

Joe Dyer, President  
DISHER

2022 Excellence Award Winner

Hope College: The  
Business Case for  
Internships

MI Chamber: Your  
Voice, Vote Matter  
More Than Ever

Access and  
Opportunity for All  
at Haworth

## DISHER: Setting the Standard for Excellence



# 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.

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.

## CHAMBER STAFF

**Jodi Owczarski**  
President & CEO

**Britt Delo**  
VP of Membership  
& Marketing

**Jessica Lynch**  
Member Engagement Manager

**Michelle Rottschafer**  
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## The West Coast Way

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If you take a moment, it doesn't take long to see that there is so much good happening in our community. Our team has become intentional about pausing to ensure that we take the time to recognize the remarkable work our member organizations have been doing over the past year.

Throughout this reflection process, we've realized that part of our strength is due to the collaboration across companies, industries, and sectors. As the old adage says, the whole is greater than the sum of its parts. When we all work together, we can create a thriving and prosperous community for all.

In this issue of the West Coast Way, we recognize DISHER for setting the standard for excellence in our community. Their reputation as a leader in their industry is indisputable and their rich history of success spans decades. We're honored to recognize them as this year's Excellence Award winner.

We also recognize member businesses (like Haworth, Poppy Peach, Bowerman's on 8th, Onalee's, and Garsnett Beacon Candle Co.) that are working diligently to promote connections that support our thriving community. We are grateful for each of our Chamber Members and we are proud of the work you are doing to make an impact on West Michigan!

**Jodi Owczarski**

President & CEO

Michigan West Coast Chamber of Commerce

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INTERNS  
WANTED

# Hope College: The Business Case for Internships

By Stacy Jackson | *The Kenneth J. Weller '48 Professor of Management, Hope College*

When thinking of landmarks that stand out in the West Michigan community, you might not immediately think of a flagship business and economics program. But right on Hope College's campus, just a short walk from downtown Holland, you will find one of Michigan's strongest.

Over 90 years strong to be exact. Founded in 1931, the Economics & Business Department at Hope College is one of the oldest programs in Michigan. Now home to over 500 students, our steady growth can be attributed to our distinctively Christian, liberal arts approach.

## Our Approach

Business is complex — and we believe that incoming college students rarely begin with the knowledge or experiences to navigate their way.

That's where our program comes in. With over 450 professionals, 188 firms, and 135 class speakers engaging our students last year, we focus on building relationships that give students the real-life perspective they need.

For our students, it has meant engagement and placements at companies ranging from local start-ups to global firms such as Google, GM, Whirlpool, and JP Morgan. It has even meant placing in the top tier of finalists when competing against some of the nation's most renowned business programs in case competitions.

For our program, it means continued investment in applied projects, experiences and community — and planning for the construction of a new building located along 9th street in Holland, bridging the gap between campus and the downtown district.

## What does this growth mean for employers?

Employers play an important role in this process too. Not only are firms invited to engage through career panels, consulting projects, case competitions, and networking, but also through internship experiences. In 2021, over 87 percent of our graduating students reported at least one internship as part of their college experience.

Take Chloe Yonkus ('24) for example. Upon completion of her sophomore year, Chloe wanted to pursue her interest in marketing and social media, but solely envisioned a corporate environment for her future. That's when an email from Matt Adkins, Employer Relations Director for the Economics & Business Department, caught her eye.

It was an opportunity to apply for a marketing and e-commerce internship at *jb and me*.

"It was an unexpected twist and a dream come true all at the same time," Chloe said.

As part of her role, Chloe helped to maintain the website and social media channels, facilitated all photo and video shoots, coordinated email campaigns, and even provided inventory and retail support. It was the behind-the-scenes look at small business that she found most fascinating.

"Seeing the complex process that goes into getting a product on the sales floor was incredible," said Chloe, who now says that running her own small business is something she'd like to pursue. She also credits her growth to the mentorship of store owner Jamie Grasman.

## Getting started with an internship role

Jamie first reached out to Hope's Economics & Business Department last spring for some ideas on how to leverage students in her store. After a conversation with Matt, she was able to craft a job description that not only met her objectives, but also provided a meaningful learning opportunity for the intern.



"Just knowing there was a point of contact at Hope to get me started was helpful," said Jamie. Recognizing the challenges of running a small business, Jamie said having an intern like Chloe allowed for more consistency and balance across her business. Especially when it came to tackling social media, an increasingly difficult challenge for many small businesses to manage.

But having a plan is key.

She says that taking the time to understand your needs and being prepared with meaningful work can make all the difference. For her, it's been a valuable way to test out new roles that can support the business for the long term. It's also allowed her to lean into other areas of work and life.

"Hope offers a great student community and they're always eager to engage," said Jamie.

For Chloe, engaging in the community was always the highlight. Forming connections with colleagues and clients was something that came very naturally — and something that we believe is central to helping students find their way.

### Interested in getting involved? Contact:

Matt Adkins, Employer Relations Director  
Economics & Business, Hope College  
Ph. 616-395-7363 | [adkins@hope.edu](mailto:adkins@hope.edu)

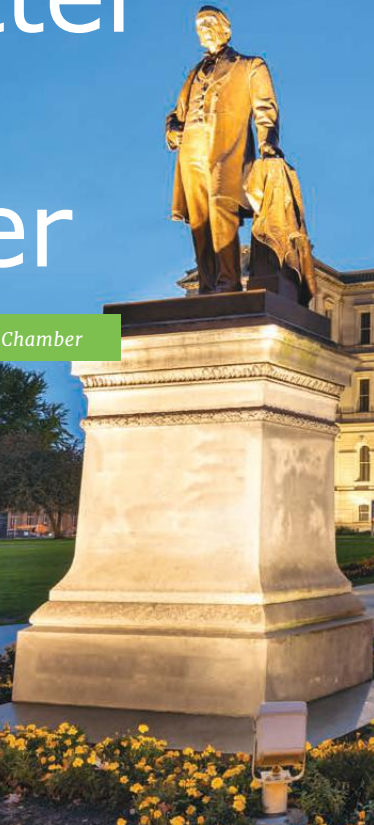


Stacy Jackson is the Kenneth J. Weller ('48) Professor of Management & Department Chair in the Economics & Business Department at Hope College. He holds over two decades of teaching experience, including faculty roles at Washington University in St. Louis's Olin Business School, University of Michigan, and Calvin University. He also has over three decades of business and consulting experience, including roles at NASA and Ernst & Young. He joined Hope College faculty in 2007, where he has been instrumental in developing the co-curricular and applied aspects of the Economics & Business program.



# Your Voice, Vote Matter More Than Ever

By Jim Holcomb | *President & CEO, Michigan Chamber*



As the economy tightens and historic inflation, workforce shortages, and supply chain strain continue, public policy issues that affect Michigan's job providers are more important than ever. These challenges and fast-changing times make the 2022 election cycle critical.

As voters, we must take the time and energy to understand how ballot initiatives and candidates may impact our businesses, our communities, our families, and our economy. The Michigan Chamber is working to help voters evaluate their choices and elect pragmatic, problem-solving candidates from both sides of the aisle, individuals who recognize the integral role Michigan's businesses play in every community and for every Michigander and who believe in the importance of fostering an environment where job providers can grow, compete, and succeed.

I would encourage readers to look at the important advocacy work your West Coast Chamber is undertaking on your behalf and check out the full slate of candidates endorsed by the Michigan Chamber. These endorsements range from Congress to the Michigan House and Senate to State Supreme Court. We have assessed candidate platforms and approaches — along with voting records in the case of incumbents — on key issues and factors that most impact our state's job providers and a resilient, thriving economy that builds a stronger Michigan for all.

For lawmakers seeking re-election to the same office, the Michigan Chamber's endorsements are based on our 2021-22 Legislative Voting Record and Competitiveness Scorecard. This biennial voting guide tracked 14 roll call votes in the House and 14 roll call votes in the Senate throughout this year and last on top priorities representing various business climate issues, including economic



development, environment, health care, human resources, infrastructure, regulatory reform, and tax policy. Any current legislator running for reelection to the same office who scored 75% or better is eligible for this “earned endorsement” subject to approval by our organization’s PAC Board of Directors. This year, that equated to 46 incumbent lawmakers — 33 state representatives and 13 state senators — from both parties and chambers.

For lawmakers running for a new office or candidates seeking office for the first time, the Michigan Chamber’s endorsements are based on answers to our candidate questionnaire, as well as interviews and a thorough review of race and district information.

An important question on the general election ballot this November — now designated as Proposal 1 — will be a constitutional amendment to reform the state’s most-restrictive-in-the-nation term limits law and require financial disclosures from officeholders.

Under the proposal, voters will decide whether to allow lawmakers to serve 12 years in Lansing, spending potentially their entire time in the House or Senate or dividing the years between the two chambers. The existing law limits three two-year terms in the state House and to two four-year terms in the state Senate, for a maximum of 14 years between the two chambers. Proposal 1 would also require statewide officials to file financial disclosure, finally aligning Michigan with what 48 other states and Congress require.

Just in time for the upcoming November general election, you’re invited to join the Michigan Chamber and Michigan Civility Project for a special, free virtual event on **Tuesday, Oct. 4 — The Power of Perspective: Talk, Listen, Respect, Repeat.** Explore how to ensure civility and respect in the workplace given today’s increasing hyper-partisanship. Learn strategies for how people of opposing viewpoints can come together for healthy disagreement, personal interactions and constructive conversations.

Jim Holcomb started his tenure as President & CEO of the Michigan Chamber in January of 2022 as part of a two-year strategic Executive Leadership Transition Plan announced by the Michigan Chamber Board of Directors in early 2020. Jim first joined the Michigan Chamber in 2008 to lead its Business Advocacy Team where he designed, coordinated, and implemented strategies to enact the Chamber’s legislative agenda and advance policies to strengthen Michigan’s business climate and economic competitiveness. From there, he jumped to Executive Vice President and General Counsel. Jim also directed the Chamber’s political action activities and the Michigan Chamber Litigation Center, a nonprofit organization dedicated to championing important precedent issues before the highest courts in Michigan and nationally. His work has helped the Chamber consistently earn top honors as the “Most Effective Association” in a biennial survey of Michigan capital insiders.



## TOP TAKEAWAYS

- Current and pending business climate issues make the 2022 election — where new legislative maps are in effect for the first time — a pivotal one.
- Use available tools and research to help elect pragmatic problem solvers from both sides of the aisle who understand the critical role Michigan businesses play in every community and for every Michigander.
- Proposal 1 — term limits reform and disclosure requirements — represents an important chance to enhance Michigan’s public policy process and improve governmental efficiency, effectiveness and transparency.

Guided by a diverse 84-member board of directors representing businesses of all sizes, types and industries from across the state, the Michigan Chamber has studied term limits since passage by voters in 1992 and has been a long-time proponent of sensible reforms like Proposal 1.

The measure is supported by a wide ranging and bipartisan coalition of business, community and labor organizations — from numerous chambers, the Michigan REALTORS, Michigan Manufactures Association and Bankers Associations to the League of Women Voters of Michigan, the Michigan Building and Construction Trades Council and SEIU. Learn more at [www.votersfortransparencyandtermlimits.com](http://www.votersfortransparencyandtermlimits.com).

One of the most powerful tools each one of us has is our voice and our vote — and they’ve never been more important — so remember to participate in the November 8 statewide general election.





# Access and Opportunity for All at Haworth

By Frances Hogsten | Vice President of Diversity, Equity and Inclusion and Talent Attraction, Haworth

As a family-owned company, our core values guide how we live and operate in global markets. The way we work is always evolving, along with our family of employees. It is more important than ever to understand, respect, embrace, and support each other. Our approach to diversity, equity, and inclusion further galvanizes this mindset.

## Our Culture

Making sure everyone is included, empowered, and rewarded for individual and team successes is important at Haworth. That idea is something we strive for in our culture, giving our employees the tools to identify discrimination and remove the barriers that define its

occurrences. By overcoming barriers to participation, we can contribute to a culture of inclusiveness to alleviate environmental and social challenges—like inclusive organizational development or access to resources and opportunities. These issues impact people unevenly across races, ethnicities, classes, ages, incomes, and genders, as well as a wide variety of human rights.

## Meaningful Impact

Our aspiration is holistic and integrated. Yet Diversity, Equity, and Inclusion (DE&I) vary from region to region. For example, while gender diversity is globally relevant, the importance of supply chain diversity varies. Depending on the region, the focus might have more



emphasis on minority groups, such as people with disabilities. An important step is to develop an understanding to determine where there is a need for change and opportunity. Haworth has invested in establishing an infrastructure to support it. We are passionate about dedicating our time and energy to DE&I.

## Employee Engagement

One of the ways we engage our employees is through Member Resource Groups (MRGs). The purpose is to create a fair representation of interests to build awareness, respect, and inclusion within the workplace. MRGs are intended to foster a greater sense of community and mentorship. They are voluntary, member-initiated, and member-led groups.

## Marketplace – A Multi-Dimensional Network

As a global company, we have a very diverse network of designers, dealers, and suppliers. Our aspiration extends beyond our walls.

We value the richness that supplier diversity brings to better support our customers, fuel innovation, and enable problem solving. We are intentional about developing strategic alliances to create and sustain a diverse supply base that reflects the communities and customers we serve. We have been working hard to ensure our supplier scorecards reflect our pillars and support all aspects of DE&I.

Design thinking is part of our DNA. Whether we're working on product development or creating spaces, we rely on our global partners. They come from the world's leading research institutions, architects, and designers. With Design Centers in Italy, Germany, China, and the US, we are uniquely positioned to meet client preferences and diverse needs worldwide, based on local cultures and norms. These relationships form the foundation for innovation, and we are excited to evolve our DE&I approach as we work with them in the future.

Appointed Vice President of Diversity, Equity and Inclusion and Talent Attraction in October 2021, Frances leads Haworth's efforts to promote DE&I program strategies that include assessments and predictive analytics, training and development, employee feedback and communications, and program metrics. Additionally, she leads the Talent Attraction initiatives in support of the North America Commercial Interiors Business. Francis first joined Haworth in 2011 as VP of Global Supply Chain. She holds a Bachelors and Masters degrees in Manufacturing Engineering from Boston University and has over 25 years of Supply Chain & Sourcing experience.

### Haworth Values:

- We listen to our Customers
- We rely on our Members
- We honor Integrity
- We embrace Continuous Learning
- We lead with Design
- We create Value
- We work to make the World better

### Diversity

Embrace differences through a workforce that reflects our global cultures

### Equity

Ensure opportunity through design of policies, processes, and workspaces

### Inclusion

Encourage belonging through our unique culture based on shared values

### Haworth Culture Aims to:

- Value each person for their authentic self
- Tackle bias, builds empathy, and respects everyone
- Enable access and opportunity for all
- Harness our differences to solve problems, expand opportunities, and grow stronger
- Reflect the diverse people we serve around the world

## Enriching Our Communities

Our employees are very engaged with the community. We encourage participation in support of local organizations through volunteer activities and fundraising campaigns. We also offer scholarships and matching gifts to support educational institutions and nonprofits.

## What's next?

We are on a journey and we acknowledge that we don't know it all. Haworth is more globally diverse than ever before. We need to continually reflect and think about how to evolve. We are taking steps towards that by intentionally investing in education at the executive level, evaluating our DE&I journey with metrics, and assessing and what it all means for our entire family of brands. When we envision our future, we need to determine how far we are from our reality. Then we'll spend time in evolving our plans.





# DISHER: Setting the Standard for Excellence

By Laura Anthony | Marketing Graphic Design and Copywriting, DISHER



At this year's Annual Awards Celebration, DISHER was recognized as the West Coast Chamber's Excellence Award Winner. The company is excelling in every aspect of their work, has a positive culture, a strong reputation in their industry, and a rich history of success. It's undeniable that DISHER is setting the standard for excellence in West Michigan.

## Who is DISHER?

DISHER delivers top talent. Customers trust DISHER's nationally recognized team of engineers, manufacturing specialists, recruiters, and business consultants. Since 2000, we have helped over 1,000 organizations with the technical expertise they need to keep their businesses moving forward.

Our team of nearly 200 qualified experts partner with clients in Product Development, Engineering,

Manufacturing Technology, Automation, Recruiting, and Business Consulting. We bring innovative solutions and deep cross-functional expertise in several markets like automotive, office furniture, alternative energy, consumer products, mobility, agribusiness, building products, and nonprofits. We are passionate about helping our customers succeed by building cultures of innovation and higher performance. Headquartered in Zeeland, Michigan, DISHER daily strives to live out their mission to *Make a Positive Difference* alongside clients locally, nationally, and around the globe.

## What makes DISHER different?

From day one, our mission has been to *Make a Positive Difference* with our customers, coworkers, and communities. It is the heartbeat of DISHER. We believe that our company and the work we do should be meaningful and have a lasting impact in the world we



live in. Our culture is centered around our mission; it is what makes DISHER unique. Our positive attitudes, knuckles-down work ethic, and collaborative relationships translate into exceptional outcomes for the clients we serve.

DISHER employs a unique **Mission, Profit, and Growth** (MPG) philosophy to our business. We are focused on expanding the impact of our mission, achieving sustainable profit, and supporting continual growth by providing more value for our clients, teammates, and community organizations. When in conflict, decisions are made based on mission first, then profit and growth. Our mission drives everything including who we hire. In addition to high-level skills and abilities, team members are selected for their positive attitudes, strong character qualities, and ability to serve others with truth and grace.

The way we attract and retain top talent is through our individual and team rhythms. Our rhythms develop our team members and shape our culture. Types of rhythms include everything from monthly 1:1 goal-planning meetings and weekly full-team lunch meetings to stewardship hours and training opportunities.

DISHER is committed to excellence. We rally around our seven corporate objectives for a strong and sustainable future within our West Coast Community. 1) We will be a

**Great Culture** that creates positive ripples of influence. 2) We will discover meaningful opportunities for **Giving Back** our time, talent, and financial resources. 3) We will attract and develop **Top Talent** to make this world better than we found it. 4) We will provide **Sensational Service** to all those we serve with our dream team of positive, collaborative problem solvers. 5) We will deliver **Superior Solutions** by striving to be the best choice in quality, delivery, and cost. 6) We will serve **Diverse Customers** by extending our reach locally, regionally, and nationally in a variety of industries. 7) We will lead our business with **Operational Excellence** by stewarding and growing the assets needed to accomplish our mission, profit, and growth objectives.

## Tell us about DISHER'S journey to excellence.

DISHER has a history of steady, solid growth year-after-year with two exceptions—the recession of 2008-09 and the pandemic in 2020. In 2000, Jeff Disher left his stable engineering job at Prince Corporation with a young wife and growing family. He took a big risk starting a new engineering firm, Disher Design and Development, with the purpose of making a positive difference. From this one-person operation with one offering (engineering), DISHER has grown to a team of over 200 people (68% being core







Community Action House Stewardship

team members and 32% being DEN — DISHER Extended Network team members), and over five solution areas (engineering, product development, manufacturing tech, talent recruitment, and business consulting).

DISHER is committed to doing work that aligns with our **mission** so that we may *leave this world better than we found it*. By attracting and retaining top talent, we are equipped to deliver remarkable service and advanced solutions with our diverse customer base. We are focused on doing **profitable** work by running our business with operational excellence. We steward all our resources (people, finances, solutions, and time) by setting strategic plans and priorities that are measured by an engaged leadership team. We continually **grow** and develop our team members, solution areas, and processes with a continuous improvement approach to have an even greater impact. Through our mission, profit, and growth priorities, in conjunction with an empowered leadership team and board—the future of DISHER looks bright. The appointment of Joe Dyer in January of 2022 as the new President of DISHER affirms DISHER’s continued priority to lead and serve with excellence.

Throughout the years, DISHER has been grateful to receive several awards and business leadership recognitions. Here are just a few: 5th Best Small Company Workplace in the USA, 4th Best Consulting & Professional Services Workplace in the USA, 4th Best Giving Back Workplace in the USA, and Best of RPO Award in Client Satisfaction.

## What does the 2022 Excellence Award mean to DISHER?

We are humbled and honored to receive the 2022 Excellence Award from the West Coast Chamber. To receive such a special award from a highly regarded organization like the West Coast Chamber is exciting. Thank you, West Coast Chamber, for your faithful support of organizations throughout our region. You are making us stronger. And thank you to our loyal customers, business partners, nonprofit organizations, and friends who have backed us up and cheered us on along our journey. We can’t wait for what the future holds! We are privileged to partner with you all in creating positive ripples of influence for generations to come.



Culture Tour



# Upcoming Programs

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

## October 7, 2022

### Advocacy in Action

8:00 AM – 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 learn about the impacts of upcoming legislation in Lansing with Jim Holcomb, President & CEO of the Michigan Chamber of Commerce.

## October 11, 2022

### Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel & Conference Center

Kick-Off this year's Wake Up West Coast Programming with Guest Speaker, Graci Harkema, who will lead us through a lively discussion about thriving, happiness, and engagement – the myths, the mindset, and the methods to fuel positive experiences at work.

Sponsored by: [Spectrum Health Zeeland Community Hospital](#)

## October 13, 2022

### Happy Hour with the Chamber

4:30 PM – 6:00 PM

Tulip City Brewstillery

Join us at Tulip City Brewstillery 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. Spice Boys Food Truck will also be open starting at 5:00 PM. We hope to see you there!

Sponsored by: [4Front Credit Union](#)

## October 26, 2022

### DEI Workshop

9:00 AM – 11:00 AM

Virtual Event

This interactive course is designed for leaders and organizations who value diversity and desire to create inclusive cultures. And they understand that the work starts with leadership. Participants will walk away with practical strategies for becoming a more inclusive leader and ally. The session will include an "Inclusive Leader and Ally" Cheat Sheet filled with proven best practices for leading diverse teams.

## Young Professionals Spotlight

# Getting HYP: Meeting Holland/Zeeland Young Professionals



### Alyssa Bellinger

*Dale Carnegie Training  
offered by Ralph Nichols Group*

So, there I was a few years ago confiding in a colleague of mine who has lived/worked in the Holland and Zeeland area for decades as I was preparing to move here. What will the community be like? How will my days look? What friends will I make and how will this impact my

family? In the back of my mind, I was hoping to set roots down in a place where I could enjoy the beach and local farmer's market, but I got more than I bargained for. "Collaborating personally and professionally", "Hard-working", "Generous", "Intentional about the life we want to live", and "Lifting others

up" were some of the aspects my colleague mentioned. At that point, I knew I was home. As a performance consultant and trainer for Dale Carnegie Training, and the Philanthropy chair for Holland/Zeeland Young Professionals, I fill my days finding new ways to create a place we are proud of; one that brings people together, creates meaningful relationships, and provides resources to overcome and deal with life's challenges so we can support the people that make this place we live in great. Over the past two years serving with HYP, we have granted nearly \$7,000 and partnered with over 10 local organizations to prioritize community needs and leave a helping legacy. As a Dale Carnegie instructor, we have impacted thousands of individuals to do the same. I find myself honored to live, work, and volunteer in a place that develops others, focuses on the future, and celebrates the past/present. If you are looking to spark inspiration in your life, take the time to get to know the people and environment around you, and you might just find/ feed your "why", too.





# Meet the Newest West Coast Cash Merchants

By Michelle Rottschafer | Marketing & Communications Coordinator, West Coast Chamber

**W**est Coast Cash is a form of community currency redeemable at over 90 local businesses throughout the West Michigan Area. All West Coast Cash Merchants are members of the West Coast Chamber. The program is intended to support area businesses while keeping dollars right here in our community. The Directory of West Coast Cash Merchants is always growing, which provides endless redemption opportunities to recipients. This month, we'd like to introduce you to four of our newest merchants!

## The Poppy Peach



### Tell us a little bit about your business?

We are a boutique that includes women's fashion, home décor, accessories, and unique gifts. We strive to carry quite a few brands that donate to nonprofit organizations and carry a lot of handmade or locally crafted items. We also are dog-friendly and have treats behind our desk for our furry visitors!

### How long have you been in business?

We have been in business since 2018 but opened our brick-and-mortar location in October of 2019.



### Why did you choose to be a West Coast Cash Merchant?

I think it's important to keep funds and support local, which is what West Coast Cash does. By supporting local we (local businesses) are able to donate to nonprofits/charities, schools, teams, fundraisers and so much more.

### What's one item in your store that would be perfect to buy with West Coast Cash?

Our earrings! I, Heather (owner), personally handmade every single pair. They are lightweight, nickel and lead free, and locally crafted.

## Onalee's



### Tell us a little bit about your business?

Onalee's is a locally owned and operated boutique with three locations in West Michigan. You'll find fashionable, feel-good styles and a variety of unique accessories and gifts specially selected for you with quality in mind.



### How long have you been in business?

Onalee's has been around since 2013! Originally opened in a small space in Hudsonville under a different name, the business expanded to three stores in West Michigan: Hudsonville, Wyoming, and downtown Holland. In 2020, the company was renamed to Onalee's in honor of Stacy's great-grandmother who was a retail business owner herself!

### Why did you choose to be a West Coast Cash Merchant?

Becoming a member of the Chamber and choosing to accept West Coast Cash was an easy choice for us! The Chamber puts so much effort into Supporting local small businesses. Their commitment to advocacy, diversity, equity, and inclusion matches our values here at Onalee's. Not to mention before we became members our customers were asking "Do you accept West Coast Cash?" We are now happy to say we do!

### What's one item in your store that would be perfect to buy with West Coast Cash?

One of the first things everyone says when they walk into Onalee's is "What smells so good in here?" It's the Sweet Grace candles from Bridgewater Candle Company! They come in so many beautiful vessels, and we also carry items like diffusers, wax melts, room spray, hand soap, and more! One thing we love about Bridgewater Candle Company is that a portion of their proceeds goes to help fight against childhood hunger. What a perfect way to spend West Coast Cash!

## Garsnett Beacon Candle Co.



### Tell us a little bit about your business?

Garsnett Beacon Candle Co. is a fragrance studio and gift shop where you can custom blend your own 100% soy candles from our curated collection of

75+ fragrance oils. We welcome you to come and see what activates your senses!

### How long have you been in business?

We opened on August 1, 2022.

### Why did you choose to be a West Coast Cash Merchant?

Being a West Coast Cash Merchant is a win-win. It gives recipients of West Coast Cash more retailer options and is a great way for us to generate more sales.



### What's one item in your store that would be perfect to buy with West Coast Cash?

Our candles are always a hit but the West Coast Cash can also be used to pour your own candle or to purchase any of our retail merchandise as well!

## Bowerman's on 8th

### Tell us a little bit about your business?

Bowerman Blueberries is a family owned and operated business. We have been growing blueberries since 1954 and grow, pack, and ship our blueberries all over the country.



Bowerman Blueberries Farm market (15793 James Street) offers fresh and frozen blueberries, blueberry donuts, muffins, pies, bread, blueberry custard, soft-serve ice cream, gifts as well as U-Pick blueberries and local seasonal fruits and vegetables.



Bowerman's on 8th our new Cafe and Bakery located Downtown Holland (2 E 8th Street, Holland) serves cafe drinks, breakfast, lunch, snacks, bakery items, ice cream, and retail items.

It has seating for 100 people including an outside patio.

### How long have you been in business?

Bowerman Blueberries (farm) has been in business since 1954 and Bowerman Blueberries Farm Market was established in 2010. Bowerman's on 8th was opened in January of 2022.

### Why did you choose to be a West Coast Cash Merchant?

We are a community driven business. And we believe in shopping and investing locally. Being a West Coast Cash Merchant allows additional opportunities for people to experience Bowerman's as well as a way for us to promote other local businesses.

### What's one item in your store that would be perfect to buy with West Coast Cash?

Bowerman's Famous Blueberry Donuts. It's a local favorite and a must try if you visit any of our locations.





Ribbon cutting celebrating the Grand Re-Opening of Seppo Chiropractic in Holland.



Michigan  
West Coast  
Chamber  
of Commerce

HAPPENINGS



The Chamber team enjoys ice cream generously provided by SERVPRO of Holland.



Ribbon cutting celebrating the Grand Opening of Joy Family Health in Holland.



Ribbon cutting celebrating the Grand Opening of Zero Latency in Holland.





*Ribbon cutting celebrating Grand Opening of Hungerford Nichols' new office in Holland.*



*The Chamber team celebrates a successful golf outing at the Ravines in Saugatuck.*



*Jodi Owczarski welcomes this year's West Coast Leadership class.*



*Ribbon cutting celebrating the Grand Opening of EcoBuns' new location in Holland.*



*Ribbon cutting celebrating the Grand Opening of B2's new location in Holland.*



# Premier Partner Spotlight

## Smith Haughey Rice & Roegge

Smith Haughey Rice & Roegge is a law firm with more than 60 attorneys across four offices in Holland, Grand Rapids, Muskegon, and Ann Arbor. Built on a foundation of litigation excellence, we have grown into a firm that helps businesses and individuals at every stage of their growth and planning.

Smith Haughey specializes in the areas of medical malpractice defense, professional liability defense, probate litigation, and business litigation with complementary practices in business and real estate matters, health law, and estate planning.

Our Holland attorneys specialize in guiding clients through the many facets of growing their business — labor and employment laws, commercial real estate transactions, contract reviews, etc. And, if a legal dispute arises, we have instant access to a team of proven litigators. All are dedicated to delivering thoughtful solutions to meet your unique needs.



Throughout offices and practice areas, we value excellence. We're committed to our clients and aim to be their long-lasting advisors. For more information about Smith Haughey, please visit [shrr.com](http://shrr.com).



## BUSINESS LOANS TO ADDRESS THOSE THREE LITTLE WORDS

### Open for business.

Whether on a small sign in a store window or heard in the hum of a busy factory floor, those three little words are motivation.

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# 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

42 North Custom Homes  
 All State Crane and Rigging, LLC  
 Annie Lane Bridal  
 Arnold Sales Complete Janitor Supply  
 Artex Label & Graphics Inc.  
 Authentix Quincy Street  
 Axis Machine & Tool, Inc.  
 Baer, J Andrew  
 Beeler, Stephen L PE  
 Berry Boy Logistics  
 Black River Pallet Company  
 Blue Pond Marketing  
 Buckman MacDonald & Brown PC - **25\***  
 BuhlerPrince, Inc.  
 Busschers Septic Tank & Excavating Services, Inc  
 Butch's Dry Dock  
 CDS Lakeshore Head Start  
 Cherry Republic - **5\***  
 Choice Machinery Group  
 City of Zeeland  
 Clark & Clark Specialty Products, Inc.  
 Community Action House  
 Community Choice Credit Union  
 Community Foundation of the Holland/Zeeland Area  
 Conversational Management

Cook's Delivery Service, LLC  
 Coral Gables Yachts - **5\***  
 Courtyard by Marriott  
 Creatively Centered LLC  
 deVries Studio, Inc. - **60\***  
 Donkersloot Law Office  
 Edge Insurance Group  
 Ensign Equipment  
 Fustini's Oils & Vinegars  
 GHSP  
 GRCC Lakeshore Campus  
 Highpoint Finishing Solutions, Inc.  
 Holiday Inn Express  
 Holland American Food Co., Inc.  
 Hospice of Holland, Inc.  
 Howard Miller Clock Co.  
 Huizenga Redi-Mix Inc.  
 In-Line Electric and Controls  
 Integrated Medical Massage  
 ITB Packaging  
 Jackie's Place  
 Jonker's Garden  
 JOST International  
 JR Automation  
 K-Line Industries, Inc.  
 Lakeshore Bankruptcy Center - Marcia R. Meoli, PLLC



Lakeshore Comfort Solutions  
 Lakeshore Scale, Inc.  
 Lakeshore VoIP  
 Laurie Callaghan  
 Lemonjello's Coffee - **10\***  
 Magna Mirrors  
 Michigan Certified Development Corporation  
 MillerKnoll  
 Nelson Builders, Inc  
 Omni Die & Engineering, Inc.  
 Ottawa Insurance Agency Inc.  
 Permaloc Corporation  
 Plascore Inc.  
 Republic Services of Holland  
 Rock "N" Thai Cafe  
 RVE, Inc.  
 Salt & Pepper Savory Grill and Pub  
 Sperry's Moviehouse  
 Sterling Rose Marketing & Communications

STM Manufacturing, Inc.  
 Straight Line Designs  
 Taylor Rental Center  
 TelDesigns Inc.  
 The Poppy Peach  
 Thomas A. Davis Jeweler  
 Tommy's Express  
 Townline Poultry Farm Inc.  
 Transnation Title Agency of Michigan  
 Tripelroot  
 Vanden Bosch Co., John A. - **25\***  
 Vander Meulen Builders  
 Vision Designs of West Michigan  
 Vitale's Pizza of Zeeland  
 Waverly Stone Gastropub  
 Weller Language Services  
 West Michigan Works!  
 West Ottawa Eyecare  
 Windmill Restaurant Inc.  
 Zeeland Farm Services, Inc.  
 Zeeland Frameware

## New Members

Welcoming these new members who recently joined the West Coast Chamber

**4Front Credit Union**  
 (800) 765-0110  
 www.4frontcu.com

**Boba Q**  
**Kong Khammanivong**  
 (616) 377-7234

**Feeding America West Michigan**  
**Pattijean McCahill**  
 (616) 784-3250  
 www.feedwm.org  
 Pattijeanm@feedwm.org

**Quincy Place Senior Living**  
**Tara Schwab**  
 (616) 834-0220  
 www.quincyplace.com  
 taracurtisschwab@traditionsmgmt.net

**Sam's Club**  
**Alvin Richardson**  
 (616) 395-3190  
 www.samsclub.com  
 a0r0nlp.s06417.us@samsclub.com

**Spalding DeDecker**  
**Craig Gengler**  
 (616) 885-5802  
 www.sda-eng.com  
 cengler@sda-eng.com

**Tulip City Paddle Tours LLC**  
**Beth Felicelli**  
 (616) 405-0497  
 www.tulipcitypaddletours.com  
 beth@tulipcitypaddletours.com

**Veronicajune Photography**  
**Veronica Bareman**  
 (616) 250-8423  
 www.veronicajunephotography.com  
 veronica@veronicajunephotography.com





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