ben DeVries | Founder of Oranje Boven Marketing

2022 is upon us. You may be looking forward to this year full of hope and optimism, or maybe not so much. Some have forecast fantastical projections about their sales, some are just trying to make it to the next quarter (maybe the next week, even). Whatever your outlook for the coming 12 months, all projections, hopes, and fears are just whispers of the muses until you put some action behind them.

So, here I will play the part of your muse by giving you three marketing resolutions. It's up to you whether or not you'll put them into action.

New Year's Resolution #1 — Lose the Extra Weight

We, as business owners, get really excited about all the amazing things we can do for our customers. And so,

when asked what we do, we tell them every. single. thing. Not only do we tell them every single thing, we go into great detail about each thing, and each variation of each feature of everything we do.

Our customers end up confused by the information overload they just received. In order to make maximum impact in your sales and marketing, reduce your message to one benefit that will appeal to your customer.

New Year's Resolution #2 — Start Investing

The law of compound interest applies to more than money. When it comes to your marketing, it's more important to consistently invest little bit by little bit than it is to spend your entire reserve fund on big splashy ads. With small, consistent investments, you'll find that growth will be slow at first, but over time it will pay exponential dividends.

New Year's Resolution #3 — Reduce Your Social Media

There are some tried and true social platforms that are good places to promote your business. There are some that are not. Every couple of years a new social platform comes out that is the zenith of online social engagement, and you will have a hundred voices telling you need to be on it. Anyone remember Vine? Orkut? Google+? Friendster?

Before you hop on Tik Tok because "everyone is doing it," take a deep breath, and check to see if it matches your audience, your brand, and your value proposition.

Bonus Resolution — Stop Procrastinating

All resolutions are only as good as the action that follows them. If part of your New Year's business plans is to improve or start your marketing, then the first thing you should do is start.

Ben DeVries is the founder of Oranje Boven Marketing, and has over fourteen years of experience building sales and marketing strategies and convincing sales and marketing teams to play nice together. Oranje Boven is a full-service marketing agency bent on making high-level marketing strategies and services accessible to small business owners and providing a healthy growth environment for marketers of all disciplines. Reach out to Ben at OranjeBovenMarketing.com to learn more.



Features vs. Benefits:

Feature: A fact or description of your product or service.

Benefit: Why I care about that product feature.

Tip: To go from feature to benefit, describe your offering, then ask "So what?" And then keep asking until there's no more answers.

“The Legend of BB Riverboats

When I worked for a magazine publisher, we studied how effective our advertisements were by polling our readers. We studied ads big and small, front to back. The most effective ad, by nearly double, was the teeniest, tiniest ad we offered, and it was in the middle of the book. How was that the most effective ad? They bought the cheapest placement in the magazine in every single issue for ten years. Marketing success is about clarity and consistency.”

Michigan West Coast Chamber of Commerce

HAPPENINGS



West Coast Leadership class touring Koops Automation as part of Business Solutions and Innovation Day.



West Coast Leadership class members Esmeralda Pagan, Cadie Putnam, Brandon Gualtiere, Matthew Wiebe, Madeline De Jonge, and Kara Nguyen enjoying conversations at the Leadership Alumni Holiday Party.



Ribbon cutting at Community Action House celebrating the grand opening of the Food Club & Opportunity Hub.



Chamber Ambassadors Hope Lesperance, Kim Vandermolen, Julie Abel, Robin Bartells, and Brittany Dolly spreading holiday cheer at the Ambassador Holiday Party.



Chamber members Sandy Pierce, Anna Rankin, Yah-Hanna Jenkins Leys, Ashley VanZee, and Vanessa Gutierrez enjoying conversations at the Leadership Alumni Holiday Party.



Chamber President Jane Clark, Huntington Bank West Michigan President Krista Flynn, and U.S. Representative Bill Huizenga at our Annual Breakfast with our Congressman.



Chamber members Cindy Grodus, Alivia Brown, Keria Shineldecker, and Joe McClerman supporting local for Happy Hour at Tripelroot in Zeeland.

Premier Partner Spotlight

Scott Patchin, Owner and Founder, The trU Group



I began working as a consultant 13 years ago around a simple passion — *to guide others to realize the excellence they were born to achieve.* After working with many leaders to help them achieve their personal and company goals, I refined my *why*: to help teams maximize growth and minimize pain, moving to and beyond the tipping point of success. I focus where we have great opportunities for impact — our work together as leaders — and the journey to reaching our long-term goals.



I partner with entrepreneurial leadership teams to help implement the Entrepreneurial Operating System® (EOS®) in their work. I live my passion in my work, and I get a front row seat to teams passing that tipping point of success. I also support leaders



through my writing, and have published six books that help new fathers, encourage individual development, and challenge leaders. Each book carries the same themes: 1) Journeys are meant to be taken as a community 2) Relationships start with honest conversations.

One thing I love about the Chamber is how it gathers people and builds community that's been critical to my own success. I would not be where I am without the Chamber.

Upcoming Programs

To register, visit <https://business.westcoastchamber.org/event-calendar>

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.

Program Sponsored by [Huntington National Bank](#)

February 8, 2022

Wake Up West Coast: Understanding Your Unique Leadership Design

7:30 am – 9:00 am
Haworth Hotel

Join us as we welcome Rodger Price, Founder of Leading by DESIGN, who will walk us through a leadership framework called The DoKnowBeTree to help you understand your own unique design.

Program Sponsored by [Consumers Energy](#)

February 21, 2022

Advocacy in Action: Updates from State Legislators

8:00 – 9:00 am
Boatwerks

Join us for an opportunity to hear updates from our State Legislators followed by time for audience questions.

February 24, 2022

Power Lunch

11:30 am – 1:00 pm
City Flats Hotel

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 a chance to win a door prize while enjoying lunch.

Program Sponsored by [Riley's Grove Assisted Living & Memory Care](#)

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

Above & Beyond Catering
 Adams Outdoor Advertising - West Michigan
 Advantage Benefits Group
 Alliance Home Health Care Services, Inc.
 Alpine Events/The Rental Company - **30***
 Artex Label & Graphics Inc.
 Axis Machine & Tool, Inc.
 Beechwood Photo Organizing - **5***
 Black River Pallet Company
 Bob's Butcher Block West
 Boeve Properties
 Brickford Estates Condominium Association
 Capitol Group Consultants LLC
 Cardinal Legal, PLLC / Cardinal 270, LLC
 Carini & Associates, Realtors
 Children's Advocacy Center
 Comprehensive Ear & Hearing
 Crane's Pie Pantry Restaurant and Winery
 Crown Motors Toyota/Volkswagen
 Cutting Edge Technologies
 Dutch Touch Growers Inc.

Excell Construction Services
 First National Bank of Michigan
 Fusion Graphic Consultants
 Glik's Mens
 Hamilton Community Schools
 Haworth Hotel
 Holland Charter Township
 Holland Engineering, Inc.
 Holland Terminal, Inc.
 HR Solutions Group
 Hungry for Christ
 Innotec
 Integrity Tax Group
 JMB Property LLC
 JP Morgan Chase Bank, N.A.
 Lake Trust Credit Union
 Lakeshore Cleaning & Facility Services
 Lakeshore Dentistry, P.L.C.
 Locale Nutrition
 Lokers Shoe Company
 Love's Travel Stops
 Macatawa Technologies
 Magna Engineered Glass
 Meijer Inc. - 16th Street
 MOKA



New Holland Brewing Company
 Parkview AFC
 Permaloc Corporation
 Picket Fence Floral & Design
 Precision Packaging Systems Inc.
 Prein&Newhof
 Puzycki, Kenneth Law Office
 Robert W Baird - Central Avenue - **40***
 SA Mason LLC
 Salubrity Vida Day Spa
 Sonscreens
 SpinDance
 Stripe A Lot Asphalt Maintenance LLC
 Sun Island and Haircare
 Superior Cutting Service
 Tennant Company
 The Bridge
 The Farmhouse

United Manufacturing, Inc.
 US Army Recruiting Company - Grand Rapids
 Waverly Meadows
 WB Pallets
 Wellness Co.
 West Michigan Airport Authority (WMAA)
 West Michigan Towing
 West Michigan Whitecaps
 Wightman
 Worksighted - **20***
 Yacht Basin Marina
 Yacht Boat Charters
 Zeeland Christian School - **20***

New Members

Welcoming these new members who recently joined the West Coast Chamber

Gordeaux
Robyn Schopp
 (616) 808-1529
 www.gogordeaux.com
 robyn@gogordeaux.com

KinetaCare Physiotherapy
Christi Zylstra
 (616) 263-6161
 www.kcarephysio.com
 christi@kcarephysio.com

Mailloux Dentistry
Diane Bartels
 (616) 392-3717
 hollanddentist.com
 contact@hollanddentist.com

The House Next Door
James Fontaine
 (616) 344-0300
 www.hollandhousenextdoor.com
 info@hollandhousenextdoor.com

Zero Latency
Zachary Rhoda
 (616) 298-8831
 zerolatencyholland.com
 info@zerolatencyholland.com



272 E. 8th Street
Holland, MI 49423



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