

Deedre Vriesman
CEO, Resthaven

Getting Started in the
Sustainability Journey

Six Characteristics of
Inclusive Leadership

Finding Affordable
Health Insurance for
Employees

Resthaven: Helping Seniors Live their Best Lives

West Coast Chamber Premier Partners

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GOLD PREMIER PARTNERS



SMALL BUSINESS FINANCE PARTNER



COMMUNITY CHAMPION PREMIER PARTNER



SILVER PREMIER PARTNERS



Catalyst, Convener and Champion

The Michigan West Coast Chamber of Commerce serves as a catalyst for business growth, a convener of leaders and influencers and a champion for our thriving community. The Chamber serves its 1,200 members by building businesses, advocating for issues that matter, developing leaders and supporting initiatives to build an inclusive community where all feel welcome.

One of only one percent of Chambers nationally with a Five-Star Accreditation, the West Coast Chamber has been named the Michigan Outstanding Chamber of the Year by the Michigan Association of Chamber Professionals.

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The West Coast Way

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Where we live has a big impact on our health and happiness. We are all fortunate that West Michigan is such a great place to live, learn, work, and play.

In this issue of The West Coast Way, we are sharing the story of the new housing developments being led by Resthaven under the leadership of Deedre Vriesman. Responding to current and thorough market research, Resthaven is giving senior members of our community the living options they are asking for — in both urban and country settings. These are impressive projects that will impact our area for years to come.

There's a lot to love about living here, from our award-winning downtowns and nationally ranked school districts, to our wonderful parks and close proximity to big cities nearby.

There's something for everyone — whether you are starting a career, raising a family, or heading into retirement.

We have some of the country's fastest growing industries and enjoy a relatively low cost of living. These assets are yet another piece of the puzzle that makes our community such a wonderful place to call home.

Jane Clark

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce

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Living Your Ideal Life by Doing What You Love

By Laurel Romanella | Owner & Professional EOS Implementer, Laurel & Co.

Do what you love.

With people you love.

Be compensated appropriately.

Make a dent in the universe.

And have time for other passions.

This way of life is achievable. You simply have to choose it. Then get to work making it a reality.

Start from the top — ***Do what you love.*** You have a superpower. You were created to intuitively understand and deeply connect to certain things. This is your personal sweet spot — what you were put on this earth to do. And when you do it, you're energized. You come to life. You're filled with joy. Dan Sullivan calls this your "unique ability" — what you love to do and what you're great at.



What do you love to do? If you can't articulate it, here are a few questions to get you started.

- What activities give you energy?
- If you were financially secure for the rest of your life, what would you choose to do?
- What are your talents or skills?
- What kind of work do you love to do? For example, do you like to fix things? Solve problems? Teach others? Lead people? Create products?
- What did you love to do when you were a kid or teenager?

Be patient — articulating what you love to do may take time or require some soul searching. Once you define it, you may have to adjust course or be honest with those around you. But then pursue it. Go after it. Choose to do the things that set your soul on fire. *"The only way to do great work is to love what you do."* (Steve Jobs)

Doing what you love is also critical for business owners and leaders, as it gives your company a competitive advantage, and breathes new life into the business. Instead of feeling stuck or weighted down by unwanted tasks or responsibility, there's a path to freedom for you and the company that starts with these steps:

- Create the right structure for the organization.
- Clearly and simply define roles for everyone.
- Fill the organization with the right people (people who share your core values) in the right seats (people who are great at their job)
- Delegate what you don't love. By delegating your schedule or inbox (for example), you're giving someone the opportunity to do what they love so you can elevate and do what you love.

Doing what you love is also imperative for entrepreneurs. You CAN build a business around your passion. Don't do it for the money, to make others happy, or to impress people. Do it because you're totally in love with what you're doing. Doing what you love will keep you moving forward. It will get you over the hurdles and through the tough times. You'll put up with all the hard work of building a business. And you won't give up.

Doing what you love is the first step toward living your ideal life. It's within your reach. Go make it a reality!

Laurel Romanella helps people get everything they want from their business and live their ideal lives. Companies that work with her get everyone on the same page, rowing in the same direction. They gain momentum by driving accountability, focus, and discipline down into the organization. And they have a leadership team that is open, honest, and enjoys working together. Connect with Laurel on LinkedIn: www.linkedin.com/in/laurelromanella.





Finding Affordable Health Insurance for Employees

By Mike Hill | Founder, Total Control Health Plans

As they say, every cloud has a silver lining and COVID 19 is no exception, with several pleasant side effects such as parents with children in diapers losing their sense of smell. One of the more pleasant side effects of COVID 19 was the impact the pandemic had on health insurance renewals in 2020 and 2021. Unfortunately, all good things come to an end, for 2022 we are seeing more substantial increases giving one the sense that insurance carriers are highly focused on making up for lost time.

So, what options do employers have in 2022 and beyond?

Option 1 is to stay the course, which is most likely the best option for employers who have bigger fish to fry, such as finding employees to insure in the first place. While the idea of 8% to 12% increases each year is very unappealing, it falls into the “Devil You Know” category and many employers have baked this reality into the

annual budgeting process. The group insurance market continues to respond to rising costs with ever more ways to shift costs to employees in the name of keeping premiums down.

Option 2 is to drop group health insurance all together. While this was an analysis many employers did during the initial rollout of the Affordable Care Act (ACA), the American Rescue Plan made a numerous changes/ increases to the ACA subsidies including expanding those who qualify. As a result of these changes and enhanced technology solutions, many employers, including those with over 50 employees, are re-evaluating group health insurance and are finding the alternatives attractive in many ways.

Option 3 is to adopt the DIY approach and to pursue self-insurance. The number of employers, of all sizes, adopting this approach has seen a gradual but steady increase over the last decade which is a trend we believe will continue. For employers who are interested in exploring the DIY approach, here are a few key items to keep in mind.

1. Although a pre-packaged self-funded solution, such as those that may be offered by the same insurance company you work with today, might be appealing because of the turn-key nature of it, you shouldn't expect different results from this model. This is due to the fact that under the hood the fully-insured option and self-funded option operate in exactly the same way.
2. There are only two true ways to reduce health insurance costs:
 - a. Buy less things
 - b. Pay less for the things you buy

Fully custom, DIY plans, have numerous levers employers can pull to accomplish one or both of the

Mike Hill, is founder of Total Control Health Plans and has been advising employers on health care cost reduction strategies for two decades. An expert in self-funded medical plans, Mike has helped employers implement varied solutions focused on reducing the cost of health care, such as direct contracting, direct primary care, and many others.

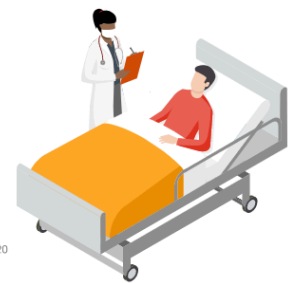
Understanding that pre-packaged, fully insured, medical plans eliminate all employer control over their health care supply chain, Mike wrote "**Not Rocket Surgery, An Employers Guide to Controlling the Health Care Supply Chain**" which introduced the concept of the Total Control Health Plan in 2017.



15%

of American consumers with employer-sponsored insurance said they had deferred some care between March and September 2020.

Source: PwC Health Research Institute consumer survey, September 2020



items above. Any solution an employer is considering should be measured against these benchmarks. Ask to be shown in an objective way how the solutions you are being presented reduces the number of services you buy, and/or the cost of the services you pay for.

3. Finally, the concept of joining a captive has officially reached flavor of the week status. While a captive is a very powerful tool in the DIYer's toolbox, it is only one of many tools an employer will use to reach their preferred destination. It isn't the destination itself. The reason that captives have reached flavor of the week status is that they are a very shiny object and are very profitable for those who run them. As a result, do your homework and learn specifically how the captive manager will help you accomplish the two objectives outlined in point 2 above.

Although 2020 and 2021 may have felt like a welcome reprieve from the annual health insurance cost escalator, we are seeing every indication that 2022 will be a return to "normal", with more substantial increases on the horizon. The good news for employers, however, is that there are many options to consider, especially for those who are open to thinking outside of the box.



Getting Started in the Sustainability Journey

By Dan Broersma | Sustainability Manager, City of Holland

The City of Holland has a Community Energy Plan to reduce the community's carbon footprint. The Strategic Development Team (SDT) spent the past year working to develop recommendations for the Community Energy Plan (CEP). A key factor for the City of Holland to reach carbon reductions will require the entire community's involvement. The SDT shared

in their October 13, 2021 presentation to City Council, "60% of our carbon footprint is rooted in non-residential buildings." So, as a business community — what can we do? Here are a few tips for businesses looking to advance their sustainability journey. It will take all of us to make a more sustainable Holland.

Evaluate

If your organization is just getting started with sustainability practices, begin by tracking your business waste, energy, and water usage. You don't know what you don't measure. Consider getting an energy/waste audit for your business. Some utilities offer this service, or there are companies that you can hire for this service.

Employee Comfort and Efficiency

It's no secret that employee comfort can significantly impact productivity and you don't have to sacrifice sustainability for optimal working conditions. During the warmer months, use fans, and window shades. A window on a sunny day is like a giant magnifying glass; closing the shades will have an immediate cooling effect.

Use a programmable thermostat to lower heating/cooling demand when nobody is in the office. Having different winter and summer thermostat set-points can help too. A 72-degree office in the winter and 74 to 76 degrees for AC in summer are efficient settings.

Capital Improvements

Invest in energy-efficiency upgrades. Advances in technology make modern equipment very efficient compared to older equipment. It may be cost-effective to replace older equipment just for the energy savings. Check with your utility providers for rebate and financing programs. Routine maintenance is critical for the longevity and efficiency of any equipment, old or new. Install LED lights. Look into possible utility rebates can offset up to 100% of the installed cost.

Fix air leaks. Finding and repairing air leaks in your compressed air system (if you have one) can be invaluable, since the only thing worse than an air leak is a pressurized air leak! Holland Board of Public Works (HBPW) offers rebates for compressed air system leak studies and engineered nozzles to reduce compressed air use in your processes.

Dan Broersma is the first Sustainability Environmental Manager for the City of Holland. In this newly created role, Dan will lead the development and execution of community-focused environmental sustainability initiatives. In this work, he will identify and develop environmental sustainability opportunities and implement policies to benefit and serve the residents of Holland, MI.



Use Your Resources

There is an extensive network of resources in West Michigan for businesses looking to increase their sustainability practices.

- Contact utility providers about programs to increase efficiency
- Network with Chamber members
- Connect with industry-specific peer groups
- Attend educational events
- West Michigan Sustainable Business Forum
- City of Holland, CEP Strategic Development Team

Direct Digital Controls (DDC): A larger and more complex HVAC system may benefit from DDC, a centralized computer system that controls HVAC equipment. There are several different control strategies to help save energy. Scheduling, optimal start and stop, economizer, outside air temperature enabling, load shaving, and set point reset schedules are some examples.

Consider Stormwater Pollution

Good stormwater management helps to protect recreation opportunities and environmental health for our lakeshore communities. Keep impervious surfaces clean to prevent stormwater pollution. Sweep up excess fertilizer, grass clippings and salt from parking lots and sidewalks. Have a spill kit handy for vehicle fluid leaks and always use dry methods to clean up fluid spills. Reduce your use of pollutants like fertilizer and deicing salt. Only use salt where it is necessary for safety or consider more environmentally sustainable options such as a brine solution or sugar beet juice. Replace the lawn with native plants to reduce fertilizer use and the need for irrigation.

Resthaven: Helping Seniors Live their Best Lives

By Kerry Medina | Senior Editor, Senior Living News



Deedre Vriesman took over the reins of Resthaven in 2018. Since then, she's overseen the installation of an entirely new leadership team, the opening of Resthaven's second Green House-inspired home, guided residents and staff at Resthaven's three established communities through the Covid-19 pandemic and simultaneously advanced the development and financing of two new communities.

The River Place will open in downtown Holland at 212 South River Avenue in spring of 2022, when it will welcome independent living residents. The Farmstead, located on 40 acres of current farmland on 24th St. west of Van Raalte Farm, is slated to open in 2023, offering independent and assisted living options.

Q: The addition of The Farmstead and The River Place will nearly double Resthaven's portfolio of senior living communities. What prompted these ambitious developments?

When I began with Resthaven, I completed several assessments to help guide our next strategic plan. We studied our facilities, development, finances, operations, and reviewed the market research. These assessments showed that while Resthaven had strong occupancy and a favorable reputation, long-term financial sustainability would be challenging without significant growth. We had low debt, aging buildings, and were nearly full for our

programs. Based on the market and consumer research, we determined that there was need for more independent living and assisting living. The current offerings in Holland did not meet all the changing preferences of aging baby boomers — both a desire for independent living in a more rural setting and more senior living in downtown Holland.

Q: Was the decision to add another community in downtown Holland opportunistic or part of a greater development strategy?

The Warm Friend by Resthaven is a 60-unit independent living program in downtown Holland. The building was built in 1925 and is on the historic registry. Its ideal location, historical significance, and strong reputation led to a wait list of over 100 prospects. Resthaven has looked for opportunity to expand senior living in downtown Holland for many years. When we heard again the desire of seniors to have more options for downtown living, we were excited to explore more fervently different opportunities. When GDK Properties and GDK Construction approached us in 2019 about their plans to build at the site of the Brouwer Furniture Store, we believed this would be the ideal opportunity for Resthaven to meet resident’s needs by offering more units downtown designed specifically for seniors to age in place.

Q: How were the projects affected by the Pandemic?

The Farmstead launched its initial marketing campaign in January 2020. We had just finished our second community informational event when we learned of the pandemic and had to completely redesign our event-



based marketing strategy. As of January 2022, we have surpassed our initial sales goal.

In addition to the pandemic affecting our marketing efforts, we are now also seeing a significant impact on our financial projections. Construction costs, like many other goods and services, have increased dramatically over the past year. Currently, our challenge is to manage the highly inflated costs and supply chain issues. We are actively working with our team and remain confident we will find creative solutions just as we have all along the way.

Q: How did you and your team balance these challenges with those that the Pandemic brought to Resthaven’s established communities?

Resthaven’s entire senior leadership team turned over from 2018-2020 largely due to retirements. While it was



The Farmstead Great Room



The Farmstead Kitchen



challenging to lose so much talent and institutional knowledge, we also benefited from having a new, energetic leadership team who bluntly didn't know any other way besides the Pandemic way. Though our team was inexperienced, we had that in common with everyone else as we navigated this novel virus together. Knowing our team all had 30+ years prior to our own retirement dates, we had no choice but to embrace the challenges of the pandemic and continue to do our best to move forward with our strategic initiatives to utilize technology, reinvest in our current buildings, and grow our programs while maintaining the clinical excellence and mission driven care Resthaven has been known for. It was not without difficulty, stress, and missteps along the way, but we were fortunate to have the energy and drive to continue to move forward.

Q: Will these new communities and your existing programs be adequately staffed given the labor shortages in the aging services sector?

The labor shortage has affected healthcare, especially senior living, as much or more than other industries. Resthaven, however, has continued to maintain its staffing levels. In fact, since 2020 when the pandemic began through today, we have increased our workforce by

Deedre Vriesman has served as President and CEO of Resthaven in Holland, MI since 2018. Prior to joining Resthaven, she served as Executive Director for Samaritas Senior Living in Grand Rapids, MI where she had been on staff since 2009. Prior to that she worked with Pine Rest Christian Mental Health Services in Grand Rapids, MI as a senior care manager and research assistant specializing in dementia care. Vriesman received a Master's in Counseling from Spring Arbor University and a Bachelor's degree in Psychology from Calvin College in Grand Rapids, MI.

approximately 25% growing from 380 employees to 480 employees. Being the only non-profit senior living community in Holland, coupled with being the only faith-based/mission driven senior living community in town, we have been able to both recruit and retain a dedicated workforce better than many other senior communities across the nation.

Q: What are the current projections for the openings of The Farmstead and The River Place?

The Farmstead has over 70% of its units reserved and is on track to break ground in spring of 2022, opening in late 2023/early 2024. The River Place will open in spring of 2022 and we are currently taking reservations for the remaining units.



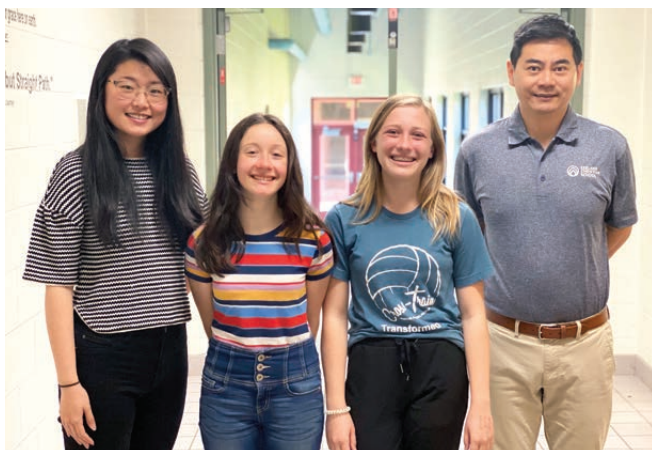
Zeeland Christian Students Achieve Advanced Mandarin Fluency

By **Molly Kehrer**, Zeeland Christian School Communications Coordinator
& **Cara Wickstra**, Zeeland Christian School Parent

Zeeland Christian School is celebrating ten years of its Mandarin immersion program. World language acquisition is fundamental to the culture of Zeeland Christian School, where Spanish and Mandarin immersion programs are flourishing. Over half of the student body in threeschool-8th grade learns primarily in Spanish or Mandarin each day. Two graduates of the 2021 class, Ellie Brower and Noel Sprick, became the first to obtain Level 7 — Advanced Fluency in Mandarin. This achievement is inspiring to the ZCS community, as both Ellie and Noel were among the pioneers of the program and were members of the second 8th-grade Mandarin class to graduate.

Alex Zhou, 6th and 7th-grade Mandarin teacher, shares, “I am so happy for them! They are both very talented language learners, and their dedication helped them reach their goals.” He notes the girls’ strong participation in class and their courage to try new Chinese words and phrases. He believes their achievements bring hope and a new challenge to other students in the program.

Speaking with Ellie, we see a glimpse of how meaningful her time in Mandarin immersion has been. She feels like her classmates and teachers were a “family at school” and felt most comfortable being herself when she was with them. Noel shares a story of when her family worked at Camp Roger and she was able to help a girl from China who didn’t understand English. While the girls might not know yet where Mandarin will lead them, there’s no doubt their opportunities have expanded as a positive result of their hard work at ZCS.



From third grade on, Zeeland Christian immersion students take the STAMP test to gauge their growth, providing data that informs curriculum changes and teaching strategies. Kindergarten through fifth-grade immersion students move through beginner, novice, and intermediate stages of language acquisition. In middle school, the goal is for students to be at a high intermediate level, moving into the advanced level in some areas. Ellie and Noel were the first in the Mandarin program to accomplish this goal. Jodi Pierce, Immersion Director at Zeeland Christian, explains, “Until you see it happen, you always wonder if it’s really possible—especially with the difficulty of the language. She continues, “Mandarin scores are trending upward as we refine our instruction and curriculum each year, so we have no doubt that we will continue to see students testing in the Advanced Level in Mandarin, just as we do in Spanish.”

Jodi is inspired as she looks to the future of the Mandarin program, “We are encouraged to see the results of years of hard work on the part of our teachers, students, and families. It’s exciting to know that we are reaching what we always hoped was possible. We anticipate further success in the coming years as we continually assess and improve how we approach immersion at Zeeland Christian.”

Zeeland Christian continues to pave the way as the only Christian-based Mandarin immersion program in the Midwest. Learn more at zcs.org/mandarin-immersion.





Six Characteristics of Inclusive Leadership

By Darryl Shelton | Professional Facilitator, Davenport University IPEX

What makes your company a great place to work? In 2022, organizations seek to attract, hire, and retain employees in a highly competitive environment. Potential candidates are looking for engaging work where their contributions and talents are recognized by their peers and their leaders. Being an inclusive leader will make your organization a great place to work and you can be an employer of choice. Take Pat's employment journey as an example.

Pat is seeking a role with challenging, creative projects while learning from seasoned professionals. Pat desires a flexible work environment encouraging collaboration with coworkers across the organization locally and around the globe. Pat's prior employer proudly stated they looked for candidates to be a good fit with their culture. What Pat experienced was a tight knit, friendly work environment where colleagues had similar academic credentials, career experiences, and even similar cultural traditions. Pat found the organization welcoming at first but then felt stifled by a single way of approaching problems based upon "best practices" which really appeared to be "the way we always do things." Pat did not see how the organization was poised for the changing needs in their market with the current team. There appeared to be limited diversity in ideas, solutions, and thought. This seemed to align with the lack of diversity which had been articulated by an analysis of the employee population. Pat's manager was surprised when Pat submitted a resignation. Human resources was not. The executive team realized inclusive leadership is a priority to be poised for success.

Inclusive Leadership is not limited to hiring diverse candidates nor is it instituting "check the box" compliance training about bias. Inclusive leaders consider their own perspective and what has influenced their ideas and value the experiences and viewpoints from their colleagues. They recognize a diversity of ideas, perspectives, and people.

Research indicates time and again that teams with inclusive leaders are more collaborative and outperform their competitors. Our workforce, which now spans four generations, should consider the voices of today and tomorrow and leverage the insight of longstanding employees while embracing social and cultural nuances that enhance the creative culture of the company.



Six Characteristics of Inclusive Leaders:

Commitment: Articulate an authentic commitment to diversity, challenge the status quo, hold others accountable, and make diversity and inclusion a personal priority.

Courage: Admit mistakes, display humility, and create the space for others to contribute.

Curiosity: Demonstrate an open mindset and deep curiosity about others.

Cognizance of bias: They show awareness of personal blind spots, as well as flaws in the system, and work hard to ensure a meritocracy.

Cultural intelligence: They are attentive to others' cultures and adapt as required.

Collaboration: They empower others, pay attention to diversity of thinking and psychological safety, and focus on team cohesion.

Inclusive leadership starts with self-reflection and then action. Evaluate where you are personally on these characteristics and how these behaviors will enhance the culture, creativity, and results in your organization.

Darryl Shelton is an experienced facilitator and teacher with expertise in sales, leadership training, high-level creative thinking, and curriculum development. He is a dynamic speaker who engages participants and challenges them to think in new ways. He has taught numerous leadership development sessions and loves working with cohorts to help them grow and implement new strategies into their daily lives.



How a Prenuptial Agreement Can Help Protect Your Business

By Beth O'Laughlin | Partner, Warner Norcross & Judd

February is a common month for marriage proposals. And while most people caught up in the throes of romance don't find marital agreements to be top of mind, those who are business owners should. This can be a sticky topic to discuss, but creating a prenuptial agreement (or even a postnuptial agreement) is extremely important to protect the business in the event of death or divorce. A marital agreement can:

- Prevent a divorcing or surviving spouse from claiming an ownership right in the business.
- Protect the business from being required to disclose financial information in the event of divorce or death.
- Save time and expense during divorce proceedings.
- Protect the non-owner spouse from liability for the owner spouse's business debts.

In short, a prenuptial agreement is part of financial wellness for a business owner, akin to buying insurance — you acquire it for protection against the unexpected, but you hope you will never have to use it.

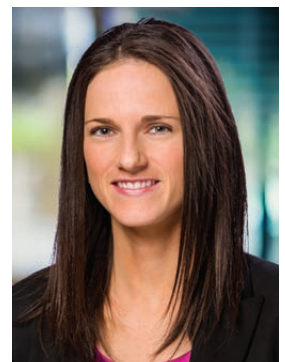
Create a Marital Agreement That Will Provide Business Protections

1. Before you begin the marital agreement discussion, have a shareholder or operating agreement in place for your business (even if you are the sole owner). This agreement can restrict ownership in the business to the existing owners (or additional individuals, like the owners' descendants). If a prohibited individual obtains ownership, the agreement allows the business to purchase that interest back from the individual, which will prevent a divorcing or surviving spouse from becoming an owner of the business.
2. Document in your marital agreement all aspects related to ownership and management of the business, such as:

- The value of the business at the time of the wedding (or at the time a postnuptial agreement is signed). Obtaining a professional valuation prior to the wedding will allow you at a later date to more easily identify growth or value additions that occurred during the marriage.
- The method that would be used to value the business and its assets in the event of divorce or death.
- How the business interests will be split between spouses. For example, will the business owner spouse retain the business as a separate asset? Or will it be considered a marital asset such that the non-owner spouse receives offsetting assets of equivalent value?
- How growth of the business during marriage will be handled. For example, will the non-owner spouse have a right to share in the growth based on contributions he or she made?
- How business and personal debt will be handled. The non-owner spouse will want protection from liability for business debt, and the owner spouse will want protection for the business against any of the spouse's creditors.

Not sure how to broach this subject with the one you love? Visit here for some tips on approaching the discussion of a prenuptial agreement in a positive manner to create a document that strengthens your partnership with your spouse.

<https://bit.ly/3K21hSm>



West Coast Chamber Board of Directors Spotlight

Meet Jackie Rice, General Counsel and Corporate Secretary, MillerKnoll



Jackie has served as General Counsel and Corporate Secretary of MillerKnoll since February 2019. She is a Board Director at ADTRAN, Inc. and acts as Chair of the Nominating and Governance Committee and a member of the Audit Committee. From 2014 to 2017, Jackie served as Target Corporation’s EVP and chief risk and

compliance officer. Prior to joining Target, she served as chief compliance officer and legal counsel for General Motors and before that as General Motors’ Executive Director, Global Ethics & Compliance. Jackie graduated from the University of Detroit Mercy School of Law, where she was editor-in-chief of the Law Review. She received her undergraduate degree from James Madison College at Michigan State University.

Q&A with Jackie:

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

I am excited to learn more about the Holland and Zeeland communities. I grew up on the east side of the state, and while I have lived in West Michigan for many years, Holland and Zeeland are still relatively new to me. That said, what I do know is that the communities have so much to offer. I hope to help raise awareness of the many benefits of doing business in the area and ideally attracting new members, while offering more opportunities to our existing membership.

I am also energized to be working with such an impressive team at the Chamber. The level of focus and professionalism is unparalleled and instills great confidence

in the strategic direction of the Chamber. Second, the mix of industries, experience and skills of the Board members is really exciting — in the short time I have been on the Board, I have learned so much through interactions with my Board colleagues and this is just the beginning.

Q. What do you hope to accomplish as a Board member?

I hope I can help enable some of the Chamber’s priorities. I am passionate about sharing what I have learned throughout my career so I hope to help with professional development and leadership programs offered by the Chamber. I also hope I can bring some perspective representing one of the larger employers in the Holland/Zeeland areas in terms of opportunities to attract and retain talent in our community and ideas to increase our focus on diversity, equity, and inclusion as part of the Chamber’s mission. I also hope to listen and learn. The Chamber team and Board members are an incredible group of leaders representing various industries and businesses, each with their own priorities and challenges, and I have no doubt I will benefit from the engagement with them.

Q. What do you enjoy doing outside of work?

I’m happiest when I’m spending time with my family, friends, and our mini-labradoodle, Murphy. We live on an inland lake, so I love being near or on the water (another benefit of being in Holland — proximity to the lake!).

Q. Best piece of advice you’ve ever received?

To give myself a break every now and again. I am incredibly committed to my career and at times, I tend to replay in my mind over and over what went wrong, what I could have done better, what I need to do differently next time . . . instead of acknowledging whatever happened, learning, and moving on. This remains a work in progress but I have gotten better! I also rely on levity during difficult or challenging times — I love to laugh. Humor, when used appropriately of course, can really keep things in perspective.

Premier Partner Spotlight

JR Automation

Established in 1980, JR Automation is a leading provider of intelligent automated manufacturing and technology solutions that solve customers' key operational and productivity challenges. JR Automation serves customers across the globe in a variety of industries, including e-commerce and logistics, healthcare, automotive/EV battery production, aerospace, and more.

In 2019, JR Automation was acquired by Hitachi, Ltd. In a strategic effort towards offering a seamless connection between the physical and cyber space for industrial manufacturers and distributors worldwide. With this partnership, JR Automation provides customers a unique, single-source solution for complete integration of their physical assets and data information, offering greater speed, flexibility, and efficiencies towards achieving their Industry 4.0 visions.



JR Automation is proud to employ over 2,000 people at 28 manufacturing facilities across North America, Europe, and Asia. Our people are the heart of our operations, and we believe every team members' unique skills and capabilities enable us to grow, collaborate and evolve as a company. West Michigan is where our business started and remains the heart of our operations today. We are grateful to be part of this vibrant business community and to have the support of so many key partners in the area.



Upcoming Programs

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

February 8, 2022

Wake Up West Coast: Understanding Your Unique Design for Leading

7:30 am – 9:00 am

Haworth Hotel

Join us as we welcome Rodger Price, Founder of Leading by *DESIGN*, who will share Leading by *DESIGN*'s understanding of what makes people willing to fully engage and follow some leaders and not others.

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 23, 2022

Employment Law Update with Miller Johnson

8:00 – 11:30 am

Haworth Hotel

Join the West Coast Chamber and Lakeshore Human Resource Management Association for this annual program featuring employment law updates from attorneys at Miller Johnson.

Program Sponsored by [MI Education Savings Program](#)

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

1983 Restaurants
 All State Crane and Rigging, LLC
 All Surface Building Services
 Anchorage Marine Service
 Annie Lane Bridal
 Arrowwaste - **25***
 Artisan Medical Displays
 Autumn Ridge Stone & Landscape Supply, Inc.
 Biggby Coffee Zeeland
 Black River Public School
 Bosgraaf Homes - **10***
 Broadview Product Development Corp. - **25***
 C3 Technology Advisors
 Comfort Keepers
 Coppercraft Distillery
 Cornerstone Real Estate Management, LLC
 Courtyard by Marriott
 Cran-Hill Ranch
 DeLong & Brower, P.C.
 District Five Schoolhouse - **5***
 DSA International

Eckhoff & DeVries Painting - **30***
 Employee Assistance Center
 Flash Bridge Co., Inc.
 GP Reeves
 Greater Ottawa County United Way
 Holland Community Aquatic Center
 Holland Pallet Repair
 Holland Symphony Orchestra
 Holland Tasting Tours
 Hops at 84 East
 ICE Robotics LLC
 INONTIME
 ITB Packaging - **10***
 iteam CPI/i-SolutionsUSA
 James Street Inn - **20***
 Jubilee Ministries - **20***
 King & Partners, PLC
 KW Harbortown
 Lakeshore Advantage
 Lakeshore Family Chiropractic, PLC
 Legacy Leadership Consulting
 Lemonjello's Coffee



Macatawa Area Coordinating Council
 Magna Mirrors - **10***
 Major Brands Oil Company
 Meyaard Tolman & Venlet, P.C.
 Midwest Construction Group, Inc./
 Geerlings Development Company - **20***
 National Bulk Equipment - **40***
 Nederveld, Inc.
 New Holland Blueberries Corp.
 Nolan Kamer Agency / Farm Bureau Insurance
 Nuvar Inc.
 Ottawa Kent Insurance Agency, Inc.
 Shoreline Orthopaedics/Sports Medicine Clinic, PLC
 Simply Counted Business Services Inc.

Storey Line Connections
 SY Transport
 Taylor Rental Center
 The First Tee of West Michigan - Holland
 ThesisTech
 Uildriks Construction, Inc.
 United Federal Credit Union
 University of Michigan Health-West
 USI Insurance Services
 Van Dam Auto Sales, Inc.
 Watershed Strategies
 West Side Mobil - **10***
 Wolfies Sandwiches
 World Class Prototypes
 Zeeland Public Schools
 Zip Xpress, Inc.

New Members

Welcoming these new members who recently joined the West Coast Chamber

BlueWest Properties
Becky Schrupf
 (616) 262-6023
www.bluewestproperties.com
becky@bluewestproperties.com

Contendus
Chandler Karadsheh
 (616) 298-4455
www.contendus.com
chandler@contendus.com

Evolve
Karen Kempker
 (616) 294-1674
www.evolveorganizingsolutions.com
evovelakeshore@gmail.com

GO Riteway Transportation Group & Cardinal Buses
Daniel Krenke
 (800) 521-6006
www.goriteway.com
dkrenke@cardinalbuses.com

Lakeshore Commercial Real Estate
Kris DePree
 (616) 355-3146
kdepree@gmail.com

Literacy Center West Michigan
Wendy Falb
 (616) 459-5151
www.literacycenterwm.org
info@literacycenterwm.org



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