

Scott Rumpsa
Chief Executive Officer
Community Action House

The Best Leaders Build
Trust Through Vulnerability

Three Things to Consider
Before Investing

Volunteering Brings a
Fresh Perspective

Community Action House: Reimagining Our Approach & Expanding Our Impact

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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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At the West Coast Chamber, one of our core values is "Learn, Innovate, Share." This means that we believe in improving and growing each day. Our team lives out this core value by holding each other accountable for growing and evolving both personally and professionally. We all strive to be better today than we were the day prior.

In this month's edition of the West Coast Way Magazine, you'll find articles to help you and your team learn, innovate, and share. You'll learn how to build trust through vulnerability, evaluate key considerations before making financial investments, learn how volunteerism brings a fresh perspective, look at how one nonprofit is using innovation to maximize their impact, and identify and overcome the top communication pitfalls in the workplace.

It's our hope that you will make a commitment to yourself and your team to learn, innovate, and share in 2023. We can all learn so much from each other, and we at the Chamber can't wait to see what we learn from all of you this year!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber of Commerce



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The Best Leaders Build Trust Through Vulnerability

By Dan Corp | President & CEO, Advanced Time

In the business world, being “vulnerable” is often viewed as a negative attribute. But the ability to show vulnerability is arguably the most important characteristic for the modern leader looking to earn the trust and respect of their teams.

Brené Brown, a New York Times bestselling author, wrote her 2018 book, *Dare to Lead*, with this topic in mind. After 20+ years of comprehensive interviews and research, she and her teams found an undeniable truth: the concepts of bravery and vulnerability are deeply intertwined.

Being Vulnerable Isn't Easy

Think about a time in your career when you needed to bring up a personal work issue with your boss. You might've thought endlessly about what you wanted to say, how they might react, and whether you should say

anything at all. In many organizations, employees opt to say nothing, which continues the vicious cycle of toxic work culture.

In most organizations, employees find it difficult to be open and vulnerable with their boss. For so long, American culture has dictated a harsh attitude toward vulnerability, viewing it as weakness instead of the strength it truly is.

For leaders to win, they've been taught to suppress their feelings, force false positivity, and shut down tough feedback. But just over 80% of the leaders Brené interviewed “could immediately and passionately talk about problematic behaviors and cultural norms that corrode trust and courage,” and many of them stem from those exact behaviors. It takes intention, effort, and strength to overcome these barriers to greatness.

Building Trust Requires Vulnerability

In order to develop trust with our teams, we must put the “greater good” first, not our feelings. We need leaders who are brave enough to say, “I understand that you don’t like my actions. I’m ready to hear what you have to say,” and actually listen to the answer.

Facing difficult conversations with our teams is, understandably, difficult. But building trust with teams starts with a leap of faith, followed by consistent trust-building efforts. Brené uses a jar of marbles to explain the trust-building process:

“Whenever someone supports you, or is kind to you, or sticks up for you, or honors what you share with them as private, you put marbles in the jar. When people are mean, or disrespectful, or share your secrets, marbles come out. We look for the people who, over time, put marbles in...until you look up one day and they’re holding a full jar. [...] Those are the folks you trust with information that’s important to you.”

— Brené Brown, *Dare to Lead*

In nearly every interaction, we have the opportunity to add or subtract marbles from our metaphorical jars. Over time, the number of marbles we’ve collected can greatly influence what our teams think of us and how much they trust us as leaders.

Trust Starts Small

We aren’t expected to dive head-first into the most difficult conversations. The most important thing is to be consistent. While it’s our job as leaders to take the first step toward building trust with our teams, there’s nothing wrong with that step being small.

It starts with tiny details, like remembering the name of someone’s pet, their distaste for tuna salad, or that they host game night with their friends on Wednesdays.



Simple actions—actively listening when they speak, or giving them the room and grace to make mistakes—can all add up.

On the surface, these may seem so small they’d hardly make a difference. Surprisingly, these seemingly small actions, when put together, can lead to significant impact. And, over time, increased trust.

Honesty Builds Trust, Trust Builds Good Leaders

When we build trust with our teams and allow ourselves to be vulnerable with them, over time they’ll open themselves up to be the same with us. With the doors of vulnerability open on both sides, we can truly dig into the deeper, harder conversations with our team members. But when put together, these seemingly small actions can lead to significant impact. And, over time, increased trust.



Dan Corp is the President & CEO of Advanced Time, a workforce management consulting company. Dan has served as president for over 13 years and worked as a customer advocate and team manager for 9 years. His experience formed him into an expert on positive work culture, employee engagement, healthy leadership tactics and more. At the core of everything he does is his greatest love and passion: helping people grow.



Three Things to Consider Before Investing

By **Alexander T. Overbeek** | Partner and Financial Consultant, Provisio Retirement Partners

Whenever the economy experiences volatility there are always common questions that arise.

What is going on with the market? Should I even be investing right now? The tendency of financial advisors is to answer with the infamous words, “well that depends.” And it certainly does! The decision to invest more of your hard-earned dollars in your investment account depends entirely on your own personal financial situation. So, before you decide to invest more in your account, you should consider these three factors.

Time Horizon

Any decision to invest in the market should be weighed against your need for cash in the future. Do you have

any short-term needs like buying a new car or having a baby? Or are your primary concerns around retirement or saving for your child’s education? If you have no such immediate needs and are more concerned with saving for retirement, then investing further could be a perfectly logical decision. Determining the length of time until you will need cash on hand is what we refer to as your **time horizon** and determining your investment time horizon is the first step in making the decision to invest in the market. Don’t forget to include 3-6 months expenses for emergency savings!

Opportunity Cost

When most people ask whether or not to invest in the market, they aren’t thinking about their financial plan or



time horizon. They are thinking about conditions in the markets and the opportunity to make (or lose) money. This is certainly an understandable sentiment and worth considering but only **after** a plan has been established and a time horizon determined.

The market has been **VERY** volatile over the last few years. Should you take advantage of the drops or wait and see if the market levels out? Over the last year, investors have bought into the market at a discount. If the market drops another few percentage points, they aren't likely going to be all that disappointed that they missed out on a slightly better discount. However, it would be disappointing to hold out and miss the discount entirely!

This is a classic example of what we call **opportunity cost**. By investing now, you may miss out on the opportunity to buy lower. By waiting, you may miss the opportunity to buy at any discount at all. In addition to the opportunity cost of putting off investing, there is another danger hidden in the question of investing.

The Big Mistake

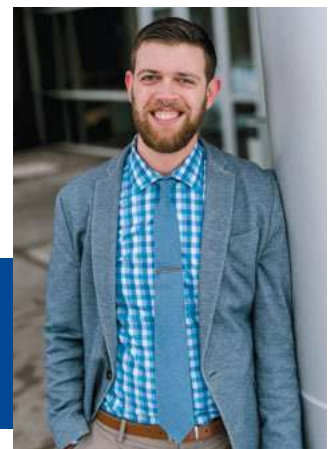
The term, "Big Mistake," was coined by author Carl Richards and simply refers to the act of buying high and selling low. This is likely the biggest mistake that

you can make as an investor, yet people make it all the time. The key driver for this mistake is emotional investing. It feels really great when you see your account go up in value. But the pain of watching your account plummet during a recession is even greater. Sadly, this leads to many people selling their investments for less than what they paid for them. Of course, we all make mistakes and that's ok as long as we get ourselves back on track and don't repeat the destructive cycle of trying to time the ups and downs in the market. Remember, long term investing is about time **IN** the market not **TIMING** the market.

At Provisio Retirement Partners we help our clients navigate these factors and address the question, "Am I all set?" For more information, reach out to us by phone or email or visit us at www.provisioreirement.com.

Disclosures: *The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. All investing involves risk including loss of principal. No strategy assures success or protects against loss. Securities and advisory services offered through LPL Financial, a registered investment advisor, member FINRA/SIPC.*

Alexander T. Overbeek, AIF® is a Partner and Financial Consultant with Provisio Retirement Partners, a firm started together with his father and brother. Provisio Retirement Partners provides their clients with straight forward, no-nonsense financial planning services and believes that, while finances are complicated, advice shouldn't be. Reach out to Alex for a free consultation or head over to www.provisioreirement.com and click "Get Started" to schedule a meeting today!





Volunteering Brings a Fresh Perspective

By Mia Tsvitse | Contributor to A Healthier Michigan

When was the last time that someone lent you a helping hand? When was the last time that you helped someone else, whether it was a close friend or a stranger?

It's easy to get caught up in the hustle and bustle of everyday life, and I'll be the first to admit it! With a seemingly endless to-do list and a packed calendar, routines can feel all-consuming. Sometimes, we need to change up our priorities to gain a bit of perspective.

One way that I refresh my outlook on life is through volunteering. I find that devoting time to others (even in small ways) brings clarity to my goals and purpose in life. Helping others reminds me of the good fortune I've had and makes my worries and struggles feel less overwhelming.

My Volunteer Experience

Recently, I felt drained in a particularly busy time of life. Days would come and go, with little time to think about what was going on outside of my own world. I knew I needed to make a change and chose to find volunteer opportunities in my area that aligned with causes that were important to me.

I volunteered with a non-profit organization in my area to create educational kits for kids in grades 3-5. Many families in our region have faced financial instability because of the COVID-19 pandemic and other factors. During the last few years, families have often taken on additional responsibilities of managing their kid's education. Creating educational kits is a great way to provide families in need with resources to fuel learning at home.



I shopped for supplies to build several educational kits for kids and families in need. These kits included flash cards focused on math and literacy, workbooks, learning games, and common school supplies such as pencils, erasers, sharpeners, and more.

After assembling the kits, I delivered them to the local non-profit agency for distribution. At the end of the process, spending time volunteering brought me both a sense of accomplishment and purpose. However, I think an often-overlooked benefit of helping others is the feeling of connection to other people that we may know little or nothing about.

While I did not meet the families that will receive the kits, I know that they will make a positive impact on the educational journey of the kids that receive them.

While we all have unique life experiences and journeys in life, demonstrating compassion transcends the things that divide us. Compassion is a shared experience across all peoples and places. Compassion is an experience that is meant to be shared together.

Stay tuned

Over the next few months, I will continue to challenge myself to shake up my daily routine and packing our lives with new activities, hobbies, and passions. Follow along for where my adventures will take me next!



You can follow Mia Tsvitse on AHealthierMichigan.org. Mia is an independent contributor and social media analyst within Corporate Communications for Blue Cross Blue Shield of Michigan. Mia is passionate about continued learning and empowering others. In her free time, she enjoys hiking, traveling to national parks and spending time with family. Opinions expressed in this article belong solely to the author and do not necessarily reflect the opinions or beliefs of Blue Cross Blue Shield of Michigan or its subsidiaries and affiliates.



LOOKING FOR VOLUNTEER OPPORTUNITIES? CHECK OUT THESE UPCOMING CHAMBER EVENTS

COMMUNITY CONNECTIONS

MARCH 8, 2023

4:30 PM - 6:30 PM

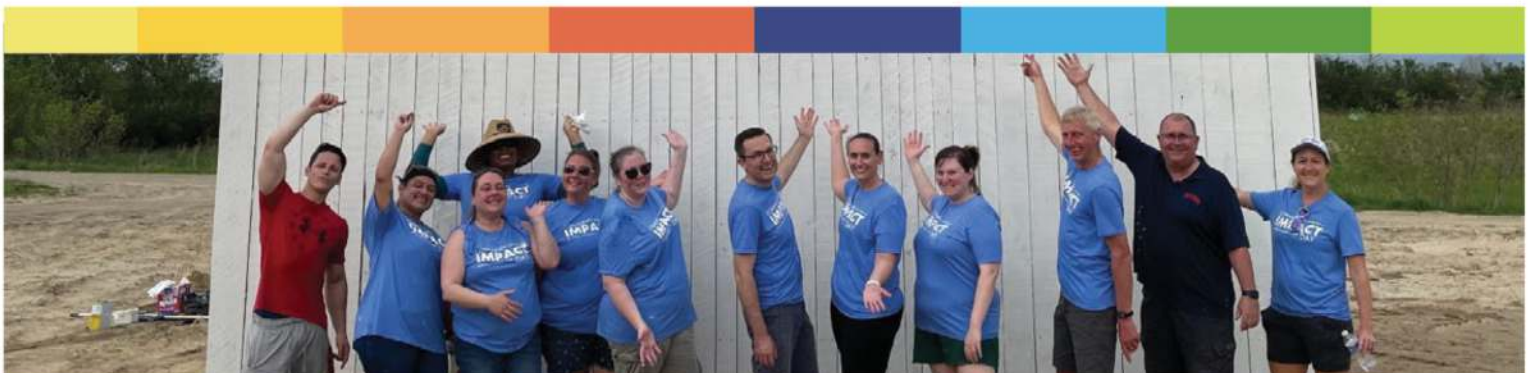
COMPASSIONATE HEART MINISTRIES

COMMUNITY IMPACT DAY

MAY 17, 2023

1:00 PM - 4:00 PM

LOCAL NONPROFITS



Community Action House: Reimagining Our Approach & Expanding Our Impact

By Scott Rumpsa | CEO, Community Action House



Since 1969, Community Action House has led local action to provide food, clothing, shelter, and opportunity for many of our most marginalized neighbors. Over our 53 years, we've responded to community trends and opportunities, organizing an ever-growing community effort to build an even stronger community for all.

We believe that our community's biggest asset is our people, and that poverty diminishes all of us. Everyone deserves a safe home. Everyone deserves good food. Everyone deserves the opportunity to build a brighter future. And that everyone needs a community that believes in them — their worth, their dignity, their possibility.

Our founders established Community Action House to create a place where people of compassion would come

together to welcome, serve, and partner with our neighbors on a way forward together. It's embedded in our values and mission to always lead with empathy and kindness, serve where we're needed most, find solutions when there seem to be none, and accompany our neighbors as long as necessary.

Over the past two years, we've transformed our core services, reimagining our approach and expanding our impact. In partnership with our amazing community of support, we launched a new, nationally recognized 'Food Club' program model that prioritizes dignity, participation, choice, and efficiency. We're grateful for the thousands of community members and institutions who continue to choose to partner with us, to achieve a better community for all of us.

Who is Community Action House?

Community Action House is a local nonprofit that champions collective effort to build a community where nobody goes without, and every neighbor has what they need for a healthy, productive, and fulfilling life. Across a variety of programs, we welcome and partner with low-income neighbors to provide access to healthy food, stable housing, and opportunities to reach their full potential. We serve the Ottawa and Allegan County community from a base in Holland, offering several programs, including our Food Club & Opportunity Hub, Resource Navigation support, Financial Wellness and Homeownership counseling and coursework, Community Kitchen, and Homeless Outreach efforts.

This year, our team of 60+ staff have worked closely with over 700 volunteers to welcome, serve, and partner with over 8,000 struggling neighbors, providing places, programs, and people who meet folks where they're at, offer tangible support, and partner with them on a way forward. As a few examples of our services and impact, here in 2022 our Food Club is on track to provide

low-income neighbors with over 1,000,000 meals worth of healthy groceries, our Community Kitchen will provide over 50,000 prepared meals, and our Outreach team will celebrate over 73 'homeless to housed' success stories.

What makes Community Action House different?

If you ask the team at Community Action House, you'll often hear that our difference begins with our values. And core to that is how we choose to be a **radically welcoming** place for everyone, and to put our guests' needs and perspectives at the center of our decision-making. We choose compassion over judgment and believe that on the basis of how we treat and welcome our guests, trusting relationships are built that become the basis for achieving progress together. Our programs are designed in a way that centers on the equal dignity and worth of everyone who walks through our doors.

We also take pride in being a place where we are curious and nimble, committed to **finding the better way**, together. Whether through incremental improvements or





through entire program redesigns, we work and think entrepreneurially, exploring better ways to undertake our work.

But a differentiator we truly take pride in is how we lean into our calling to be a **'community-powered'** nonprofit. That's our short-hand for the broad, collective effort that we get to be a part of as we cultivate a 'big-tent' approach to services that matter. Over 2,000 people, corporations, and churches make our work possible — through volunteer activities, in-kind gifts, and/or financial support. These are people of different backgrounds and beliefs, who come together to welcome and serve their



neighbors. In today's world, creating a place where so many diverse individuals and institutions can come together is a special — and important — act. We're proud to be a special place where such a broad coalition comes together to cultivate a stronger community for all.

Scott Rumpsa was born and raised in West Michigan and graduated from Hope College in 2001. He furthered his studies at Grand Valley State University, and later earned an MBA from George Washington University. Scott worked in business, education, and governmental sectors before transitioning to the nonprofit sector, and is passionate about excellence and innovation in service of social and economic justice. Prior to leading Community Action House, Scott held leadership positions at innovative nonprofits in rural Kenya and Washington, DC. Joining Community Action House in September 2018 represented Scott's return home to West Michigan.



Tell us how Community Action House came to fruition?

Back in 1969, Community Action House was founded by a small group of community leaders who recognized a need for a flexible, local safety net. From the beginning, we focused on welcoming some of our most marginalized neighbors and stepping into service gaps. Our current prioritization of bi-lingual staff provision of each of our core services stems from our founding years, as does our focus on never adding judgment and stigma on top of anyone's struggles.

What does the 2022 Impact Award mean to Community Action House?

Community Action House was incredibly honored to receive the 2022 Impact Award. The last year has been a time of exceptional growth and transformation, as we joined with our community in re-imagining our core services and celebrated the launch and first year of impact at our brand new Food Club & Opportunity Hub. We are both honored and encouraged to see this incredible collective effort recognized through this award.

Not only is this award an honor for our team and their hard work, but for all our volunteers and partners who power our work, and without whom this work is impossible. We're inspired to continue building with and for our community, finding better and better ways, together.

Learn more and get involved at www.communityactionhouse.org.

Save Time and Money with a Digital Store Front

Holland Litho's digital storefront is a web-based ordering system that allows you to customize, proof, and order printed materials right from your desktop. From business cards to stationery to booklets and brochures and more, our digital storefront is a great way to streamline your ordering and reduce labor and errors, all the while keeping your organization's materials coordinated, consistent and relevant.

A digital storefront is also a great tool for franchisers or other organizations with multiple locations or offices, as it allows you to tightly control your brand's printed materials, while providing the flexibility to personalize for local needs and schedules.

Holland Litho recently implemented a digital storefront for a large non-profit, an organization that adds new employees on a weekly basis. Previously, they needed someone on staff to create and approve materials for new hires such as business cards, letterhead, etc. With a Holland Litho storefront, we've simplified a significant portion of the onboarding process.

Using business cards as an example, we can build a template that is easily personalized with a new employee's name, title, address, phone and email. Holland Litho provides them with a login; either the employee or human resources representative simply fills in the fields and their secure portal automatically formats, proofs and generates a print order. Upon input, the user receives a PDF in real time for approval. Once approved, you can pick the quantity to be printed. The project then goes directly into production, bypassing order entry and estimating.

With a storefront, you don't need to open InDesign; in fact, you can generate the entire order in less time than it takes to launch the Adobe software! This saves you time while incorporating a process that's more accurate using fewer resources. Production happens in a few days, and we ship the finished product wherever the user directs.

Digital storefronts reduce the time it takes for every step of print procurement, from document creation, to proofing,



to review and approval. Generally, turn-arounds drop from an average of two weeks to around 72 hours, while saving 50% of the time it takes to produce items manually without automation. Even administrative tasks such as order status and invoice payment are easier to manage.

Storefronts simplify the execution of customized, branded materials for your users, and can be used for promotional materials, marketing collateral, operations, HR and any other business needs. It's an easy, customized, full-service solution for your printing, order management and fulfillment needs.

Here are some of the many reasons to consider a Holland Litho storefront for your organization:

- Quickly create templates to serve as the underlying design for a given piece
- Ensure consistency in branding and marketing
- Simplify ordering
- Enhance tracking of orders, costs and payments
- Easily fulfill orders

To discuss a storefront for your organization, contact Craig Parker at craigp@hollandlitho.com or at 800-652-6567.



Common Communication Pitfalls in the Workplace & How to Avoid Them

By Abbey Johnston | Co-owner, AG Collaborative



Communication is a force. It shapes our world, work, relationships, and reality. It also holds a high price tag for organizations when it's not functioning well. Several studies have measured the financial loss resulting from inadequate communication. The numbers are staggering. It's estimated companies with 100,000 employees lose \$62.4 million per year while companies with 100 employees lose \$420,000 per year due to poor communication.

Poor communication also creates an environment that is incredibly difficult to work in. It stunts our productivity and collaboration and hijacks our ability to build trust. Effective communication holds incredible power. When comparing organizations that boast effective communication to their counterparts that lack these skills, we see a 20 – 25% productivity increase, 3.5x higher performance, and 4.5x greater retention.

Everyday we're unintentionally hijacking our interpersonal communication. Being *aware* of when it's happening is key to interrupt this costly cycle. Here are

three common communication pitfalls mucking up our organizations along with simple solutions.

Communication Pitfall #1: Assuming we *have* communicated

We live and work fast. It can feel like an unnecessary speed bump to slow down and check for understanding. More often than not, we are missing each other.

Solution: Leave a margin at the end of meetings for clarification

Save time and avoid future clean up if you actually assume you have NOT communicated effectively and build this into every important conversation:

"My head has been going a million miles an hour around this strategy, project, etc. So, it would be super helpful for me to hear you share back to me what you've been hearing me say. This is just so that I know I've effectively communicated."

Communication Pitfall #2: Underestimating our non-verbals

Our presence is our most powerful communication tool. Communication is much more than the words we speak or type — 93% more. Spoken and written words only account for 7% of interpersonal communication. There are great gaps in email and text because the receiver is always filling in the missing context, tone, and emotion with assumptions.

Our bodies are always communicating. Someone can walk in a room and the whole space feels different instantly.

We are subconsciously picking up on nonverbal cues:

- *How* we say what we say — tone, volume, speed
- And body language — posture, facial expressions, gestures

When words and non-verbals mismatch — we believe non-verbals 100% of the time. The red-faced person screaming, “I’m fine!” is not fine.

Solution: Reclaim nonverbal communication

Choose an appropriate medium. Identify whether a phone call or face chat can replace a stream of emails or texts. Attention to the way we connect can buy back a lot of time, trust, and productivity.

Find a human mirror. Ask a person you know well to reflect the messages you are sending with your



nonverbals. Better yet, create a culture of naming it and getting curious with each other.

Communication Pitfall #3: No one is listening

Active listening is essential to trust, collaboration, innovation, and strategic



vision. Most of us are naturally terrible at this skill. Most people do not listen with the intent to understand; they listen with the intent to reply. Listening well is hard. Our brains and world are busy places, and both are yelling at us to keep moving often at the expense of truly understanding. There are ways we can resist this urge, but as with any skill, listening well takes practice. Only 2% of professionals receive formal communication training, so here is a start.

Solution: Build your listening skills

Be present. When someone is speaking, we have to make space to actually hear it. Flip over the phone, shut the screen, breathe. Effective multitasking is a myth, especially when listening.

Stay with them. You will lose focus and attention. That is normal. The goal is to notice it and come back. A great tool for this is reflecting back what you hear, name anything you pick up from nonverbal cues, and ask questions.

We have all felt the dysfunction and pain that result from ineffective interpersonal communication. Communication is the catalyst to team and organizational effectiveness. My hope is that more of us will experience the joy, synergy, and success that comes from this powerful force.



Abbey Johnston, co-owner of AG Collaborative, is brave & brilliant. Whether she is in front of a full auditorium or speaking one-on-one, Abbey has a saturated presence. She is fully with her audience, caring deeply for their growth and transformation. Abbey works in the leadership space to empower people — especially women — to be big in the world and unapologetic in their leadership. A Gallup-Certified Coach with an Executive Coaching Certification through the ECI Institute at UC Berkeley, she believes our greatest opportunity for owning our influence and impact lies at the intersection of Communications + Leadership. Learn more about Abbey and her work at agcollaborative.com.

Upcoming Programs

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

February 3, 2023

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.

Sponsored by: **Blue Cross Blue Shield of Michigan**

February 7, 2023

Happy Hour with the Chamber

4:30 PM – 6:00 PM

Tripelroot

Join us at Tripelroot in Zeeland to catch up with other Chamber members while supporting a local business! Purchase a beverage and be ready to make some new connections at this informal networking event. We hope to see you there!

February 14, 2023

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

We will be joined by guest speaker Scott Patchin as he presents "The Sacred Places for Leaders: One Person Can Make a Difference." During his presentation, Scott will teach leaders to

identify sacred spaces in everyday life to help them become a leader worth following instead of a leader by title. You do not want to miss this highly informational event.

Sponsored by: **JR Automation**

February 21, 2023

Leading Edge Workshop

8:00 AM – 12:00 PM

West Coast Chamber of Commerce

We understand some companies really want to "kick the tires" on a new initiative before they decide to implement it across the organization. That's why we are bringing this Conversational Management Test Drive Workshop to our Chamber members! Conversational Management is a comprehensive management system complete with assessments, online training modules, and extensive follow up. It's designed to help leaders get buy-in, develop a collaborative culture, reduce turnover, and keep their best people.

Sponsored by: **Fifth Third Bank**

February 28, 2023

Employment Law Update

8:00 AM – 11:30 AM

Haworth Hotel

Join the West Coast Chamber and Lakeshore Human Resource Management Association for this annual program featuring employment law updates from attorneys at Miller Johnson.



Michigan
**West Coast
Chamber
of Commerce**

HAPPENINGS





Chamber President & CEO Jodi Owczarski reads Tacky the Penguin to children at DeGraaf Nature Center.



Dr. Paul Isely poses for a photo with our Program Sponsor, Huntington National Bank, at our January Economic Forecast event.



Chamber team members – Jessica Lynch, Michelle Rottschafer, and Hannah Bowen – participate in Downtown Holland's Shopping Jam to support local businesses.



Andy Johnston, Senior Vice President of Advocacy & Strategic Engagement at the Grand Rapids Chamber, delivers remarks to an engaged crowd at our January Advocacy in Action event.



The West Coast Chamber team poses for a photo with U.S. Representative Bill Huizenga at Breakfast with our Congressman in December.

Gold Premier Partner Spotlight

Smith Haughey Rice & Roegge

When the future is on the line, you need us on your side. Founded in Grand Rapids in 1941, we have grown from a two-attorney trial team to roughly 70 attorneys and more than 100 total legal professionals specializing in a wide array of practice areas through offices in Holland, Grand Rapids, Muskegon, and Ann Arbor.

Amidst this growth, our dedication to legal excellence has never wavered. We continue to focus on providing excellent strategic counsel for any legal matter and achieving quality, value-added results. Our attorneys are advocates and champions for our clients, serving not only as counsel, but as trusted partners.

In the Holland community, our attorneys offer counsel on a wide array of business and real estate transactions and assist clients with protecting, growing, and transitioning their wealth and businesses to future generations. And, when conflicts arise, our trial team is here to protect your



most valuable interests. If you need an experienced attorney for any legal matters you face in 2023, please visit shrr.com or call (616) 499-6360.



WAKE UP WEST COAST

FEATURING SCOTT PATCHIN



FEBRUARY 14, 2023
8:00 AM - 9:00 AM
HAWORTH HOTEL

PROGRAM SPONSOR:  **JR AUTOMATION**
A Hitachi Group Company



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

Access Storage, LLC - **20***
 Action Supply, Safety & Workwear Store
 Advantage Benefits Group - **20***
 ALDI, Inc.
 ARIA Leadership Coaching & Consulting, LLC
 Boers Transfer & Storage, Inc.
 Boileau & Co
 Bosgraaf Homes
 Brewer's City Dock, Inc.
 Broadview Product Development Corp.
 Budget Blinds of Holland
 C3 Technology Advisors - **5***
 Central Park Law
 Coldwell Banker Woodland Schmidt Cran-Hill Ranch
 Culver's of Holland - **20***
 Custom Tooling Systems Inc.
 DeNooyer Chevrolet, Inc.
 DISHER
 Dutch-Touch Window Cleaning
 Eckhoff & DeVries Painting
 Edward Jones Bos - **50***
 Edward Jones Gualtiere

Edward Jones Jungling
 Edward Jones Lesperance - **10***
 Edward Jones Recouley - **50***
 Eldean Shipyard
 Elhart Automotive Campus
 Evolve
 Fris Supply Shop
 Georgetown Innovations
 GNS Holland
 GO Riteway Transportation Group & Cardinal Buses
 Harvest Stand Ministries - **5***
 Haworth, Inc.
 Hemco Gage (H. E. Morse Corp.)
 Herrick District Library - **50***
 Holland Christian Schools
 Holland Public Schools
 Holland Ready Roofing Company
 Hollandia Outdoors
 Hope College
 HYK Consulting LLC.
 Inforum
 Kiekover Scholma & Shumaker, P.C.
 Koops Inc.
 KR Truck Sales
 Lake Michigan Credit Union - **20***



Lakeshore Advantage
 Lakeshore Commercial Real Estate
 Lakeshore Ethnic Diversity Alliance
 Leading by DESIGN
 LVZ Financial Planning
 Metal Flow Corporation
 Mission Design & Automation
 MOKA - **5***
 New Holland Brewing Company
 Oak Grove Campground Resort, Inc.
 Out of the Box - Zeeland
 Park Township
 RE/MAX Lakeshore
 Reckitt
 RepcoLite Paints Inc.
 Ringnald TenHaken Insurance Group
 Russ' Restaurants
 Scholten Fant - **40***
 Schreur Printing & Mailing
 Sharp Construction LLC
 Summit Sales Group, Inc.

Sun Island and Haircare - **30***
 Teerman Lofts
 The CBD Store South
 The tru Group
 The Village at Appledorn
 The Window Center
 Tiara Yachts, Div. of S2 Yachts, Inc.
 Uildriks Construction, Inc.
 United Federal Credit Union
 US Army Recruiting Company - Grand Rapids
 USI Insurance Services
 VanDenBerge Pest Control
 VentureSource Solutions
 West Michigan Spline, Inc.
 West Michigan Whitecaps
 Wolverine Power Systems - **25***
 World Class Prototypes
 WZZM - 13 & 13 ON YOUR SIDE - **25***
 Zip Xpress, Inc.

New Members

Welcoming these new members who recently joined the West Coast Chamber

BioLife Plasma Service, LP
Breanna Van Zyll
 (616) 820-0194
www.biolifeplasma.com/locations/Michigan/Holland

Heritage Rehab & Nursing
Cindy Whitsell
 (616) 772-9191
www.atriumlivingcenters.com/Community/Michigan/heritage.aspx

Innovation Education Services
Linda Walker
 (616) 446-1486
www.innovativeedservices.com
linda.walker@icademyglobal.org

Kammeraad Financial Group
Zach Kammeraad
 (616) 796-9598
www.kammeraadfinancial.com
zkammeraad@financialguide.com

Living Lark
Kate Bolt
 (616) 886-9436
www.livinglark.com
kate@livinglark.com

Mission Partners India
Linn Gann
 (616) 888-4821
www.missionpartnersindia.com
mpiofficemail@gmail.com

On Track Strategies Group
Jane Clark
www.ontrackstrategiesgroup.com
jane@ontrackstrategiesgroup.com

Restoration 1 of the Lakeshore
Mike OConnor
 (616) 322-5892
www.restoration1.com/the-lakeshore
mike.oconnor@restoration1.com

Zordan Industries LLC
Marta Zordan
 (616) 741-4230
www.zordan1965.com



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Holland, MI 49423

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