

**Harry Nelis III**  
Vice President  
Dutch Village

Beyond Fun At Work:  
Finding Fun *In* the Work

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Top 10 Reasons to  
Establish a Corporate  
Donor Advised Fund

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What Really Makes  
Diversity, Equity, and  
Inclusion Efforts Last?

## The Evolution of Dutch Village: 100 Years Strong

# West Coast Chamber Premier Partners

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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.

The West Coast Chamber has been recognized with the U.S. Chamber's prestigious Five Star Accreditation. Less than 1% of Chambers in the country receive this distinction.

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## The West Coast Way

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Our Leadership Team recently read the book, *The EOS Life®* by Gino Wickman. The purpose of the book is to help you live your ideal life by being able to answer “yes” to the five questions below.

- *Are you doing what you love?*
- *With the people that you love?*
- *Are you making a huge difference?*
- *Are you compensated appropriately?*
- *Do you have time for other passions?*

The accountability that these questions bring to our leadership team has been game changing for us personally, professionally, and organizationally. As I read through the articles in this month’s magazine, I see examples of how to move closer to the ideal. In this issue of *The West Coast Way*, you can get tips on how to *do what you love* while finding fun *IN* the work, learn how to *make a huge difference* through a corporate donor advised fund, and see the example of the Nelis family working *with people that they love* at their 100-year-old family business. I’m fortunate to be able to answer “Yes” to all five questions and have made it a priority to make sure our entire team can do the same. I invite you to join us in striving to live your ideal life.

**Jodi Owczarski**  
President & CEO  
Michigan West Coast Chamber of Commerce



## CONTENTS

- 4 Beyond Fun At Work: Finding Fun *In* the Work
- 6 Top 10 Reasons to Establish a Corporate Donor Advised Fund
- 8 What Really Makes Diversity, Equity, and Inclusion Efforts Last?
- 10 The Evolution of Dutch Village: 100 Years Strong
- 13 Independent Bank Expands Footprint Along the Lakeshore
- 14 Reimagining the Sligh Furniture Building — Bringing New Life to Downtown Zeeland
- 16 Happenings at the Chamber
- 18 Premier Partner Spotlight
- 19 New & Renewing Members



# Beyond Fun *At* Work: Finding Fun *In* the Work

By Robyn Schopp | Founder and Chief Happiness Officer, Gordeaux Consulting

What does “fun at work” look like to you? Jokes between coworkers? Lunch gatherings, giveaways, or company events? Those activities can be important to a great workplace culture. However, Gordeaux Consulting is shedding light on a deeper level of fun that helps organizations achieve their goals.

Having fun **at** work means people are enjoying their work environment and colleagues. Having fun **in** the work goes beyond that by motivating people around their job tasks. When people find fun **in** the work, it improves productivity, creativity, and business outcomes.

Here are some ways you can help people find fun **in** their work:

## 1. Connect the work to individual motivators.

Everyone is motivated differently. Some people are energized by connecting with people. Some people love to win, be right, or help others. Find out what excites the people on your team and connect them with aspects of their work that match those motivators.

Behavioral assessments like the DiSC model can provide a helpful guide for identifying motivators that

work for a variety of people. Or talk directly and openly about motivation during regular touchpoints or conversations about employee performance.

## 2. Remind them of the bigger purpose.

Regardless of the job duties people find motivating, everyone enjoys knowing that their work matters. One way to make sure people know the impact of their work is to communicate with them. Share with them a positive story of the product, whether a customer is enjoying their product, or they are helping a colleague or team. Be specific about how their work contributes to a larger success.

Communication has more than one direction, so asking team members about their opinions, experiences, and perceptions can also indicate to people that their work is important.

## 3. Create a safe environment for people to share and learn.

Even if someone enjoys their work and they know it matters, it's hard to have fun when they don't feel safe speaking up or are afraid to make mistakes.

To create an environment where people feel comfortable raising their voices or presenting bold new ideas, always thank people for sharing. Even if the idea isn't realistic, or if the feedback isn't positive, it's important for people to know that their opinion is valued.

To address mistakes with a blend of kindness and accountability, start by showing appreciation for the things that did go well. Then, be honest about why the overall result didn't work, and ask questions to better understand the mistake. Most importantly, be specific about how the result should look next time and be **encouraging** about the person's ability to achieve that result.



## 4. Express gratitude and celebrate a variety of wins.

Lots of companies do a great job of recognizing people, but only in certain areas like sales, leadership, or community outreach. Recognize a variety of wins in a variety of ways. Get granular and make sure leaders are recognizing all types of wins, whether someone is promoting smiles, fixing broken processes, or taking on responsibilities during a business disruption. Celebrate ALL the behaviors you want to see more at your workplace!

Recognize people in ways that work for them. Some people are mortified by public recognition, so a newsletter article may not be the best way to motivate them. Consider taking someone to lunch or asking a leader to thank them personally, whether via email, call, or in person.

Gordeaux Consulting provides a variety of people skills training to foster cultures where people can find the fun **in** their work. Contact Gordeaux Consulting today for a complimentary discovery meeting to start leveraging the power of fun at your organization.



Robyn Schopp is founder and Chief Happiness Officer of Gordeaux Consulting. Robyn brings over 10 years of experience in leadership, employee development, and corporate communications to her work with Gordeaux Consulting. As a certified DiSC facilitator, she connects people to their unique personal styles. As an employee engagement and workplace culture consultant, she connects organizations to the power of fun as a motivator and productivity booster.



# Top 10 Reasons to Establish a Corporate Donor Advised Fund

By **Colleen Hill**, VP of Development & Donor Services & **Sydney Santa Ana**, Donor Services Associate, Community Foundation of the Holland/Zeeland Area

**A**s the year draws to a close, many individuals and business owners are thinking about how to manage their charitable giving for greatest impact during the holiday season and beyond. A Donor Advised Fund (DAF) is a flexible, convenient, low-cost solution to charitable giving that allows your business to take an immediate tax deduction when you make your gift and enjoy the flexibility to recommend charitable grants over time. Opening a DAF with the Community Foundation of the Holland/Zeeland Area (CFHZ) provides an opportunity for individuals and businesses to organize their charitable giving and give back to the community in an informed and active way.

Here's some of the reasons your business should consider a DAF at CFHZ for your corporate charitable giving.

- 1. Easy to establish and use.** It only takes a few minutes to open a fund and you can add to it at any time through CFHZ's online portal, Donor View, or by working with the informed CFHZ donor services team.
- 2. Secure access and tracking.** You or any member of your team you assign access to may securely check your fund balance and make grant recommendations online. You may also easily track your corporate giving and pull reports on monthly, quarterly, or annual giving.

- 3. Automate your corporate giving.** When you give through a DAF, you may choose the timing that is most advantageous for your business and automate your giving by scheduling grants in advance.
- 4. Elevate your corporate giving and engage your team.** By establishing a DAF at CFHZ, you are showing your team members and the community that your business prioritizes charitable giving. Anyone can give to your fund, meaning you can engage team members in contributing to the fund.
- 5. You may give a wide variety of assets.** The CFHZ accepts all types of gifts and almost any kind of asset, including cash, appreciated stock, real estate and more. CFHZ is a public charity and all gifts to your fund will leverage the fullest tax deduction available by law to a public charity (in most cases exceeding a deduction to a private foundation) making a DAF a great alternative to a corporate foundation.
- 6. Planning is easier.** Many businesses choose to give a percentage of profits. When business income fluctuates from year-to-year a DAF allows you to make contributions at the time that works best for your business and, if desired, build up a reserve for a “rainy day.”
- 7. Support.** You and your team may consult with CFHZ’s experienced and knowledgeable staff when considering grant recommendations. CFHZ will also provide you with quarterly reports that summarize all fund activity for the period, including contributions, distributions, and investment activity. You may choose to invest your fund or hold it in cash.
- 8. Recognition or anonymity.** When you give through your DAF, all grants are sent in the name of your unique fund showing that your business is committed



to community. There may also be times you wish to remain anonymous, and you may choose to remain anonymous on all or select grants.

- 9. Flexibility.** By working with CFHZ, you are not limited to giving only in Holland and Zeeland. Grants may be made to any 501c3 charitable organization.
- 10. No minimum balance.** CFHZ does not require a minimum balance to establish a fund and does not require you to hold a minimum balance.

DAFs continue to be the fastest growing giving vehicle in the nation because of their convenience and flexibility. When you create a Donor Advised Fund at CFHZ, you join hundreds of caring individuals, families, and businesses who have chosen a simple, flexible, and effective way to support charitable causes in Holland/Zeeland and beyond.



**Colleen Hill** serves the community by helping to grow the Community’s Endowment to respond to its evolving needs and opportunities, and partners with donors and their professional advisors to help them achieve their unique charitable goals during their lifetime and beyond. She shares stories of impact to celebrate and inspire what is possible when people give of their time, talent, and treasure.



**Sydney Santa Ana** walks alongside donors to assist them in reaching their charitable goals through distributions from their charitable funds. She also plans, coordinates, and leads events for donors, community partners, and professional advisors.



# What Really Makes Diversity, Equity, and Inclusion Efforts Last?

By Dr. Sandra Upton | Founder + Chief DEI Strategist, Upton Consulting Group

In the last few years, Fortune 1000 companies committed billions of dollars to equity initiatives. Yet progress in advancing DEI work has been slow. Why? **The problem isn't commitment. It's execution.** Organizations are struggling with how to do the work and produce results. We know the work takes time. However, it's reasonable to expect positive results along the way. So how do you manage expectations between patience and progress?

## Build From The Right Foundation

Research continues to confirm there is no evidence that simply diversifying an organization leads to change and improved performance. Much of the reason for the dismal DEI results has been the faulty business case for diversity. You can't expect diverse groups to work together effectively and improve performance if they lack the skills to do so. In addition, attempting to create



an equitable and inclusive organizational culture requires individual and systems change. Developing this foundation includes asking yourself the following:

**What does the data say?** What kind of employee feedback are you receiving? How supported do your diverse employees feel? You may need to step back and conduct a comprehensive assessment using a DEI Organizational Assessment.

**How will we measure progress?** Use the data to inform strategies and execution. Then identify Key Performance Indicators (KPIs) such as the number of women in leadership roles or how well your policies support differently abled employees. You could also commit to publishing a DEI Transparency Report by the end of 2023. This move has been adopted by several organizations and is the ultimate form of accountability. Ultimately, determine your metrics based on a data analysis of where you are and where you want to be. Check your progress on a quarterly basis.

## Hire and Support Your CDO

Chief Diversity Officer (CDO) has been one of the fastest-growing C-suite titles. While this is a step in the right direction, expectations for these roles need to be carefully managed. A recent Harvard Business Review article revealed that while organizations have made the commitment many of the efforts have still been performative and CDOs are exhausted.

The CDO is not the organizational savior who solves the business's DEI problems overnight. Their job is to leverage their expertise to develop and facilitate a strategic roadmap that develops buy-in and engagement at every level of the organization. They need full and demonstrated support from top leadership. What does this support look like?

**A straight line.** Ideally, the experienced leader will have a straight and direct reporting line to the CEO or at least access to them. It's very challenging for the

Dr. Sandra Upton is Founder and Chief DEI Strategist with Upton Consulting Group, an innovative team of strategists who work with DEI professionals and organizations around the globe to design and implement proven strategies that create inclusive work environments. Using a research-based change management framework and culturally intelligent strategies, Upton Consulting Group supports organization's efforts to create behaviors and systems that support diverse, equitable, and inclusive work environments.



diversity leader or officer to execute and have impact if the organizational structure undermines their influence and authority.

**Financial Resources.** Funding the work with a generous budget is critical. No amount of verbal commitment can compensate for the financial support needed to implement and sustain the DEI work.

**Ownership across the organization.** Everyone needs to be invested in the DEI work. Over the years I've worked with several organizations whose DEI efforts are being led by a Diversity Council or a team of people that have very little experience in this space. They may have made a commitment to begin the work, but it's imperative that these teams move quickly to build the necessary skills to effectively lead and implement this work. You then need to empower others across the organization to support the work.

For DEI work to be lasting and scalable, you need to build a strong foundation and invest in a dedicated role to lead the work. And they need to be fully supported.

To learn more about the Upton Consulting Group, visit [www.uptonconsultinggroup.com](http://www.uptonconsultinggroup.com).





# The Evolution of Dutch Village: 100 Years Strong

By Joseph Nelis | *President, Dutch Village*

Since 1958, Dutch Village has been a top destination in Holland. However, the past 64 years are just a small part of the story. The Nelis family has been in business since 1922, and this year marks 100 years and four generations in Holland.

The story begins in 1910 when Harry Nelis Sr (just 17 at the time) came to America on behalf of his father Frederick to search for farmland. He followed a Dutch priest to Missouri and in 1911, the other 13 family members joined from their home in Beverwijk. After limited success with the dry and arid soil in Missouri, the

family moved to Chicago. Shoemaking and other odd jobs in Chicago provided some income but the Nelis family heard of a small Dutch town and moved to Holland, Michigan in 1917. They began farming vegetables on leased property on Lakewood Boulevard.

In 1922, Frederick Nelis purchased the property they had been farming, and in the mid 1920s, Harry Sr switched from growing vegetables to flowers and nursery stock. First daffodils, and then tulip bulbs, as the sales of which helped set the identity of this little city of Holland, Michigan.

In 1927, Holland started planning the first Tulip Time Festival. In 1928, 100,000 tulips were purchased through Nelis Nurseries and were planted in the fall. The following May the festival began its long successful run, drawing tourists from all over. As the tulip festival grew in popularity, the Nelis Tulip Farm did as well, eventually filling close to all 80 acres in tulips and parking on both sides of Lakewood Boulevard.

In the 1930s, permanent buildings and a windmill to overlook the tulip fields were added to the farm and it became a favorite stop for visitors to see all the colorful blooms in May. Dutch souvenirs began to compete with tulip bulbs for popularity among the festival visitors. The tulip farm became so popular at Tulip Time that Lakewood Boulevard became one-way west to the farm, and then traffic was routed south on 152nd and east on Douglas Avenue to leave town.

So, in 1952, forty acres were purchased along the new US-31 highway at James Street, and the plan was to move the tulip farm there to alleviate the traffic jams caused by visitors to the tulip farm during the festival. However, with both sons in military service, this plan had to wait.



*Pictured: Harry Jr and Sandy Nelis*



Upon their return, brothers Fred and Harry Jr built the "Dutch Market," featuring a row of Dutch-gabled buildings with a windmill on top in the center. It began its' first day of sales in 1958 on July 3 with \$12.73 from two customers, but optimism grew with sales throughout to Labor Day. The building was expanded several times and by 1965 included a café. It later became the full-service restaurant known as the Queen's Inn, which operated until 1999.

In good years, buildings were added to the property during the winter, and Dutch attractions were imported from the Netherlands. The brothers realized that they could start charging admission to these attractions and changed the name to the "Dutch Village." It developed into a stand-alone attraction, apart from the tulip farm, which continued to operate on Lakewood Boulevard. However, after the brothers parted ways in 1973 and the death of long-time tulip farm manager Harry Kolean, a decision had to be made to focus solely on the Dutch Village and the tulip farm was shuttered in 1978.

Over the years, the Village was expanded with attractions, canals, and Dutch-styled buildings. New attractions included the Hungry Dutchman Café, the



Golden Angel street organ, a petting zoo, a Dutch carnival swing, a farmhouse-style cheese demonstration and many others. Costumed dancers perform a klompen dance daily to the sounds of the street organ, and other interactive activities like stroopwafel making and cheese tasting help solidify the transformation from shopping experience to theme park.

In 2021 the new flagship retail store, Dutch Village Downtown, opened at 20 E 8th Street. It brings the theme park's famous and historical Dutch shopping experience to downtown Holland.



Joseph Nelis has served as president and co-owner of Nelis' Dutch Village since 1988. For more than 34 years, he has been in the business of entertaining locals and visitors from far and wide. He has a Bachelor's Degree in Business Administration from Aquinas College and manages all bookkeeping and accounting functions for the four-generation family business.

# Independent Bank Expands Footprint Along the Lakeshore

By Lane Solomon | Senior Communications Specialist

Independent Bank, headquartered in Grand Rapids, opened a new full-service branch in Holland on September 8, 2022. The new branch is conveniently located just off US-31 at 12368 Riley Street, near Meijer.

Founded in 1864, Independent Bank has been a Michigan community-based bank focused on our customers and communities. We began as First National Bank of Ionia, and since then have expanded to over 60 branches across Michigan's lower peninsula. We also have loan production offices in both Michigan and Ohio, and provide a full range of financial services, including commercial banking, retail banking, mortgage lending, and investments.

Kevin O'Keefe is the new Bank Manager at the Holland location, and looks forward to serving the greater Holland area. Kevin is a native of Holland, and has more than 20 years of experience in the financial services industry. He is actively involved in the Michigan West Coast Chamber of Commerce, and has been an ambassador for the past 25 years.

Darin Clark, Vice President, Mortgage Loan Officer is leading the expansion of Independent Bank's mortgage presence throughout West Michigan, from the greater Grand Rapids area to the lakeshore communities. He has over 25 years of experience in the mortgage industry, and focuses on a consultative approach to his client relationships. Darin helps his clients navigate the ever-changing lending process, often teaming with his client's other key advisors: financial advisors, CPAs, attorneys, and in the case of a home purchase, realtors to ensure the absolute best for his client's needs. He has been in the top 1% of mortgage originators in America according to Mortgage Executive Magazine for the past several years.

Independent Bank's Commercial Banking team, led by Dan Plumert, Senior Vice President, Commercial Banking, will also be relocating from downtown Holland to the new



Riley Street branch location. The Commercial Banking lenders each have an average of 29 years of commercial lending experience. The Bank offers a variety of business and lending solutions for businesses both large and small, including a wide variety of options for terms of maturity, competitive rates, amortization schedules, and collateral. Several commercial lending opportunities are available, including traditional financing programs, term loans, working capital lines of credit, commercial mortgages, and Small Business Administration (SBA) Loans.

Independent Bank looks forward to making more of our products and services available as we expand our footprint along the lakeshore. We are committed to providing exceptional service and value to our customers and communities. The Independent team is excited to work with our customers to help them achieve financial success—whatever that may mean for them—and to ultimately Be Independent. Equal Housing Lender. Member FDIC.





Photo credit: GMB A+E

# Reimagining the Sligh Furniture Building — Bringing New Life to Downtown Zeeland

By Erin Mills | Marketing Coordinator + Assistant Project Manager, GDK Construction

Having grown up in Zeeland, Doug DeKock always wanted to complete a project in his hometown. As partners, Chuck Geenen and Doug DeKock talked about the Sligh Furniture Building often. It always seemed to be a development opportunity, but it was being used as storage for another company, so it wasn't for sale.

Doug stayed in touch with the owner for years and finally in the summer of 2020 they were ready to sell. They soon determined to do the project right, they should also purchase the old Zeeland Creamery building next door.

Geenen and DeKock built a reputation throughout West Michigan in the construction and development industries. From schools and churches to large scale industrial buildings, GDK Construction has become a household

name and their sister company, Geenen DeKock Properties, has built shopping centers, other retail projects and invested in several buildings in downtown Holland over the past 30 years. More recently they developed several mixed-use projects in their West 8th Street Development in Downtown Holland.

Geenen and DeKock also monitored what had been happening in Downtown Zeeland. They watched the city's growth and redevelopment and knew the Sligh Furniture Building was high on the city's list for redevelopment. With a purchase agreement in hand, they were ready to begin redevelopment. After their initial planning meeting with the city, all parties were on board and Geenen and DeKock was ready to start the process.



Zeeland has become a great community for young families and a desirable location because of the school system and the pleasant and walkable downtown. Add to that a growing workforce due to the great employers in Zeeland and it was apparent there was a need for more housing, particularly apartments, near downtown. Geenen and DeKock knew there would be challenges, but with a good working relationship with the city and a market needing more housing they knew the Sligh Furniture Building would be a great spot to meet the additional housing needs.

## The Challenge

The Sligh Furniture Building is nearly 100 years old and was built in several phases. After working with architects, plans began to take shape. The first six months of construction were difficult. It was like going on a treasure hunt without a map and problematic treasures.

Each week, a new unknown challenge was uncovered, such as underground holding tanks, concrete rubble, and solid blocks of concrete. Once the containment and mitigation process were complete, our team began to reinforce the building's original bones. It was in surprisingly good shape, but there was a lot of work to be done.

## Keeping The Character

Due to the age of the building, there are some amazing design features to highlight. On the exterior, the existing brick was washed, and old brick will be re-used as much as possible to keep the charm. The faded blue stripe and Sligh Furniture letters will be brought back to life. Inside, the old fire doors and other salvaged materials will be re-purposed throughout.

## The End Result

Upon completion, Zeeland will have a new eastern gateway — Sligh Apartments and Town Homes. The building will house 9 townhomes and a mix of 39 one- and two-bedroom apartments for lease. Other amenities for tenants include a large outdoor terrace, dog area, exercise room, tenant storage, and dedicated parking. There is also a designated spot for a future restaurant on the property. Projected occupancy is Spring 2024.



Doug DeKock and Chuck Geenen have been business partners for over 35 years creating GDK Construction and Geenen DeKock Properties. Both reside in Holland and have a heart for the people and projects in the West Michigan community. GDK Construction and Geenen DeKock Properties pride themselves on being a small company that provides the highest quality work by a friendly and honest team. "First we build quality relationships, then we build quality buildings," has been the duo's motto since the very beginning.





# Michigan West Coast Chamber of Commerce

## HAPPENINGS



Chamber members engage in conversation at the September Maximize Your Membership



Chamber Ambassadors pose for group photo at their 2022 – 2023 orientation meeting



Ribbon cutting celebrating the Grand Opening of the new Dickey's Barbecue Pit in Holland



Ribbon cutting celebrating the Grand Opening of the new West Michigan Works office in Holland



Chamber members engage in networking at the September Power Lunch at Macatawa Golf Club



Chamber members engage in conversation at our September Zeeland Affinity Group (ZAG) meeting



Ribbon cutting celebrating grand opening of KNITit's new manufacturing space





*Ribbon cutting celebrating the grand opening of Lighthouse's new office in downtown Holland*



*The West Coast Chamber team celebrates after a successful Annual Awards Celebration*



*Ribbon cutting celebrating the grand opening of LAUP's new space*

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# Premier Partner Spotlight

## Fifth Third Bank

Since 1853, Fifth Third Bank has been helping to improve the well-being of individuals, families, businesses, and the communities we serve. Our legacy in West Michigan goes back to names like Old Kent Bank and Peoples State Bank of Holland. Fifth Third has long-lived our commitment to earn trust and build value on the lakeshore.

When it comes to our customers, we're always looking for ways to make banking a Fifth Third Better. Thanks to advances in technology, we meet our customers wherever they choose to do their banking, conveniently from our mobile app, directly on our website, or at one of our multiple financial centers here in the Holland and Zeeland communities. Throughout our history, we've served as a source of value and trust for our customers, communities, and employees during uncertain times.

As one of the country's 10 largest banks, we're big enough to provide sophisticated solutions and expert guidance.



At the same time, we're empowered to make local decisions and work from a foundation of strong, community connections with organizations like the West Coast Chamber, Lakeshore Advantage, Tulip Time Festival or the Boys and Girls Club of Holland. This is the banking value that only Fifth Third can deliver. For more information about Fifth Third Bank, visit [53.com](https://53.com).



## Upcoming Programs

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

### November 4, 2022

#### Advocacy in Action

8:00 – 9:00 AM

Michigan West Coast Chamber of Commerce

Advocacy in Action means having access to elected officials, being informed about issues that impact our community, and advocating for a business-friendly environment. Join us as we hear important updates from our State Legislators.

Sponsored by: [Blue Cross Blue Shield of Michigan](#)

### November 8, 2022

#### Wake Up West Coast

8:00 – 9:00 AM

Haworth Hotel

Join us for Wake Up West Coast with Ottawa Area ISD leaders David Tebo and Dr. Kyle Mayer. We'll explore the innovative education practices at work right here in our community. You'll also have the opportunity to network with other Chamber members over coffee and breakfast.

Sponsored by: [GMB Architecture + Engineering](#)

### November 17, 2022

#### Power Lunch

11:30 AM – 1:00 PM

Boatwerks Waterfront Restaurant

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 three rounds of table networking and have the chance to win a door prize while enjoying lunch.

Sponsored by: [Lake Michigan Credit Union](#)

### December 12, 2022

#### Breakfast with our Congressman

8:00 – 9:00 AM

Haworth Hotel

We'll be joined by United States Representative Bill Huizenga as we discuss updates from Washington and review issues that could affect you and your business. There will be plenty of time for networking with other business professionals and elected officials. Breakfast is provided.

# 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

2 Fish Company  
 3D Properties  
 AcenTek  
 Agritek Industries, Inc.  
 Alta Material Handling  
 Alzheimer's Association Greater Michigan Chapter - **5\***  
 AM Data Service - **10\***  
 Anchor In-Home Care  
 Anderson Keegin & Associates, Inc. - OI Global Par  
 Astro Telecommunications  
 Business Intelligence Solutions  
 Capital for Compassion  
 Captivation Capital Advertising  
 Century Flooring & Cleaning  
 Checkers  
 Comprehensive Ear & Hearing  
 Creative Dining Services, Inc.  
 Dan Vos Construction Co., Inc.  
 DC Battery Hub-MI, LLC  
 District Five Schoolhouse

Dri-Design  
 EagleEye Performance Vision  
 Edward Jones DeWeerd  
 Evergreen Commons  
 Evolve by Design, Inc.  
 FergyPix  
 First Christian Reformed Church  
 Freedom Village Holland  
 Fusion Graphic Consultants  
 Gilda's Club Grand Rapids/Gilda's LaughFest  
 Globe Design & Vision  
 Goodwill Store - North Holland  
 Great Lakes Commercial Finance - **5\***  
 Green Fork Food  
 Guaranteed Rate - Davis  
 Harbor Wear  
 Hello West Michigan  
 Holland Fairfield Inn & Suites  
 Holland Museum  
 IDA Design  
 Kozaks of Holland



Ladder, Inc  
 Lakeshore Credit Management and Repair Services, LLC  
 Lemongrass Thai Sushi  
 Lifeline Ministries No 2  
 Maplebay Builders, LLC - **10\***  
 Meijer, Inc. - 16th Street Momentum Center  
 Office Machines Company, Inc.  
 Out of the Box - Zeeland  
 Pax Coworking Studio  
 Phares Family Dentistry  
 Pizza Ranch  
 Rapid Shred, LLC  
 Redmon Heating & Cooling, Inc.  
 Smith Haughey Rice & Roegge

SolidCircle (d/b/a Solid Design Software Solutions)  
 Sonscreens - **10\***  
 StrEATs Taco Kitchen  
 The Brain & Spine Center  
 The Six Eight Cafe & Boutique at Better Way Designs - **10\***  
 True Reflections Glass Co.  
 Two Men and a Truck/Lakeshore, Inc.  
 West Michigan Airport Authority (WMAA)  
 Whittaker Associates, Inc.  
 Xtreme Auto

## New Members

Welcoming these new members who recently joined the West Coast Chamber

**Baughman Capital Management**  
**Luke Panning**  
 (734) 429-3971  
[www.raymondjames.com/baughmancapital](http://www.raymondjames.com/baughmancapital)  
[luke.panning@raymondjames.com](mailto:luke.panning@raymondjames.com)

**Bosch Insurance Group**  
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