

Dr. Kalisha Morin
Owner,
Holland Family
Dentistry

Hiring Strategies
for Navigating the
Labor Market

3 Ways to Lower
Your IT Costs

Retaining Talent
through Literacy
Education

Dr. Kalisha Morin: Inspiring and Impacting the Lives of Others

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

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

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The West Coast Way

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Genius is in the idea. Impact, however, comes from action," says leadership guru, professor, and author Simon Sinek.

In this issue of the West Coast Way, we meet local dentist Kalisha Morin. Dr. Morin launched MonaLeone Lakeshore Dental Academy this past summer to fill a community need by encouraging nontraditional students to pursue careers in dentistry to help fill a shortage of qualified dental assistants. The Academy is creating a future generation of dental professionals that will live life intentionally with compassion, confidence, humility, and authenticity.

Dr. Morin also shares her personal journey of becoming a dentist, her leadership style, and reminds us of the meaningful impact our mentors make along the way.

We have all gotten to where we are today because there have been significant people who have touched our lives — they have seen us, believed in us, encouraged us, and challenged us. Their impact was strong, meaningful, and perhaps even profound.

Find your passion, develop your ideas, and make your impact on others. The world will be a better place as a result.

Jane Clark

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce

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Talents

Hiring Strategies for Navigating the Labor Market in 2022

By Jeanene Kallio | Director of Human Resources, ICE Cobotics

Finding and hiring qualified candidates continues to be a struggle in 2022. The “great resignation” is a factor across the board and is having a profound impact on the retail and service industries. Because of this, competition for talent is impacting all businesses, making it more difficult to conduct traditional hiring practices.

At ICE Cobotics, these challenges gave us an opportunity to step back and look at our recruiting practices and strategies.

Since we are a smaller employer in West Michigan, we have always focused on working our networks at all levels.

Over the last year or so, we have narrowed our interviewing approach to an initial phone screen with human resources and one in-person interview with the hiring manager. In addition, we have been really focused on keeping the line of communication open with candidates through email and phone conversations.

Another strategy we have used is being deliberate about sharing our culture and information about the work environment. Company culture and flexible working conditions have become even more important to candidates. By being up front about culture and expectations we have received positive feedback from recent hires, noting that company culture is how it was described during the interview process.

Key Takeaways for Hiring in 2022

Open Your Candidate Funnel — Start by writing your job description including skill and experience requirements, as broadly as possible. This may increase the number of candidates you will have to consider because you will end up screening candidates “in” vs. screening them “out.”

This strategy helps to find candidates looking for a challenge because it increases a candidates’ opportunity to learn new things rather than skills they have already mastered, something many candidates are looking for.

Work Your Networks — For smaller employers, asking current employees to share open positions with their networks is often a good strategy to increase the number of candidates.

Larger employers typically have active employee referral programs. For those with formal employee referral programs already in place, it can still work in your favor to remind your team about the referral program and to encourage them to spread the word. If that does not seem to help, adjusting the referral bonus program could do the trick.

Jeanene Kallio is the Director of Human Resources at ICE Cobotics located in Zeeland, Michigan. She has spent her career working in Human Resources primarily in the service and manufacturing sectors. She began her career in recruiting and this has continued to be a primary responsibility throughout her career. Jeanene is a graduate of Hope College and Michigan State University. ICE Cobotics is a technology and cleaning solutions company working to support cleaning teams around the world through our all-inclusive subscription service.



Either way, having a current employee recruit for your company can speak volumes to what you are doing right as an employer.

Review Your Processes — As I alluded to earlier, the days of expecting candidates to wait while you are interviewing multiple candidates or expecting candidates to participate in several rounds of interviews, are gone for now. It is time to review processes and to be ready to move quickly. You can streamline by:

- Making sure the hiring manager is committed to reviewing candidates promptly. Have an open discussion with them ahead of time about the challenges of the current hiring landscape, not everyone is in tune with this.
- Be ready to make decisions more rapidly. I think we’ve all had the experience of losing a strong candidate because we wanted to interview another candidate or two. When you circle back to the strong candidate, even if it is only a couple of days later, they have already accepted another offer.

Keeping up in today’s labor market is a challenge, but it is also an opportunity to make changes that could have a lasting impact on your company.





3 Ways to Lower Your IT Costs

By Mark Veldhoff | CEO/Founder, Envizion IT

Depending on how you manage your IT resources, seek support, and budget your IT expenses, you may be vastly overpaying to keep your business technology running. By outsourcing certain services or modifying the way you manage your costs, you can drastically cut your expenses.

Here are three ways you can reevaluate the way you spend your IT dollars:

1. Outsource Your Server Infrastructure

At first glance, investing in an on-premise server may look like the best option, but the benefits offered by a cloud solution are significantly better:

- **Disaster Recovery:** Solutions such as Microsoft Azure offer built-in geo-redundancy and automatic failover, all but eliminating downtime and other continuity issues.

- **Business Continuity:** It costs a lot of money to keep on-premise hardware in operation. By outsourcing all of that to a cloud vendor, you can dodge the cost of an expensive battery backup, generator, and Internet redundancy.
- **Management Costs:** If you're going to keep your hardware onsite, then you'll have to pay to store, maintain, and manage it. This means power, climate control, and contingency planning, all of which adds up quickly

Furthermore, you'll need to hire, compensate, and manage an onsite team that can update firmware, replace aging drives, and perform other key tasks.

- **CapEx vs. OpEx:** By outsourcing your infrastructure, you pivot from a massive initial investment (capital expenditure) to ongoing, monthly cloud services costs (operating expenditures). The latter offers you additional agility to make business decisions 2-3 years down the road.

2. Internal Staff vs Outsourcing

Based on data from Indeed, we know that an IT technician will cost you somewhere around \$70,000 per year, which can add up quickly when you're hiring an entire team. By outsourcing your IT support to a third-party team, you cut the following expenses out of your budget:

- **Employee Expenses:** An in-house network administrator can cost a lot to have on staff. To be effective, IT service and support require up-to-date skills and expertise.

- **Benefits, Sick Leave, Vacation Costs:** There are additional expenses on top of salary to consider; your employees also need benefits and other entitlements.
- **Ongoing Training and Certifications:** Your IT personnel should attend vendor training and stay up to date on certifications that expire. These training and certification expenses can really mount up and may involve travel expenses as well.
- **Management Expenses:** While your business may be profitable, management probably doesn't want to devote their time to overseeing IT. Do you even know if your IT staff are doing their jobs adequately? How can you unless you stay up to date with today's technology needs?

3. Manage and Mitigate Your Tail Spend

Tail spend is the 80% of transactions that account for only 20% of your spending. These purchases are rare and inconsistent in frequency, which, when combined with their low value, makes them difficult to track. They include your Internet, your lone fax line, corporate cell phone plans, Dropbox fees, etc.

Improperly managing these expenses will cost you thousands of dollars per year. However, by working with an IT organization or a cost reduction organization, you can manage and optimize the way you deal with these expenses.

Mark Veldhoff has spent the last 20 years becoming an expert in IT cost mitigation. As the founder of Envizion IT, Mark has made it Envizion IT's mission to help clients reduce costs while consistently improving systems and infrastructure. A core facet of Envizion's service is utilizing lean principles to improve IT systems and infrastructure, which allows them to continuously find new opportunities for cost reduction. Envizion IT understands that every business is unique and requires personalized IT solutions to meet your business objectives. Reach out to Mark at Envizionit.com to learn more about Envizion IT's cost-friendly IT solution that doesn't sacrifice quality service.



A Stronger and More Equitable Recovery with ARPA

Ottawa's Plan for Federal Rescue Plan Act Funds

By Paul Sachs | Department of Strategic Impact Director & Rich C. Lakeberg | Project Support Specialist, Ottawa County

Affordable Housing; Broadband Access for All; Addressing Behavioral Health Challenges; Maintaining a Quality Workforce Pipeline — these were all issues Ottawa County was tackling before COVID-19 became a household name. Fast-forward two years, and the need to advance these efforts has only multiplied. Revenues that local governments rely on to provide essential public services was also interrupted by COVID-19 and may take several years to fully recover. To help communities recover from the impacts of the pandemic and create resilience for the future, the President signed into law the **American Rescue Plan Act (ARPA)** on March 11, 2021.

Since then, Ottawa County and its public and private community partners have been diligently creating a transparent and equitable process to put the \$56.6 million allocation to work for hard-hit residents and businesses across the County.

ARPA Funding Prioritization Buckets



County Initiatives

Enhancing the delivery of cost-effective, impactful public services which support the needs of residents and businesses is an ongoing priority of the County.



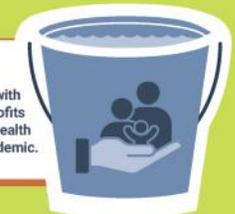
Countywide Broadband

High-speed internet access remains inconsistent across Ottawa County. SLFRF funds can further the Comprehensive Digital Inclusion Strategy, with the ultimate goal of establishing universal access to broadband.



Affordable Housing

Working collaboratively with industry experts and local governments, will use SLFRF funds to develop and deploy solutions to this ongoing critical shortage.



Social/Human Service

Ottawa County will work with local governments and area nonprofits to address economic, social, and health disparities brought to light by the pandemic.



Business Stabilization

With guidance from business leaders and local governments, the County will work to create programs for businesses large and small hurt by the pandemic.

Determined to utilize these one-time federal resources wisely, Ottawa County formed the **American Rescue Plan Act Committee**. Appointed by the Board of Commissioners, the Committee is comprised of 19 community members representing a cross-section of local public and private organizations. The group's sole purpose is to guide ARPA fund distribution.

Determining Needs and Distributing Funds: The Bucket System

Committee members were tasked with identifying needs within their area of expertise and assisting County officials with drafting funding options and priorities. After engaging with stakeholders from local community and business sectors to ensure ARPA projects benefit everyone, the Committee identified (beyond local government lost revenue, which is an eligible expense of ARPA funds) the following five categories, or "buckets," as the highest funding priorities:

- County Initiatives
- Countywide Broadband
- Affordable Housing
- Social and Human Service Needs
- Business Stabilization

Overseeing these categories will be who the Committee has coined "bucket managers" — individuals or organizations identified by the Committee (via a transparent Request for Proposals process) with experience or expertise in one or each of the prioritized "buckets." County staff have been appointed as bucket managers for County Initiatives and Countywide Broadband categories. Qualified bucket managers for the other three categories will be selected from entities that best represent the interest of those categories.

Acting as conduits between the community and the Committee, bucket managers will solicit potential projects. Any project may be considered by bucket managers; however, proposals that meet specific **eligibility criteria** will be prioritized. If a project passes muster, bucket managers will present it to the Committee for consideration. Once a recommended project is formally approved by the Board of Commissioners, selected awardees will receive funds to begin their transformational work. Once ARPA projects begin, the County will ensure accountability by monitoring and evaluating the short and long-term impacts of each initiative.

Watch for Updates

Want to stay updated on the ARPA Committee and the planning process? Keep an eye on MiOttawa.org/ARPA-Plan.

Questions or comments?

Email plan@miottawa.org or call 616.738.4852.

Funding Timelines, Methods, and Community Engagement

It's important to note this funding plan is still in its early stages. The County has until Dec. 31, 2024 to commit ARPA dollars, and Dec. 31, 2026 to spend the funds.

With guidance from County staff, along with Committee members and bucket managers with a pulse on the community, Ottawa County will ensure a strong recovery from the COVID-19 pandemic and economic downturn. The County is committed to utilizing all \$56.6 million in ARPA dollars to support projects in the most financially responsible way possible.



Paul Sachs is Director of Strategic Impact for Ottawa County, where he implements innovative and pragmatic solutions for a growing array of interconnected services and strategies that positively impact quality of life and economic growth in the County. A Michigan native, Paul was born and raised in Royal Oak; attended Western Michigan University in Kalamazoo (B.S. Earth Sciences '98); and currently lives in Holland with his wife and two daughters.



Rich C. Lakeberg is the Department of Strategic Impact's Project Support Specialist, where he writes, designs, and deploys a variety of informational, visual, and multimedia content to educate, engage, and promote Department initiatives and programs. Rich began his life on the sunrise side of the 'Big Lake,' outside Chicago; attended Eastern Illinois University (Bachelor's in Journalism, Visual Art Minor, '07), and has called Michigan home since 2008.



Dr. Kalisha Morin: Inspiring and Impacting the Lives of Others

By Dr. Kalisha Morin | Owner, Holland Family Dentistry

On August 21, 2021, MonaLeone Lakeshore Dental Academy held its first class. This 12-week hands-on program offers smaller class sizes and individualized learning opportunities. The program prepares students to work as dental assistants, obtaining their CPR and radiology certifications upon completion.

The goal of this program is to encourage nontraditional students to pursue careers in dentistry and help fill a shortage of qualified dental assistants. Despite the program's purpose of providing the profession with top dental assistants, the program also seeks students who are well rounded not only academically, but who are willing to work hard and are eager to be a part of the dental field. We also want students who are looking to live life full of joy, gratitude, and purpose. This helps to create a future generation of dental professionals that will live life intentionally with compassion, confidence, humility, and authenticity.

The curriculum for the academy includes a convenient schedule with all the necessary dental training. Students and volunteer patients are used as clinical practice patients to enhance the learning experience. The curriculum includes, but it is not limited to, dental terminology, dental anatomy, radiology, and a mandatory externship.

While developing the curriculum, I needed to be able to answer the question, "Why Lakeshore Dental Academy?" I came across a book titled "Chasing the Bright Side" by Jess Ekstrom. It was the concept of the 10-degree turn. The author says, "Sometimes even just changing something 10 degrees is enough to break patterns and stand out."

This 10-degree turn is now my mission for the academy. A mission to help nontraditional students break patterns and stand out. The author goes on to say "Our ideas don't have to be revolutionary to matter. Sometimes they just need to improve on something that already exists." This 10-degree turn is the basis behind the curriculum at Lakeshore Dental Academy. In addition to the instructional didactic component, students will have hands on weekly chairside training with a dentist and obtain CPR and Radiology certification. Our students will receive group and individualized professional development training, working on resume building and interviewing techniques. With each class, we actively seek that 10-degree turn, continually improving our program.



It is our hope that at the end of this program, our students will not only be amazing dental assistants, but will have a newfound confidence in themselves, both personally and professionally, that will allow them to push through and pivot when needed. We want them to have an understanding that life is more than what happens to them, it is how they respond, in times of success, as well as in times of adversity.

Get to Know Dr. Kalisha Morin, Holland Family Dentistry

Q: What would you tell your 18-year-old self?

Don't chase life, live life. I spent a lot of years saying, "when this..., then this...". The "when" is now, because beyond today nothing is promised. Enjoy the moment, be intentional, be present!

Q: Toughest challenge faced or lesson learned:

Toughest challenge faced was losing my parents and grandmother in 2020, along with everything else that came with 2020. The weight of grief on top of grief, the uncertainty being a business owner, the hard conversations being a black woman raising children, and acknowledging my own internal battles in the midst of a pandemic, heightened racial injustice, and political tensions. Resilience was the lesson learned.

Q: Favorite inspirational quote:

"How do we honor those we have lost? Honor them by living not accidentally but intentionally and bloom unapologetically." – Robin Arzon

Q: Who has been your greatest inspiration?

My greatest inspiration is my mom. She was a single mom raising my sisters and I working sometimes 2 or 3 jobs to give us all that she could. When we all moved out was when she was diagnosed with cancer. We watched her battle cancer for over 15 years. She never gave up, she fought hard for herself and the people she loved. If she loved you, she loved you fierce and she loved you well! She taught me what it was to be resilient and to have hope amidst uncertainty.

Q: How would you describe your leadership style?

By telling you my leadership style, you may be able to guess my favorite author. My leadership style is "wholehearted leadership." Thank you Brene Brown. I like to empower my team to reach their full potential by helping them recognize their potential. My team knows that every day I will show up and be a part of team... if that means helping out in the lab when we are behind, that's what it means. I want my team to see the real me which requires me to be vulnerable at times, which in turn then allows me to truly see them. My team is made up of some amazing humans, if I only see their work potential, I will never fully see them, which means I cannot be a good leader. In my office I create an environment that not only allows, but encourages, chats over lunch talking just about anything. From difficult cases, to celebrating engagements, to being a listening ear talking about loss. In my office we strive to be vulnerable, authentic, and compassionate. We laugh loudly, we sing, and on the right day, we dance. We do meaningful work by deciding to be all in!



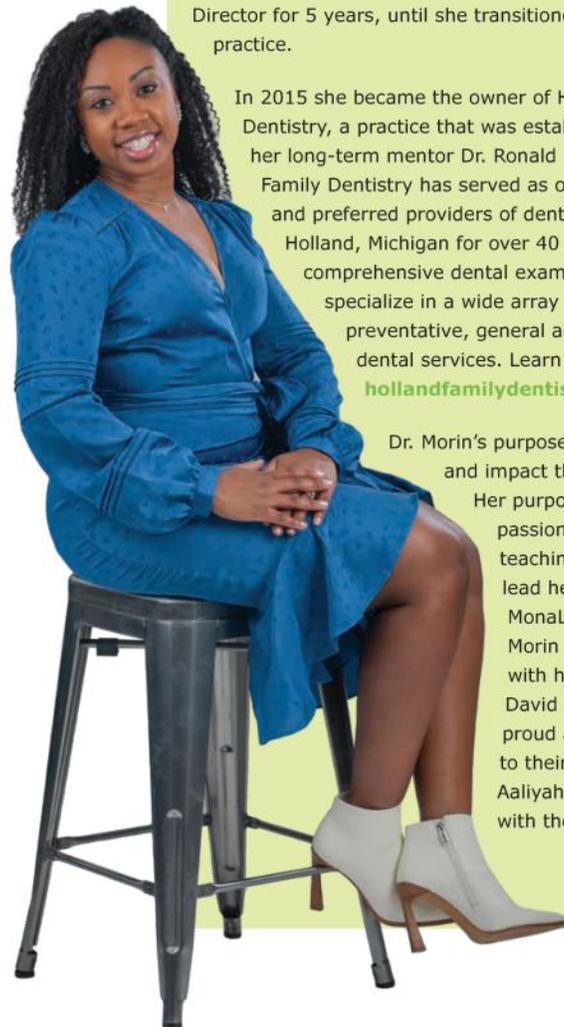
Dr. Kalisha Leone Morin was born and raised in Holland. In 2001, Dr. Morin began attending Careerline Tech Center Dental Careers Program which sparked her initial interest in dentistry. Dr. Morin received a Bachelor of Biomedical Science with a minor in Chemistry from Western Michigan University in 2005. In 2009, she earned a Doctor of Dental Surgery degree from the University of Michigan School of Dentistry.

Dr. Morin started her career working for Muskegon Family Care Dental, where in 2010 she became the Dental Director overseeing a large clinical staff. She served as the Dental Director for 5 years, until she transitioned into private practice.

In 2015 she became the owner of Holland Family Dentistry, a practice that was established in 1977 by her long-term mentor Dr. Ronald Deenik. Holland Family Dentistry has served as one of the leading and preferred providers of dental services in Holland, Michigan for over 40 years. They offer comprehensive dental examinations and specialize in a wide array of cosmetic, preventative, general and specialized dental services. Learn more here: hollandfamilydentistry.com

Dr. Morin's purpose in life is to inspire and impact the lives of others.

Her purpose along with her passion for dentistry, teaching, and mentoring lead her to establish Monaleone Academy. Dr. Morin lives in the area with her loving husband, David where they are the proud and devoted parents to their wonderful kids Aaliyah and Denzel, along with their sweet pup Nala.



Young Professionals Spotlight

Getting HYP: Meeting Holland/Zeeland Young Professionals



Cadie Putnam

West Michigan Community Bank

Leading people is my passion. I thrive on seeing those around me reach their full potential both professionally and personally. I enjoy any part I can play in helping them to reach their success. One reason why I do what I do is because I enjoy problem solving and figuring

people out, whether that's assisting business/personal customers to solve a problem or helping one of my employees, it's truly rewarding for me.

In my role as Branch Manager at West Michigan Community Bank in Hudsonville, I have the opportunity to be a part of the community in Hudsonville as well as where I live in Holland. Both are very unique tight knit communities with so much to

offer young professionals. I truly believe that we have great opportunities for young professionals to grow and establish their long term career in both Holland, Hudsonville, and in the surrounding areas.

Part of the reason why I'm so excited to be a part of HYP is due to the opportunity and talent that is and will be a part of my local communities now and in the future. HYP offers a form of connection to young professionals who want to and are willing to make an impact in our communities as well as grow professionally and it excites me to see that growth in others as well as myself.

I have an energetic 5 year old son, Lucas, husband, David, and step-son, Jake. This keeps me busy when not working! My extended family is all in the Holland area and I feel so lucky for that. I've recently started to try to learn how to golf and while I like a challenge, it's very different than playing sports in high school! Holland summers are the best and we soak up as much sun as we can!

West Coast Chamber Staff Spotlight



Get to know Chamber Engagement Coordinator, Hannah Town-Bowen

Hello! My name is Hannah Town-Bowen, and I am the new Engagement Coordinator at the West Coast Chamber. I am a Central Michigan native and fell in love with Western Michigan during my time at Hope College. I had the rewarding opportunity to work with multiple nonprofits in the area, including Tulip Time, The Hope Fund, The Grand Rapids Symphony, and Saugatuck Center for the Arts, and I truly believe there is something special on the West Coast. So much so that I made it official and bought my first home in Hudsonville in September 2021!

Prior to joining the Chamber Team, I worked for the Saugatuck Center for the Arts as Operations Manager where I was able to dive into the arts and entertainment field and really get to know the local community. We faced many Covid-related challenges, but were able to overcome them and "keep the arts alive" by safely bringing people together outdoors.

When it comes down to it, my passion lives in "building bridges" and I am so excited to be able to continue that work here at the Chamber. I'm looking forward to meeting our members and helping them make the most of their membership at the Chamber!

Hometown: Ithaca, MI

Alma Mater: Hope College, 2019

Hobbies: Reading, Travel, Baking

Fun Fact: I've been to 7 countries and 18 states — soon to be 9 countries and 20 states after 2022!



Photo Credit: @ Eric Tank

Retaining Talent through Literacy Education

By Wendy VerHage Falb | Executive Director, Literacy Center of West Michigan

How does a business sustain or grow when its major resource to function, its talent/human capital, is in short supply? Currently, many if not most employers, are facing this challenge. If you take a deficit-based approach you are likely to frame the challenge in terms of fierce

competition, higher costs, and lower outputs. Instead, I want to suggest taking an asset-based approach where new talent is realized, cultivated, and retained. And in the process, your company culture becomes more inclusive, more diverse, and more culturally agile.

West Michigan has had a long history of welcoming immigrants and refugees, but language barriers have prevented many of these individuals from contributing their full talent. Approximately 31,000 adults in Ottawa County are below the 4th grade in English Language Literacy, and in neighboring Kent 85,000 fall in that category. Knowing the breadth of impediments those with low literacy face, one may wonder why they don't prioritize improving their literacy.

Language acquisition—for adults—takes tremendous bandwidth and support, and as adults, our priorities are on paying the bills and raising our children. Taking precious time and focus to learn a new language is unlikely unless it is immediately practical for helping with immediate needs and day-to-day functioning. At the Literacy Center of West Michigan, we design programs that meet adults where they are at by providing English language literacy instruction contextualized to the workplace, to training for a certification, for citizenship, for supporting their child at school, and for navigating finances or the health system.

We are one of the oldest programs in the country providing instruction with curriculum customized to specific workplaces. Our Customized Workplace English Program was created in 2001 because we understood that individuals will succeed if they can learn at work with content that will help them function better on the job and perhaps even upskill and advance at their company. And with a small investment in literacy education, employers not only increase productivity and safety, but they also create a new talent pipeline with current dedicated employees.

Offering this training in a competitive labor market is both an attraction and a retention tool. For those not proficient in English, the ongoing difficulties are significant, as is the stress and limitations they put

on your life. Knowing, however, that an employer is offering English Language instruction in the context of your work is huge. Not only does it offer a path to full integration in our community and possible upskilling, offering this training signals to potential employees that you value them and that they are worth the investment. According to our post-survey training analysis, 94% of employees stayed with their employer for at least six months after completing our Customized Workplace English training. And this retention also translates to recruitment. Word travels quickly within linguistic communities, and the trust your uncle, cousin, or sister has is worth way more than traditional recruitment communications.

Several Ottawa County employers are partnering with us on this work. Gentex, LG Energy Solutions, Tyson, Herman Miller, and Haworth have all seen the value of bringing literacy classes to the workplace because the ROI on these trainings is exponential: employee retention, recruitment, and a more diverse and inclusive work environment. What are you waiting for? Let's get started.

“94% of employees stayed with their employer for at least six months after completing our Customized Workplace English training.”

Wendy VerHage Falb has been the Executive Director of the Literacy Center of West Michigan for over seven years. A native of Ottawa County, Wendy has been tremendously active in Grand Rapids for the past two decades, serving on the Grand Rapids Public School Board, the Downtown Development Authority, the Grand Rapids Smart Zone, the Committee to Honor Cesar E. Chavez, and other community boards. She received her BA from Calvin University, her MA from Boston College, and her Ph.D. from Michigan State University.





Ribbon Cutting at West Michigan Law, celebrating the grand opening of their new space in the Midtown Center.

Michigan West Coast Chamber of Commerce

HAPPENINGS



Chamber members Amy Kraal and Joe Matthews discussing retention strategies with Guest Speaker Pamela Green at Wake Up West Coast.



Chamber members Jeff Sotok, Steve Patterson, Greg Barry, Chuck Geenen, and Allan Hoekstra socializing at an Advocacy in Action event.



West Coast Leadership Class members touring CPI Solutions during Business Solutions & Innovation Day.



West Coast Leadership Class members participating in an Innovation Workshop with the team from DISHER.



Jane Clark & Guest Speaker Pamela Green onstage during Wake Up West Coast addressing audience questions around The Great Resignation.



Chamber members Jill Miller, Jose Mireles, Andrew Koop, and Christina Tersptra networking at our annual breakfast with our Congressman event.

Upcoming Programs

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

March 8, 2022

Wake Up West Coast

7:30 – 9:00 AM

Haworth Hotel & Conference Center

Guest speaker Ana Ramirez-Saenz, President of La Fuente Consulting, will walk you through strategies to help you transform your culture in ways that focus on actions to create an inclusive workplace.

Sponsored by **JR Automation**

March 9, 2022

Community Connections

4:30 – 6:30 PM

Compassionate Heart Ministry

Calling all community impact seekers! This event offers an opportunity for local nonprofits to feature the impactful services they provide AND connect young and seasoned professionals with more engagement opportunities in the Holland/Zeeland community.

March 15, 2022

Happy Hour with the Chamber

4:30 – 6:00 PM

Brew Merchant

Join us at **Brew Merchant** in Holland to catch up and meet with Chamber members while supporting a local business. Purchase a beverage and be ready to make some new connections. We hope to see you there!

March 21, 2022

Advocacy in Action

8:00 – 9:00 AM

Boatwerks Waterfront Restaurant

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

COMMUNITY SAVE THE DATE IMPACT DAY

THE SPIRIT OF GIVING BACK

 1 - 4 PM  5 / 11 / 22

 OUT IN OUR COMMUNITY AT
AMAZING LOCAL NONPROFITS



JOIN US FOR AN AFTER PARTY
AT THE CHAMBER!



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

Accurate Engineering & Manufacturing, LLC
AD Bos Vending
Attorney Adam Zuwerink - West Michigan Law, P.C.

Edward Jones Meckley
Edward Jones Recoulley
Engedi Church
Engedi Salon - Holland
EV Construction

Berends Hendricks Stuit Ins. Agency, Inc.
Boers Transfer & Storage, Inc.
Boys & Girls Club of Greater Holland
Bradford Company
Brewer's City Dock, Inc.

Five Star Real Estate Lakeshore
Dawn Van Kampen

GateHouse Media

Crestview Golf Club, LLC
Cunningham Dalman, P.C.
Custer, Inc.

Holland Board of Public Works
Holland Hospital
Hope Network

Inforum

DeLeeuw Lumber Co., Inc.

Koops Inc.
KR Truck Sales

EDP Management
Edward Jones Diekema
Edward Jones Hebel
Edward Jones Lesperance

Lamb Industrial Supply
Lezman Services LLC - 5*



Michigan Fosters
Mission Design & Automation
MVS Ventures Corporation
My House Ministry

Reliant Professional Cleaning Contractors, Inc. - 5*
Rieth-Riley Construction Co., Inc.

Nelis' Dutch Village
Nestlings Diaper Bank
Northgate Appliance, LLC
Northwestern Mutual - Staat - 60*

Semco Energy
Sharp Construction LLC
softArchitecture

PADNOS
Peachwave - Self Serve Frozen Yogurt
Perspective 3-D
Planet Fitness
PNC Bank
PSG, Inc.

Teddy's Transport - 30*
Thermotron Industries
Trans-Matic Mfg. Co., Inc.

Van Hill Furniture

WZZM - 13 & 13 ON YOUR SIDE

New Members

Welcoming these new members who recently joined the West Coast Chamber

American Autocoat
Brad Ward
(616) 669-9040
www.americanautocoat.com
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Electric Hero
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