

How to Build a
Strong Brand

The City of Holland:
A Bright Future

How to Equip Your
Team for Leadership
at Every Level

Ernesto Lopez
Broker & Owner
UBeHome Real Estate

UBeHome Real Estate:
Everything Starts
with a Dream

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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As the year comes to a close, it's the perfect time to reflect on where we have been, where we are now, and where we are headed. At the West Coast Chamber, we welcome the New Year as an opportunity to evaluate our goals and set ourselves up for success in the year ahead.

This month's issue of the West Coast Way magazine is filled with inspirational stories and resources to help you and your business do just that. You will be inspired by Ernesto Lopez and his journey to create UBeHome Real Estate, excited by projects that are in the pipeline for the City of Holland, and encouraged by innovative childcare initiatives happening right here in our community. You will also learn how to build and maintain a strong brand image, equip your team for leadership at every level, and embrace sustainability efforts.

We hope this month's magazine leaves you feeling inspired, motivated, and ready to take on the year ahead. We're excited to trailblaze with you into 2023!

Jodi Owczarski

President & CEO
Michigan West Coast Chamber of Commerce



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BRANDING

Brand Purpose • Target Audience • Brand Communication • Brand Story • Brand Identity

How to Build a Strong Brand

By Susan Anderson | Creative Director & Business Development, The Anderson Group

When I meet with business owners trying to grow their companies, we inevitably find our way toward the cornerstone of successful marketing strategy: branding. This foundational element of marketing success is often overlooked because most companies already have a logo, a website, a brochure, and a sales pitch.

But when I start asking basic branding questions and looking at how their brand is presented in the marketplace, I find uncertainty, mixed messaging, and inconsistent presentation.

That's usually because these brands have not answered five questions that point the way toward a clear, authentic, and effective brand strategy.

1. What is your brand purpose?

Brands are often born out of emotion. There is intention and focus that drives growth and decision-making, especially early on. As time goes by, that purpose can get lost.

Strong and successful brands are clear on this purpose. Where does your company stand? Does your team have shared clarity of mission, values, and philosophy of business?

Ask your team these questions individually and see what they say:

- What are we about as a company?
- Why should people care about our brand?
- How is our brand unique?

The responses you hear will reveal much about how well your brand purpose is carried internally. If it's not clear internally, how well is your audience understanding it?

2. Who is your target audience?

Successful brands have distinct market groups that they target with their marketing. Questions of demographics, education, vocation, hobbies, personal values, and other factors influencing a purchase should be examined and defined for each segment of your audience.

These avatars can guide your decisions about what platforms you should be investing in, what kind of messaging you craft, the pictures you choose to put on your website, the elements of your story you highlight in your videos, and every other marketing decision.

Part of the process of understanding your target audience is understanding your competitors. You can likely list of your top three competitors in less than five

seconds, but you'll need to be able to articulate how you're different from them to make it obvious to your audience as well.

3. How will we walk out our brand purpose?

You likely already have structures in place to get your brand's mission in front of people. Flesh these processes out and see if they match up with your newly articulated vision and audience groups. Your brand platform should align with your vision and mission, differentiate your uniqueness in the marketplace, and resonate with your target market.

If your brand platform doesn't accomplish those three things, it's time to polish it up.

4. How do we tell our brand's story?

Enough has been written about the power of storytelling that I don't need to emphasize its importance again. But are you doing it? Are eyes seeing it? Is your story known and remembered?

Creating that emotional and personal connection establishes a bond of trust and loyalty that lasts a lifetime.

5. How do we now redefine our brand identity?

This is where your marketing team comes in to help you put all the pieces together into a strong brand. You may need a brand refresh that modernizes and clarifies what



has grown stale and predictable. Sometimes a rebrand is necessary to change wrong perceptions and shift attention.

This process will help you align your name, logo, colors, voice, marketing platforms, core messaging, and creative direction into one unified strategy.

Adjust your expectations: all of this takes time and effort. It takes a long time to build brand equity and it's something you'll always be working to grow, tweak, and perfect.

But a strong brand pays off in more ways than one.

As owner of The Anderson Group, Sue has been in the marketing and branding business for 27 years. Sue and her team are passionate about creating and delivering creative solutions and consistent messaging for a variety of clients. The Anderson Group is a full-service agency that provides customized, attentive service to clients with the goal of creating a strong brand and a true partnership.

Sue and her team understand growing trends and utilize the latest digital breakthroughs to create a competitive advantage for the brands they represent. Their concepts are forward thinking, creatively expressed, and designed to give clients the edge they're looking for. You can reach her at sue@thetagwebsite.com.





The City of Holland: A Bright Future

By Nathan Bocks | Mayor, City of Holland

The future is bright for the City of Holland! We have so much to be proud of and we have even more to look forward to. We are diligently planning and implementing several transformational projects for the year ahead. I am excited to highlight three of our marquee projects with you.

1. Outdoor Ice Skating Facility

This project started as the dream of Frank Kraai, a retired schoolteacher. After a lifetime of dedicated service, Frank realized he had the opportunity to leave a legacy to the community he loves. His gift of over one million dollars has created a wave of support for the project that includes a refrigerated ice pond and a ribbon of ice stretching out into the prairie of Window on the Waterfront Park. Plans include curling, skate rentals, and hot chocolate to warm hearts as we laugh and skate together as Frank did as a child.

Look for the first signs of construction in the summer of 2023 with completion slated for the fall of 2024. Residents have already stepped up to add to Frank’s wonderful gift. A fund has been created with the Community Foundation of the Holland/Zeeland Area to receive donations to support and enhance the dream of this extraordinary citizen. The ice skating facility will be located at the corner of Sixth Street and College Avenue.



2. Fiber Broadband Internet

In August, Holland residents voted to open the door to city-wide, high-speed fiber broadband internet. The Holland Board of Public Works has been providing affordable, reliable, efficient, and essential broadband services to portions of our community since 1994. There are three components to the overall cost:

The millage supported bonds will pay for the cost of installing fiber optic lines past every address in the city. Each user will be responsible for the one-time cost to connect. Once connected, users can choose their internet service provider and any streaming services they desire. The HBPW will offer internet service as we do for our current subscribers.

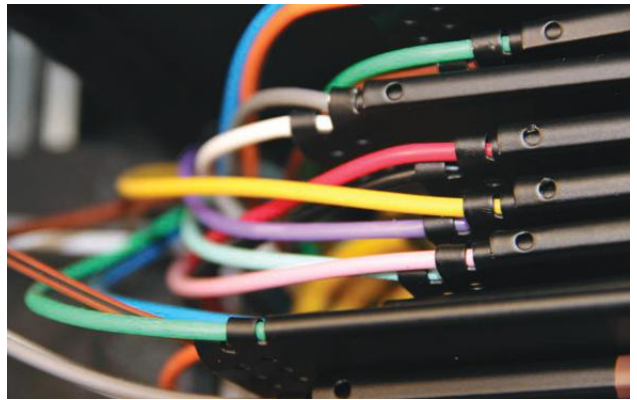
We are currently designing and planning the system and are identifying materials to order. The first lines will be in the ground in about a year, and the system will go live in phases shortly thereafter. Check out hollandcityfiber.com for all the details and to find out when world class internet from our own locally owned, trusted, and reliable utility will be at your front door!

3. Waterfront Holland

Waterfront Holland is a once in a lifetime opportunity to create a world class waterfront experience for all. Since the decommissioning of the coal-fired James DeYoung power plant on the shore of Lake Macatawa five years ago, we have been working diligently on the redevelopment of our waterfront. Two years of public engagement produced a vision for the waterfront created by and for you.



Nathan Bocks moved to Holland to attend Hope College (1989) where he met his wife Elizabeth. He graduated from Marquette University Law School in Milwaukee (1992) and started his law practice, Central Park Law, PLLC in Holland. Nathan and Elizabeth have three children and a daughter-in-law, Duncan and Michelle, Spencer, and Megan.



We are currently working with Geenan DeKock Properties to assure that their proposal will bring your community vision to fruition. If council believes the plan meets or exceeds the goals of Waterfront Holland, the next step will be your approval. The transfer of any city-owned waterfront property must go to a public vote and receive 60% approval. Look for more information and updates at waterfrontholland.org in the coming months.

These are just three of the many exciting projects and proposals your city council and staff will be working on in the coming months and years. Holland has always been a community of big plans and big dreams, with a willingness to do the hard work necessary to bring them to fruition. With continued hard work and great planning, our future is bright!



How to Equip Your Team for Leadership at Every Level

By Jennifer Maxson | President, Jennifer Maxson & Associates



Today more than ever, employees are recognizing their innate role as a leader, regardless of their official status within an organization. These leaders have the power to influence their peers, introduce new ideas, manage projects, and often have a variety of advancement opportunities ahead of them. In a Wiley Workplace study of 5,000 professionals, researchers found that 62% of individual contributors consider themselves to be a leader.

However, only 28% of those who see themselves as a leader have received leadership training. That means that two-thirds of leaders lack direction, tools, and context to lead successfully. They know what qualities a good leader should possess, but they don't know how to

get there. Today we'll explore ways you can equip your team for leadership at every level.

Model Servant Leadership

At its core, leadership is about your team, not you. Leaders should be asking themselves, *what does my team need from me in order to deliver our organizational goals?* We can't tell the team what they need; we need to listen to them first. One of the primary functions of a leader is to empower others by removing obstacles. Leaders should prioritize listening to their team, identifying issues, and troubleshooting roadblocks for their colleagues.

Invest in Leadership Training

Leaders are developed, not born. A team member may have leadership strengths and abilities, but they need development to become an exceptional leader. Furthermore, if you have individuals trying to lead without training, it can cause conflict within the team. Their colleagues may not be viewing their actions with the right perspective or intention. Consider programming like The Exceptional Leader™ which helps participants develop key leadership competencies, including setting direction and aligning, motivating, and inspiring others. Another key competency of leadership is communication. Are we spending the time to develop how we communicate formally and informally with others? Programs like Speak Up & Be Effective™ help leaders communicate with confidence.

Encourage Agility

Instead of holding tightly to familiar processes and standards, leaders must be agile. Leaders at all levels of an organization must learn to flex their communication style, preferred tools, and familiar methods when the situation requires it. Leaders should be aware of their natural tendencies and how they may need to adapt their style for the good of the team. Our Everything DiSC® Work of Leaders program focuses on leaders' preferred style for setting direction, building alignment, and executing strategy.

Make Time for Self-Reflection

Respondents in the Wiley survey identified the top qualities of a leader as effective communication, clear vision of the future, and relationship-building. Leaders at all levels should take stock of their abilities in these areas. This equips leaders to identify opportunities for growth and lean on other people when needed. One way to do this is to ask for feedback from your team to become more self-aware. Another method is through professional coaching like our Emerging Leaders Coaching.

Jennifer Maxson brings 26 years of leadership development experience to her clients throughout the United States and abroad. She is a Certified Professional Coach and Associate Certified Coach. Her mission is to Enhance the Credibility of Leaders. She develops leaders at all levels through Everything DiSC® assessments, personalized coaching, and customized programs focused on communication, presentation skills, and leadership. Her purpose is to inspire current and future leaders to Lead to the Max!®



Celebrate Wins

Many team members work hard but get no visibility. Leaders should recognize the positive results their team makes on a project. In the Wiley study, 98% of respondents said that when they feel valued by their employer, they feel ownership in their work, are more productive and motivated, and feel like they are contributing to the success of the organization. As we've seen during the "Great Resignation," team members will leave if they do not feel valued, if they don't see themselves as part of the group, or if they don't feel like they are having an impact.

Your team members are eager to take on more leadership functions. But are they prepared? "Given that leadership isn't an innate characteristic, but a skill honed with time and practice," notes the Wiley team, "organizations have a great opportunity to get people working on their leadership skills for today and the future." Contact Jennifer Maxson & Associates for a personalized recommendation for your team's journey towards leadership at every level.





UBeHome Real Estate: Everything Starts with a Dream

By Ernesto Lopez | Broker & Owner, UBeHome Real Estate

From left to right: Rick Gurrero, Spencer Grigsby, Jennifer Tirado, Renee Reyes, Ernesto Lopez, Zulema Martinez, Karina Lopez, and Gian Bergsma.

When people think of UBeHome Real Estate, they might think just it's another real estate agency. In reality, it's a dream coming true. When I first came to this country at a young age, I experienced culture shock. I didn't know English and I didn't have any friends. It was extremely difficult to adjust to life in a world with different traditions than mine. However, this never hindered me from my dream of becoming my own boss and owning a company.

When I started working in real estate in 2007, I quickly realized I wanted to build my own real estate business. Since then, I have been working towards that very dream. The journey has not been easy, and I've faced numerous difficulties along the way. I had to acquire an entirely new set of skills to become a successful real

estate agent. It took several years to get where I am now and it took countless sacrifices mentally, personally, and physically.

Mentally, it was exhausting being on call all the time and working 24/7. It was stressful and overwhelming but that didn't discourage me from reaching my goals. Personally, I sacrificed time away from my family and the things I wanted to do in order to work. I had to miss my children's events and sacrifice quality time with them because I was working. Physically, I would work myself to the bone in order to be available for my clients whenever necessary.

It was also challenging building a name for myself in both the Spanish and English speaking communities. I moved between various companies to build a brand for

myself. Everything I've done up until this point has been to increase my skills and achieve my goals. In the end, it led me to UBeHome Real estate. I get to live out my dream every single day and set higher standards for myself and for the company.

Who is UBeHome Real Estate?

UBeHome Real Estate is the first minority-owned real estate company on the Lakeshore. We are a locally owned brokerage that focuses on customer service, relationship building, transparency, and efficiency. We understand buying or selling a home is a lifechanging decision. It's for that reason that we take the time to listen closely, identify your needs, and deliver innovative solutions to your real estate experience. Since 2021, we have helped close to 60 families fulfill their real estate dreams. Our main office is located in Holland, Michigan.

What makes UBeHome Real Estate different?

At UBeHome Real Estate, WE are the difference! With over 15 years of collective experience, our team is made up of caring, knowledgeable professionals that work

tirelessly to guide you through the home buying and selling process. The best part? Our staff is primarily bilingual! That said, we specialize in helping Spanish and English speaking communities in West Michigan. If needed, we can educate you on non-traditional forms of lending such as ITIN and other non-traditional mortgage loans. Our job doesn't end at the closing, we continue to be with you even after you take possession. We know buying or selling your home is more than a transaction, it's an experience!

Tell us how UBeHome Real Estate came to fruition?

Everything starts with a dream! Our founder, Ernesto Lopez had a vision at the beginning of his career as a realtor to open his own independent Real Estate company. After 15 years of hard work, dedication, and perseverance, Ernesto successfully founded UBeHome Real Estate on August 12, 2021. Ernesto believed in his team, his community, and himself, and this made the decision to go independent an easy one. One year later and UBeHome's main office in Holland is thriving! We are fully staffed with two administrative employees and four full-time Realtors.





photo credit: Elisabeth Marie Photography

What does the 2022 Inspire Award mean to UBeHome Real Estate?

UBeHome is honored to accept the 2022 Inspire Award. Receiving this award has sparked motivation and innovation within our team. It has reminded us that our actions make a true impact in our clients' lives and on our communities. We want to thank our clients, business partners, and families for their endless support. This wouldn't be possible without you! As a company, we will continue to be the difference in West Michigan and inspire others to achieve their dreams.

“ We want to thank our clients, business partners, and families for their endless support. This wouldn't be possible without you! ”



Ernesto Lopez was born in San Luis Potosi Mexico and was raised in Mexico City. His family migrated to Holland, Michigan over 28 years ago. At a very young age, he knew he wanted to start a business. He eventually made the decision to start a real estate business. After 15 years of experience, discipline, and dedication, Ernesto opened UBeHome Real Estate, the only minority owned real estate company on the Lakeshore.

StrEATs: Taste Without the Waste

By Mitch Bakker | Owner, StrEATs

Our decision to enter into the restaurant business was akin to someone who has never run a race then decides their first race will be a marathon in a hailstorm. As we began to plan and create our concept, we soon began to lose steam as COVID-19 was beginning to show its face. We had to navigate through supply shortages, labor shortages, team members sick with COVID, soaring food prices, wage increases, and more. And yet, as we persisted despite so many shutdowns, it became extra special to be moving forward with the plan to *open* something new, something “normal,” on the heels of a pandemic. StrEATs was a small oasis for us and those who would walk through our door on our opening day, which just so happened to be the very day all COVID restrictions were lifted—a serendipitous sign after a season of our community being forced apart.

Despite all the obstacles, we were resolute in our commitment to develop a cheerful setting with a funky, eclectic vibe, a well-trained staff, and, most importantly, amazing tacos. Everything was intentional; everything was considered: from the colors and textures of the space to the placements of tables and our gigantic wall mural featuring western Michigan landmarks, complete with animated people throughout—all eating tacos, of course! As time elapsed, we began to see that StrEATs was becoming even



more than what we had originally hoped, and we remain proud to play a part in its story.

During development, we were also resolute in our commitment to

Mitch Bakker is an entrepreneur, designer, and writer. He is the founder of IDA Design, an award-winning and nationally recognized industrial design firm, with which he curates the trend publication Lumen. He is committed to restoration and revitalization in his community through 3D Properties, volunteering, and most recently StrEATs Taco Kitchen. Mitch has five children and resides in Holland, Michigan with his wife Chris, and their naughty dog Marley.



sustainability. This meant hiring an environmental specialist to guide, educate, and coach our team in all things eco-friendly, so that nothing was compromised. Every item handed out to our customers is compostable, eventually turning into topsoil via our commercial compost partner, or washed for reuse. Our sustainability program also includes resource recycling, buying local, energy and water conservation, and community outreach. Even our large custom planter features oxygen-rich ZZ plants. This, combined with our high-end air filtration system, means you will breathe easy at StrEATs.



The beauty of a sustainability model are the many benefits embedded into the program, including boosting employee morale, and improving employee retention.

Despite being small in the grand scheme of commerce, we desire to be the golden standard for fast casual restaurants everywhere as we dedicate ourselves to deliver exceptional food, service, and environment to our guests through our model of sustainability. We’re finding ourselves bonded together in our unified mission now more than ever. Our restaurant full of customers feels like its own living organism in much the same way a house becomes a home when a family dwells within its walls. We are doing what we set out to do. For us, taste without the waste and from trash to treasure are not just taglines—we live these out every day at StrEATs. Come in and join us!





Gentex Discovery Preschool: An ODC Network Early Childcare Center

By **Alexa Redick** | Vice President of Marketing and Communications, ODC Network

Gentex Corporation and ODC Network partner to provide employer-based childcare, and nature-based early childhood education to working families.

Community Collaboration Solves Problems

Gentex Corporation, the lakeshore region's largest employer, recognized that attracting and retaining talent in Ottawa County stems from a greater community-wide issue; reliable, accessible, and affordable childcare. ODC Network has developed a sustainable and profitable on-site childcare model and operates three highly regarded sites for nature-based early childhood education. Putting

data into action, Gentex Corporation has contracted with the ODC Network to operate an early childcare center, on-site, at Gentex. In an innovative approach to employer-based childcare, second shift employees will be the first to access this benefit.

The (Unfortunate) State of Ottawa County Childcare

The lack of accessible and available childcare in Ottawa County is a top barrier to economic development that directly impacts workforce participation, specifically that of women and underrepresented populations. According to a recent report in Crain's, "Between the start of 2020 and September 2, 2022, the state lost 753 day care centers, home-based centers and group home centers, a nearly



Campus Entry



Aerial Back

9% decrease.” According to the Michigan League for Public Policy (MLPP), Ottawa County has 1.9 kids per one open childcare slot, and 1 in 4 Ottawa County families are at or below the poverty level [\$26,500-\$55,500 for a family of four].

The 2020 ALICE (Asset Limited, Income Constrained, Employed) Report states that 22% of Ottawa County households identify as ALICE. Of the 22%, families with young children indicate childcare as the most expensive line item of the family budget. This fact is especially true for hourly wage workers who are more likely to rely on a family member, friend, or neighbor for childcare. While these can be short-term solutions, issues of reliability often lead to employee turnover within the hourly worker population. Lastly, a recent Lakeshore Advantage Economic Report revealed that households with two working parents, hourly workers, and manufacturing employees have seen the most significant changes in childcare needs.

Childcare remains one of the highest concerns for employers in West Michigan. Gentex Corporation understands that without action, the gap in childcare could stifle the area’s economic growth and family stability.

Why ODC Network?

Nature-based early childhood education is core to ODC Network’s (ODC) mission of advancing outdoor education and conservation throughout West Michigan. The critical social-emotional, physical, and intellectual skills acquired through nature-based early childhood experiences are foundational to all aspects of child development.

ODC’s early childhood education model improves children’s academic performance, focus, behavior, and love of learning. Additionally, early learning in nature provides a wide range of health benefits, including reduced risk of obesity, improved relationship skills, and techniques to cope with the stress of growing up.

To that end, ODC owns and operates three preschools that focus on promoting connection to the natural world: Little Hawks Discovery Preschool, Seedlings Discovery Preschool, and Dragonflies Discovery Preschool. In 2017, ODC piloted Hatchlings Childcare, providing ODC employees the benefit of on-site childcare. In 2013, 56 preschoolers were enrolled at Little Hawks. Today, 400 children are enrolled in ODC Preschools: a 700% increase.

Providing employees with on-site childcare has paid off in ODC talent attraction and retention. Since 2017, ODC staff has increased by 250%. According to a report by Ready Nation and the Council for Strong America (2021), organizations that invested in employees and their families reported 5.5 times greater revenue growth. A true focus on childcare is a key component of economic success.

The Gentex Discovery Preschool facility is targeting to accommodate 500 total children, ages 0-5, split between first and second shift. Groundbreaking for the Gentex Discovery Preschool is slated for the spring of 2023, with the facility projected to open sometime in 2024.



Alexa Redick is the VP of Marketing and Communications for the ODC Network. A West Michigan native, Alexa moved back to the area from Chicago after earning her master’s degree. Since 2018, she has held various roles within Holland’s non-profit community. Alexa received the Holland/Zeeland Young Professional’s “Nonprofit Leadership Matters” award in 2021 and is currently earning her MBA on merit scholarship from Syracuse University.

Upcoming Programs

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

December 12, 2022

Breakfast with our Congressman

8:00 AM – 9:00 AM

Haworth Hotel & Conference Center

At this Advocacy in Action program, you'll hear updates from Washington, ask questions of Congressman Bill Huizenga, and participate in discussions about issues that affect you and your business. Breakfast and networking time are included.

December 14, 2022

West Coast Leadership Alumni Holiday Party

4:30 PM – 6:00 PM

Boatwerks Waterfront Restaurant

West Coast Leadership Alumni and current class members are invited to join us for an evening celebrating the impact this program has made on our community for the past 34 years. Enjoy appetizers while you catch up with old friends and make new connections.

January 6, 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 hear updates from state legislators on issues impacting our community.

January 10, 2022

Economic Forecast

7:30 AM – 9:00 AM

Engedi Church

Forecasts are crucial for helping businesses make important decisions including strategic planning, investing, and hiring. Join us as we welcome Dr. Paul Isely of Grand Valley State University to explain the analysis of data and share the forecast for our local and state economy.

Sponsored by: [Huntington National Bank](#)



HAPPENINGS



Ribbon cutting celebrating Independent Bank's new branch in Holland



Our 2022 Lakeshore Women Connect honorees pose for a photo at the Lakeshore Women Connect event



Graci Harkema speaks to community leaders at Wake Up West Coast



Ribbon cutting celebrating Hope Discovery ABA Services' new facility in Zeeland



Jodi Owczarski poses with Bill Hoefer of Spectrum Health Zeeland Community Hospital at Wake Up West Coast



Britt Delo engages with a Chamber member at Happy Hour with the Chamber



Ribbon cutting celebrating Holy Smokers BBQ's new brick and mortar location in Holland



Officer Derek Barrett of the Holland Police Department presents C.R.A.S.E. (Civilian Response to Active Shooter Events) training techniques to an engaged class

Getting HYP: Meeting Holland/Zeeland Young Professionals



Jessica Walters

Total Control Health Plans

I first moved to West Michigan from East Lansing 10 years ago to follow a relationship. I knew I was going to like being near the water, but I didn't know much about the community yet. As it turns out, the relationship I followed didn't work out, but I did fall in love with this community!

Connecting with people through programs like West Coast Leadership (2014) and West Coast First was just the start of getting to learn about Holland and how amazing this town is. I quickly found myself with mentors, role models, and friends that I now call family who helped support me through a big transition early in my career.

As the COO of Total Control Health Plans, I love that I am able to help clients find innovative and creative ways to not only improve the healthcare benefits they offer to employees, but also reduce costs by implementing out-of-the-box strategies.

As the new Strategic Partnership Board Member for HYP, I am excited to grow relationships with organizations who currently partner with HYP, as well as work with new companies to help them understand our mission and how HYP can support their organization. I am also on the planning committee for our first annual Future Leaders Conference. This conference is designed to help individuals who are new in their career, or new to Holland, learn how to navigate their professional career.

Serving on the HYP board of directors and being a part of the Generations Chamber Connect group has allowed me to meet so many new people and learn more about the different organizations and people that make Holland unique.

BREAKFAST WITH OUR CONGRESSMAN

FEATURING U.S. REPRESENTATIVE BILL HUIZENGA



DECEMBER 12, 2022
8:00 AM - 9:00 AM
HAWORTH HOTEL



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

AAC Credit Union
Above & Beyond Catering
Accident Fund Insurance Company of America
Alliance Home Health Care Services, Inc.
Apex Controls Inc.
Artisan Medical Displays
Auto Body Xperts Holland - **20***
BAM! Entertainment Center - **10***
Black River Public School
Boatwerks Waterfront Restaurant
Bob's Butcher Block West
Bosch's Landscape & Lawn Specialties, Inc.
Brew Merchant
Capitol Group Consultants, LLC - **10***
Carini & Associates, Realtors - **25***
Children's Advocacy Center
Choice One Bank
City of Holland
Comfort Keepers
Conveyability Inc.
CopperRock Construction
Crane's Pie Pantry Restaurant and Winery
Crown Motors Toyota/Volkswagen
Cutting Edge Technologies
DeLong & Brower, P.C.

Dutch Touch Growers Inc.
Envizion IT
First National Bank of Michigan - **5***
Flash Bridge Co., Inc.
Glik's Mens - **10***
Goodwill Store - South Holland - **10***
Goodwill Store - Zeeland - **10***
Goog's Pub & Grub
Hamilton Community Schools
Harbor Steel & Supply
Haworth Hotel
Holland Bowl Mill, Inc.
Holland Charter Township
Holland Community Health Center - **5***
Holland Pallet Repair
Homescapes Design, Inc.
HR Solutions Group
Hungry Howie's
Innotec
JMB Property, LLC
JP Morgan Chase Bank, N.A.
Junior Achievement of the Michigan Great Lakes, Inc. - **10***
Lake Trust Credit Union - **10***
Lakeshore Cleaning & Facility Services
Lakeshore Dentistry, P.L.C.



Law Office Kenneth A. Puzycki, PLLC
Locale Nutrition
Lokers Shoe Company - **30***
Love's Travel Stops
Macatawa Golf Club
Macatawa Technologies
Major Brands Oil Company - **5***
Maybe Joe's Junk Removal
Meyering Insurance Agency, Inc.
Nederveld, Inc.
OEO Energy Solutions
Old National Bank - **5***
Picket Fence Floral & Design
Pigeon Creek Golf Course - **10***
Profile Tool, Inc.
Quality Car Wash
Quincy Street, Inc.
Radius Advisory Group
Ravines Golf Club
RedRock Grille / LiveGolf Simulator

Resthaven
Sigvaris
Soccer Stop Sportsplex
SpinDance
Superior Cutting Service
The Anderson Group
The Butler
The Farmhouse
The First Tee of West Michigan - Holland
The Frame & Mat Shop
The Salvation Army
United Manufacturing, Inc.
Vacuum Headquarters & Supplies
VerHage Motors - **10***
Vista Springs Holland Meadows
Westside Service - Holland
Wonderland Tire Company
Worden
WorkSighted
Yacht Basin Marina

New Members

Welcoming these new members who recently joined the West Coast Chamber

3303 Property Source
Susan Lamar
(616) 550-1218
slamar@foggholdco.com

Costa Oil 10 Minute Oil
Change Holland
Mitch Urbytes
(616) 298-8900
www.costaoils.com
mitch@costaoils.com

Counseling Center of
West Michigan
Maddie LaPerriere
(616) 805-3660
www.counselingcenterwm.org
support@counselingcenterwm.org

Health Alliance Plan (HAP)
Charles Tischer
(313) 872-8100
www.hap.org

Holy Smokers BBQ
Kyle Segar
(616) 848-7180
www.holysmokersbbq.info
kyle@holysmokersbbq.info

Impres Engineering Services, LLC.
Ross Hoek
(616) 796-8976
www.impresengineering.com
ross@rosshoek.com

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VanderWoude, PLC,
Greg VanderWoude
(616) 200-6785
www.gvwlegal.com
office@gvwlegal.com

Olivia Grace & Company
Olivia Haines-Robey
(616) 894-1233
www.oliviagraceandcompany.com
events@oliviagraceandcompany.com

Photo Images by Carl
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www.photoimagesbycarl.net
carl@photoimagesbycarl.net

PrimeIV Hydration
Heidi Langellier
www.primeivhydration.com
hlangellier@primeivhydration.com

Skiles Tavern
Kim Compagner
(616) 396-7836
www.facebook.com/SkilesTavern

Wassink Plumbing
Anna Wassink
(616) 298-0154
www.wassinkplumbing.com
wassinkplumbing@gmail.com

West Michigan Marriage Center
Elizabeth Nuismer
(616) 344-1155
www.upgradeyourmarriage.com
betsy@hopetherapy.info



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