

THE WEST COAST WAY

APRIL 2022

Nick Nykerk
President, Lakewood
Construction

Gateway Mission:
Inspiring Hearts and
Changing Lives

Responding to
Today's Challenging
Talent Market

City of Zeeland's
Next Big Steps

Life Lessons Learned at Lakewood Construction

West Coast Chamber Premier Partners

PLATINUM PARTNER



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.

CHAMBER STAFF

Jane Clark
President & CEO

Jodi Owczarski
Vice President & COO

Britt Delo
VP of Membership & Marketing

Colleen Schipsi
Director of Programs

Hannah Town-Bowen
Engagement Coordinator

Michigan West Coast Chamber of Commerce

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



The West Coast Way

Editor: Colleen Schipsi, colleen@westcoastchamber.org
Advertising Inquiries: Britt Delo, britt@westcoastchamber.org
Design: Holland Litho

Your Guiding Principles create a company culture where everyone understands what's important. These fundamental beliefs are set deep within your company's soul. Whether you call them your credo, your mantra, or your core values — your Guiding Principles are there waiting for you to articulate and share them. They ensure that your company culture thrives throughout your organization, drives performance, and leads to customer and employee satisfaction.

In this issue of the West Coast Way, you'll meet Lakewood Construction President, Nick Nykerk, who shares the six Guiding Principles that provided a clear vision for their company and kept them on the path to success throughout the pandemic. You'll see why Nick is known as a servant leader in all he does.

Our members have identified four key areas where they expect the West Coast Chamber to deliver value to them: Leadership and Talent Development; Diversity, Equity, and Inclusion; Advocacy; and Business Building. Inside this issue, you'll also read focus articles on each one of these programmatic priorities from local member experts to equip you with the tools and resources you need to succeed in today's changing world.

I hope you enjoy reading the April issue of the West Coast Way!

Jane Clark

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce

CONTENTS

- 4 Gateway Mission: Inspiring Hearts and Changing Lives
- 6 Responding to Today's Challenging Talent Market
- 8 City of Zeeland's Next Big Steps
- 10 Life Lessons Learned at Lakewood Construction
- 13 GHSP: Fostering Partnership and Appreciation
- 14 Maximizing an Inclusive Culture for Better Business Outcomes
- 16 Advocacy in Action: Promoting a Business Friendly Environment
- 17 Happenings at the Chamber
- 18 Premier Partner Spotlight & Upcoming Programs
- 19 New and Renewing Members



Gateway Mission: Inspiring Hearts and Changing Lives

By Rachael Neal | Development Director, Gateway Mission

When we opened HRM's Gateway Center in 2017, we never dreamed it would lead to changing our name and launching a whole new vision for the future. They say hindsight is 20/20 and looking back now, we see that what started as a third location for the growing ministry of Holland Rescue Mission, quickly morphed into an identity all its own.

HRM's Gateway Center was launched as a hub, where real-life job training would take place alongside classroom education combined with Biblical counseling and accountability. Individuals experiencing homelessness and struggling with life-controlling issues could commit to a 9-month life-transformation program, designed to address the root issues of their problems

and work toward a long-term solution. All of this takes place in a “real-life” business designed to provide revenue for the ongoing operations of the Mission. In just five short years, the Gateway Center has not only impacted hundreds of lives, but it has also become the primary way we want to serve our guests in the future.

Holland Rescue Mission becoming Gateway Mission is about more than a name change. It is an intentional launch into a whole new vision for the future of our ministry. We believe the term “Gateway” better captures what we hope to inspire in the hearts and lives of everyone who comes to the Mission — we want to serve as the gateway to a whole new life.

This name change also launches our ministry into a new season with a broader vision for the future. We want to lean into opportunities to expand our programs where life change is taking place and reach more people throughout West Michigan.

This vision includes:

- **Expanding our businesses to provide additional training opportunities for our program participants, revenue for the ministry and services to the community.** The Gateway Mission Store, Donation Center and Auto Sales Center have been a huge blessing to our ministry! Not only have they provided additional revenue for the programs we offer, but they have provided a setting for training our students in a real-life business. We want to reach more people, which means we need more businesses to provide training. Plans are underway to consider options including, but not limited to, a community restaurant where culinary and services skills can be taught, a worship and events center, and more.
- **A more intentional program focus on a Biblical approach to addiction life transformation that is now open to the public.** Preventing homelessness and addiction before it happens is one of our goals. We want to open our doors to those who are not yet, but at

Rachael Neal has had the privilege of working in Development at Gateway Mission since 2006. She is wife to Matthew, the mother of four beautiful children, and works tirelessly to see God glorified through the programs and ministry of Gateway Mission.



risk, of becoming homeless because of their addiction. Many of the guests we serve struggle with some type of addiction that prevents them from succeeding in life. We believe the programs we’ve built can address these destructive behaviors in a person’s life before it’s too late.

- **The eventual relocation of current and additional housing to a larger ministry campus near the Gateway Center.** Expanding our program to more people means expanded housing needs. Additional housing, exclusively for program participants, near our Gateway campus will provide community and accountability that is fragmented in our current housing model.

If you visit our ministry today, you’ll notice not much has changed. That’s because becoming Gateway Mission and launching an expanded vision for the future is part of our mission and vision to see lives changed for eternity!

To learn more about the programs and services offered by Gateway Mission and ways that you can get involved, visit www.hopefoundhere.org.



Responding to Today's Challenging Talent Market



By Marlene Brostrom | Program Manager, HireReach

Many employers are revisiting their hiring practices in response to the shifting talent market and shrinking talent pools. As employers look to new, innovative ways to acquire and retain talent, many are turning to skills-based hiring.

In their recent white paper "The Emerging Degree Reset," the Burning Glass Institute reports that "evaluating applicants on their demonstrated skills and aptitudes, rather than on their level of academic attainment, can simultaneously help companies address skills shortages while creating more opportunities for Americans aspiring to improve their employment circumstances."

Skills-Based Hiring as a Leading Practice

In a traditional hiring process an organization screens candidates based on educational attainment and relevant work experience, selections are made based on resume reviews and interviews. This leaves hiring decisions open to bias and noise and keeps organizations from attaining

their goals of a fair, objective, and accurate selection process.

Consider this:

- Between 2006 and 2017, 74% of all job postings were jobs where employers typically require a college degree, leaving just 26% of jobs open for the 60% of the workforce without a college degree.¹
- Screening by college degree hits minorities particularly hard, eliminating 76 percent of Black adults and 83 percent of Latino adults.

Using a skills-based hiring approach, organizations first identify the skills required to perform a job and then select candidates based on their demonstration of these skills. The primary focus is on the candidate's foundational and occupational competencies, measured through tools such as credentials, certifications, and assessments.

¹ Blair et al., (2020).

According to research, the focus on effective, relevant, and accurate measurements of candidate's actual skills removes barriers and bias in selection and promotion processes, increasing the size and diversity of the qualified talent pool.

A Framework for Implementing Skills-Based Hiring

A West Michigan initiative, HireReach, is helping organizations adopt a skills-based model using a process developed at Mercy Health West Michigan called evidence-based selection.

Evidence-based selection (EBS) combines best practices in industrial psychology — the study of human behavior in organizations and the workplace — and research on reducing noise and bias to create a consistent, structured, and standard selection process that is continuously evaluated.

Adopting a Skills-based Process for your Organization

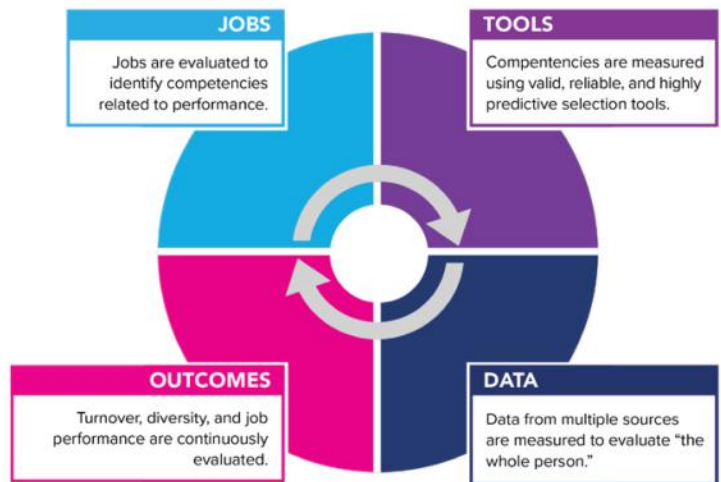
Since its inception in 2019, over 30 organizations have worked with HireReach to transition to a skills-based hiring model. The five-month HireReach Academy combines learning, tools and resources, interactions with peer organizations and customized consulting.

"Participating in HireReach has been invaluable in transforming our recruiting process. We have been able to centralize our recruiting process and tackle hiring problems with data instead of feelings. Our organization has a better understanding of what makes a hire a good hire, and how to back that up with data. We see this as a way to create an influx of talent that will help propel Cascade Engineering to future success."

– Cascade Engineering

Marlene Brostrom is a Program Manager for HireReach. She has 10+ years' experience in workforce and community development. She is a Certified Business Solutions Professional and has worked alongside hundreds of employers developing solutions to address their talent needs and administering state and federal training programs. Additionally, Marlene co-authored the **Evidence-Based Selection Guidebook**, a guide for talent acquisition professionals working to implement a skills-based hiring model. Marlene resides in Grand Haven, MI and enjoys spending her free time with her husband and three girls, Ellie (10), Everleigh (8), and Josie (4).

Evidence-Based Selection Framework



According to HireReach program manager, Marlene Brostrom, "Changing the way you hire and promote people is a big change. Many organizations we work with have the desire to move to a skills-based hiring model, but aren't sure how to get started. Others have tried before and gotten lost in the sea of tools and consultants promising to solve all of their talent problems. At HireReach we provide tools and information, but we also provide support throughout the entire process."

The next HireReach Academy begins this Fall. The deadline to apply is July 1. For more information you can follow HireReach on LinkedIn or visit their website at hirereach.org. HireReach is recognized by SHRM to offer Professional Development Credits (PDC) for SHRM-CP® or SHRM-SCP® recertification activities. HireReach Academy is valid for **forty-five (45) PDC** for the SHRM-CP® or SHRM-SCP®.





City of Zeeland's Next Big Steps

By Abby deRoo | Marketing Director, City of Zeeland

The City of Zeeland has fixed its eyes on the future. As globally, the pandemic slowed outward signs of growth, Zeeland City leaders used the past two years to prepare the framework for several exciting downtown projects. Zeeland is entering 2022 with increased momentum and *Zeel*.

Living Downtown

Any Zeelander knows that the most desired project of the past two decades has been the redevelopment of the old Sligh Furniture Factory on the corner of Main/Maple. Located at the eastern gateway of downtown, City officials and residents, alike, have dreamed about the possibilities for this corner. This spring, local developer, GDP, will break ground on the site and renovate this legendary warehouse into a 48-unit residential development.

And as if we weren't already excited, Midwest Construction is preparing for a new-build project on the

corner of State/Main, the western downtown gateway. This mixed-use building will include ground floor commercial space and residential units on upper levels.

Dining Downtown

As large developments are anticipated to anchor the east and west gateways, the middle of downtown also continues to grow. The City of Zeeland recently amended its alcohol ordinance, which created the opportunity for new applicants to pursue liquor licenses. All located in the core of downtown, StrEATS Taco Kitchen — 14 S. Elm, La Crème Creamery & Crepes — 111 E. Main and a new restaurant, soon to be located at 136 E. Main, each plan to add alcohol to their menus in the coming months. These additions will enhance the local food scene and will also expand the number of licensed restaurants within the Social District, just in time for summer!



Investing Downtown

The City has initiated a Request for Proposals (RFP) process for the properties located at 135/137 E. Main — directly centered in the heart of downtown. This infill development will remove the existing buildings and replace them with a new, mixed-use, multi-story building. The project will contain a public passageway to connect pedestrians on Main to the parking lot north of the downtown storefronts. The RFP suggests the new space would be a dynamic location for a full-service restaurant with a liquor license, making good use of the City’s freshly amended alcohol ordinance and continuing to build on Zeeland’s Social District.

Wintering Downtown

City planners are predicting that each of the above projects will be complemented by the rollout of a proposed downtown snowmelt system in 2023 and 2024. The scope of the project is forecasted to include sidewalks and crosswalks along Main between State Street to the west and just beyond Maple Street to the east; incorporating new gateway treatments at each end. The new heated sidewalks will connect to the smaller pieces of snowmelt that the City has previously installed downtown. The total system will create a walking loop of over one mile and will increase winter mobility and accessibility for all users throughout the downtown district.

Abby deRoo has been Zeeland’s City Marketing Director since 2007. Prior to moving to Zeeland, she was the Main Street Manager for the City of Clare, Michigan and received a B.A. from Hope College. deRoo was hired in Zeeland to launch the City’s **Feel the Zeel** branding campaign and dedicate the majority of her focus to the redevelopment of downtown. Some of deRoo’s favorite projects include her involvement in: the creation of the Downtown Vision Plan, construction of the Splash Pad Park, growing downtown events, establishment of the social district — and she looks forward a number of exciting projects that are soon to break ground. deRoo has witnessed a lot of growth in Zeeland over the past 15 years, she credits this to a committed City Council and an excellent team of staff at the City of Zeeland.



Each of these public and private projects will build upon the richness of this community, which celebrates its 175th anniversary this year. Strengthening housing, businesses and amenities for those who live, work and play downtown Zeeland will preserve and protect the vibrancy of Main Street so that this little city can *Feel the Zeel* for another 175 years!





By Nick Nykerk | President, Lakewood Construction

If you would have told me in 2017 that over the next five years, I would be a dad of 3 kids under the age of 2, take the reins of an established company, go through the start of a global pandemic, and have to navigate extremely volatile markets, I may have just turned and walked away from you.

Needless to say — here we are.

As I look back over all those experiences, it is only now that I can clearly see the life lessons and the guiding principles that has allowed myself and Lakewood Construction to get to where we are today.

These guiding principles helped us lay the foundation for tough times and continue to help keep us on the path towards building success for our clients, trade contractors, employees, and community.

1. Empower Your People.

We can't all do it all. Which means you need a team you can trust, and then you need to trust the team you have. By empowering our team, they have the ability to work towards the goal of being the best to work with and for, each and every day. They are empowered to make

decisions on behalf of the company that has everyone's best interests at heart.

2. Find Joy in all You Do.

Life is full of ups and downs. But what are we doing all of this for if we can't find any joy in it? Look for the silver linings. Have a heart of gratitude. And always remember how far you've come.

3. Growth Comes Through Challenges.

I think it's safe to say we have all had our fair share of challenges over the last two years. However, those same challenges can be the lessons we learn that propel us forward into the next chapter of leadership/business/life if we choose to let them.

4. Trust Your Process.

Curating a process that works for you and works for your clients takes time. But once you have the process that works, trust it. Trusting in our process has led us to a successful completion of Phase One of the Holland Community Aquatic Center Renovation.

5. Value First.

In all we do, our top priority is to provide value. To our clients, to our trade contractors, and to our employees. Sometimes that means pushing back on the traditional way things are done in order to find the best path forward.

6. Give Back to Your Community.

As a business, we believe it is our job to give back to the places that continue to make this place great. Whether that is partnering with local non-profits on a construction project or holding volunteer days, giving back to the community is a guiding principle we value highly.

These six guiding principles have allowed us to build success both internally and externally. With 50 years under our belt, we can't wait to see where the next 50 takes us.

Get to Know Nick Nykerk, President, Lakewood Construction

Q: Toughest challenge faced or lesson learned?

After taking over at Lakewood, I quickly learned I can only control a small amount. I can control my attitude and I can control how I respond to situations. Beyond that — I had to remind myself to do what I can and let go of the rest. Each day brings something new, and this reminder has helped both personally and professionally.



Q: Favorite inspirational quote?

While I have a lot of favorite quotes — my current favorite comes from the wise words of a fortune cookie from Eggroll Express. "Simplicity is the ultimate form of sophistication." This confirms what we learn in Donald Millers *Story Brand* when he says, if you confuse you lose. The words you say don't matter if the person receiving them doesn't understand. This quote reminds me to keep things simple and to not overcomplicate the message I'm trying to get across.

Q: How would you describe your leadership style?

My leadership style has changed a lot over the years and has been largely impacted by the community we have in West Michigan and the leaders we have in it. With many trainings and round tables and more conversations than I can count, those have shaped who I am as a leader today. This has led me in my pursuit to try each and every day to be a servant leader. To me that means doing what it takes to help others be the best version of themselves and to remember that it is not about me.

Q: What do you hope to see at Lakewood Construction in five years?

With exciting growth happening within Lakewood Construction, I can't wait to see the next five years play out. I hope to see a bigger impact on employees, the community, and the construction industry as a whole. I want us to celebrate our successes together and I want us to always remember that we wouldn't be where we are without a long list of people that continues to grow every year.

About Lakewood Construction

We're in the construction business for a reason — we love helping businesses and serving people. For over 50 years we have worked to help build the West Michigan community in an honest and transparent way.

Simply put, we're all about you. This means listening carefully to your needs, partnering with proven design and construction professionals, and building a space you can be proud of for years to come. Of course, we couldn't have gotten this far without the right partners in our community, and the right expertise in our building. When great minds work together to solve complex construction challenges, the sky's the limit.

“*This has led me in my pursuit to try each and every day to be a servant leader. To me that means doing what it takes to help others be the best version of themselves and to remember that it is not about me.*”



Nick Nykerk is the President of Lakewood Construction, a commercial construction firm that serves clients throughout West Michigan.

Nick leads the Lakewood team, bringing his 18 years of experience in the industry, to help build relationships throughout the community and help clients have a successful building experience. In 2019, he was one of the Grand Rapids Business Journals 40 Under 40 Business Leader Honorees.

GHSP: Fostering Partnership and Appreciation

By Nicole Klok | Executive Administrative Assistant, GHSP

The global economy continues to go through an enormous number of challenges and changes due to the factors we have all continued to manage. As with any challenge or hardship, we believe there is opportunity to look at how to get better, how to leverage benefit from the adversity, and how to use the opportunity to encourage collaboration and to nurture community relationships. An organization's culture does not just go away in a now more remote world, so how should we embrace it.

As a JSJ business, GHSP embodies a set of core values that fosters partnership and appreciation amongst our employees and our community. One of our foundational values is Learn by Doing, where we focus on leading by example, continuously learning, and growing, and providing opportunity for others. With this at the forefront of thought, GHSP has been utilizing a hybrid approach of connection through in-person and virtual events, fundraising endeavors, and volunteer opportunities. We dove right in with our first all-virtual events to support Covid relief efforts throughout the West Michigan community in 2020. Employees were able to virtually engage with others, while providing support where they live and work. From there, the creative thinking in how to do more and do better began to emerge.

We have experimented with all-virtual, blend of virtual and in-person, and fully in-person events to create connections in new workplace environments. Throughout the journey of adapting to a new platform of connecting, support, and



building relationships our employees demonstrated a commitment to innovation. Thought provoking conversation starters, creative innovation sessions, team building trivia, community park clean-up, employee sporting events — all in a new way, continuing to build and strengthen our culture.

The world has shifted. The environments of workplace and community connection we were accustomed to, and comfortable with, may never look the same. And we learned that's ok. Spark curiosity, encourage compassion, and continue to place the foundation of values first.





Maximizing an Inclusive Culture for Better Business Outcomes

By Ken James | Chief Diversity Officer, Muskegon Community College

When working with Lakeshore businesses and employers, I often hear about challenges from the “great resignation” and the plight of hiring and retaining diverse talent. As a Diversity, Equity, and Inclusion (DEI) professional, I always share with the businesses that I

work with that DEI initiatives can be a huge part of helping to address the great resignation; also, DEI is key to helping attract and retain diverse talent. But **DEI alone is not enough**. In my opinion, having an inclusive culture is the outcome businesses should be striving toward.

Altogether, trainings based around implicit bias, inclusive hiring practices, recognizing and addressing microaggressions, anti-harassment, and the like are indeed needed, as these trainings do serve as the foundational platform for businesses on their DEI journey. But ask yourself (rhetorically of course), if my workforce mirrored the community that we serve, does my business have the culture to retain those persons? **Talent attraction without retention is ineffective.** This is where the benefit of an inclusive culture becomes operational.

Using my experiences as a 30-year DEI professional with executive certification in diversity coaching, I can lead businesses toward better business outcomes by assisting in the creation of an inclusive culture. When we get beyond **DEI being buzzwords** and get to the return on investment (ROI) of implementing DEI and creating an inclusive culture. This is when businesses can see the results of better retention, less turnover, positive work environments, increased production, and other bottom-line benefits to the business.

Once companies figure out how to make their employees feel like they belong, they get the benefits of lower turnover, fewer sick days, and higher production. Undoubtedly, a more productive workforce has a positive impact on revenue. Putting individuals with a lot of differences on the same team works best when the company knows how to **see, manage, and honor those differences.** Research proves that leveraging DEI, although necessary, can only go so far. Businesses that create an inclusive culture with employees that feel like they belong have the best business outcomes. The journey is worth it.

A few years ago, I attended a conference where one of the keynote presentations was from a VP of a Fortune 500 company. During the presentation, this

VP challenged those in attendance to always include everyone on our teams when making any business decisions. The VP then backed up this challenge by sharing a story of when they solicited input from their production floor employees about an upcoming product. Ultimately, the input from the production floor employees led to a new product that generated millions for the company. What I took away from the presentation was that diversity combined with a culture where all individuals are comfortable to contribute is a powerful combination. Inclusive culture.

I respectfully extend a call to action for business leaders (CEO's, CFO's, CHRO's, VP's etc.). The journey to an inclusive culture is not easy but it is essential. **Engaged diverse teams outperform their peers.** When thinking about the ROI of DEI and moving toward an inclusive culture please ponder:

- Why is this essential to my business?
- Where can I get the best advice?
- What is the first thing I can do to get started?

As a member of the Lakeshore Business community, I am happy to meet individually with business leaders, groups, and teams to explore potential steps to help companies create an inclusive culture. We can share tips on how to get started, lessons learned, best practices, we can also share our successes and our opportunities. Looking forward to an **inclusive horizon!**

With nearly three decades of experience spanning a multitude of industries including non-profit, health care, and higher education, Ken is driven by his passion to initiate cross-cultural dialogue and advance diversity, equity, and inclusion. As Chief Diversity Officer for Muskegon Community College he combines his knowledge and lived experiences to deliver creative, intentional programs to students, faculty/staff, community members and businesses.

Ken is an alumnus of Kentucky State University and Grand Valley State University, from which he holds a master's in public administration. Most recently, he earned Executive Certification in Diversity Coaching through the CoachDiversity Institute in partnership with Howard University School of Business and is recognized as an Associate Diversity Coach (ADC).



Advocacy in Action: Promoting a Business Friendly Environment

By Jane Clark | President & CEO, Michigan West Coast Chamber of Commerce

To the West Coast Chamber, ADVOCACY IN ACTION is not about “politics.” It’s about getting our members’ business concerns and feedback to the people who’ve been elected to represent us. It’s also about making sure our community and its businesses have opportunities to thrive, grow, and remain competitive.

The West Coast Chamber serves as a fierce advocate for business at the local, state, and federal levels for our 1,200 members and 64,000 member employees. Our commitment is to educate our members on important policy issues, provide access to our elected officials, and serve as an advocate for a business-friendly environment.

We do this work on our own and with our collaborative partners who share our commitment to making West Michigan the best place to live, learn, work, and play.

2022 Advocacy Framework:

The West Coast Chamber Board of Directors has endorsed the following four Advocacy Priorities as our framework for 2022.

1. Robust Community Development

We support policies that make our region an attractive location to live, learn, work, and play, including opportunities for Affordable Housing, Childcare, Environmental Quality, Immigration Reform, Public Transportation, Sustainability, Racial Justice, and Economic Equity.

2. Education, Talent, and Workforce Development

To compete in the 21st Century economy and to thrive as a state, we must attract, grow, and retain a highly-skilled workforce. We support initiatives

that invest in early childhood development, increase student achievement, promote post-secondary training, and increase skilled trade opportunities.

3. Strong Business Climate

It is essential to have a strong business climate that allows businesses to successfully grow and expand. We support policies that offer employers the flexibility to operate their businesses and attract and retain good and talented employees, without overly intrusive mandates, regulations, or restrictions, and those that promote a simple, fair, and efficient business tax system.

4. Transportation and Infrastructure

Modern, up-to-date infrastructure must be maintained for our community, state, and country to effectively compete in the global marketplace. We support investments in our Airports, Roads and Bridges, Broadband Expansion, Clean Water, Harbor Maintenance, and Affordable and Economical Energy Production.



Get Involved!

Join us and make your voice heard at our upcoming Advocacy in Action Programs:

- April 18
- May 16
- June 20

All upcoming programs to be held at Boatwerks from 8:00 – 9:00 am

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



Ribbon Cutting at Hope Pkgs, celebrating the grand opening of their new location in Holland Town Center.



Chamber members making new connections at Power Lunch held at City Flats.

MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

HAPPENINGS



Ribbon Cutting at Bowerman's on 8th, celebrating the grand opening of their downtown Holland location.



Ribbon Cutting at Pax Coworking Studio, celebrating the grand opening of their coworking studio located in Washington Square in Holland.

Premier Partner Spotlight

Metal Flow: Deeply Committed.

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

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



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

Upcoming Programs

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

April 12, 2022

Wake Up West Coast

7:30 – 9:00 AM

Haworth Hotel & Conference Center

Unwanted turnover, is one of the greatest financial and operational losses in organization life. Join us as we welcome Guest speaker Dr. Marcus Fila, who will share with us strategies to keep good people from leaving your organization.

Sponsored by [Consumers Credit Union](#)

April 18, 2022

Advocacy in Action

8:00 – 9:00 AM

Boatwerks Waterfront Restaurant

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

April 27, 2022

DEI Workshop

9:00 – 10:30 am

Virtual

Join us as we welcome Dr. Sandra Upton who will share Strategies for Becoming an Inclusive Leader and Ally. This session will include an **"Inclusive Leader and Ally"** Cheat Sheet filled with proven best practices for leading diverse teams.

April 28, 2022

Power Lunch

11:30 AM – 1:00 PM

Macatawa Legends

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 and a door prize while enjoying lunch.

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

ACCT-Now, Div. of Weymon & Associates, Inc.
 AES
 Andrea Crossman / Coldwell Banker Woodland Schmidt Realty
 Apothecary Gift Shop
 Arbor Circle Ottawa Services
 Back To Health Chiropractic
 Bank of America
 Berghorst, B.J.W. & Sons, Inc.
 Bethany Christian Services
 Big Lake Brewing
 BioSafe Environment - **5***
 blu perspective
 Bouwkamp Builders, Inc. - **5***
 Brenner Excavating, Inc. - **10***
 CapTrust
 Central Park Law
 Century Driving School
 Cobb Communications Inc.
 Commercial Flooring & Installation
 Compassionate Heart Ministry
 Culver's of Holland
 Disability Network/Lakeshore
 Dutch Treat Foods, Inc.
 Edward Jones Simpkins
 EGLtech, Inc.
 European Autohaus

Fallon Benefits Group
 Fifth Third Bank
 Fisher Auto Parts
 Flagstar Bank
 Foresight Management - **10***
 Formed Solutions, Inc.
 Garden Crossings LLC
 Gateway Mission
 Good Samaritan Ministries
 Great Clips
 Great Lakes Fanwear
 Harvest Stand Ministries - **5***
 Hoekstra Electrical Services
 Holland Bowl Mill, Inc.
 Holland Deacons' Conference
 Holland Free Health Clinic
 Holland Public Schools
 Holland Stitchcraft, Inc. - **5***
 Hollandia Outdoors
 Houting Computer, L.L.C.
 Huisman Flowers - A Division of Eastern Floral Lakeshore
 Huizenga Gamache & Associates
 Independent Bank
 Integrity Landscape Management LLC
 KAM Plastics Corp.
 Kiekoover Scholma & Shumaker, P.C. - **40***
 Kristine Kay Interiors



Lakeshore Memorial Services, Inc.
 Lakeshore Property Management, Inc.
 Lakewood Family Medicine, PLC
 Langhorst Family Dentistry
 LifeCircles
 LVZ Financial Planning
 Marv's Car Lot Inc.
 Meiste Homes
 Microtel Inn & Suites by Wyndham Holland
 Midway Machine Technologies Inc.
 Mike Schaap Builders, Inc.
 Mill Pond Realty, Inc.
 Momentum Solutions LLC
 Nature's Market - **20***
 NetWerks LLC
 PARDA Federal Credit Union
 Precision Tooling Technologies, LLC
 RB
 ROL USA

Rotary Club of Holland
 Royal Park Place/Royal Atrium Inn
 Russ Miller
 Schippers Construction LLC
 Shoreline Flats Apartment Community
 Shoreline Pest & Wildlife Services
 Shoreline Sprinkling, Inc.
 SRL Enterprises
 Supply Source Options, LLC
 Symbiote - **10***
 The Frame & Mat Shop
 Tiara Yachts, Div. of S2 Yachts, Inc.
 Vander Laan Home Improvement - **10***
 West Michigan Document Shredding LLC
 West Michigan Spline, Inc.
 Westenbroek Mower, Inc.
 Winsome Travel Design
 Wolverine Power Systems
 WOOD TV

New Members

Welcoming these new members who recently joined the West Coast Chamber

AVWELLNESS
Amanda Villarreal
 616-403-6954
www.avwellness.com
avwellness@yahoo.com

Caliber Home Loans
Amy Kozanecki
 (616) 334-8686
www.caliberhomeloans.com/loan-consultant/michigan
amy.kozanecki@caliberhomeloans.com

CertaPro Painters of Western Michigan
Dominic Dault
 (616) 414-2543
grand-haven.certapro.com
ddault@certapro.com

Developmental Enhancement, PLC
Mark Laman
 616-499-2218
www.debh.org
mlaman@debh.org

Hulst Jepsen Physical Therapy
Andrew Bult
 616-256-8677
www.hjphysicaltherapy.com
abult@hjphysicaltherapy.com



272 E. 8th Street
Holland, MI 49423



Banking Decisions. Made Locally.

Discover why local matters.



COMMERCIAL | PERSONAL

fnbmichigan.com



Member
FDIC