

THE WEST COAST WAY

JANUARY 2023

Jack Johnson
Co-Founder
Volta Power Systems

Hello West Michigan:
Dedicated to Talent
Attraction and Retention

Creating and Maintaining
Diverse Teams

Your Elected Officials:
Their Top Priorities

Beyond the Battery: Innovating for the Present

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Elisabeth Marie Photography



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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

Alyssa Gabriele
Member Engagement Coordinator

Michelle Rottschafer
Marketing & Communications
Coordinator

Colleen Schipsi
Vice President of Operations

Hannah Town-Bowen
Program Coordinator

Michigan West Coast Chamber of Commerce

272 E. 8th Street
Holland, MI 49423
616.392.2389
www.westcoastchamber.org



The West Coast Way

Editor: Michelle Rottschafer, michelle@westcoastchamber.org
Advertising Inquiries: Britt Delo, britt@westcoastchamber.org
Design: Holland Litho

As we begin the new year, I can hardly contain my excitement for all that is to come. The future is bright for the Michigan West Coast Chamber of Commerce and the businesses that call West Michigan home. Opportunities are abundant for continued growth and success.

In this month's issue of The West Coast Way, you'll learn what one organization is doing to address the challenge of attracting and retaining talent in West Michigan. You'll also learn how to create and maintain diverse teams, get a better understanding of the top political priorities in Lansing, and discover trailblazing and innovative initiatives happening right here in our own community.

I'm so excited to see what 2023 has in store for the West Coast Chamber and our thriving business community. One thing is for certain, the West Coast Chamber will be there every step of the way!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber of Commerce



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Hello West Michigan: Dedicated to Talent Attraction and Retention

By Rachel Gray | Executive Director, Hello West Michigan

Relocating to a new community ranks as one of the top three most stressful life situations someone can face. The other two are the death of a loved one and a divorce according to Ohio University Hospitals. Relocation is a complicated process which is only multiplied for couples and families. It's not much easier on the employer side of the equation.

At large companies, there are teams or dedicated contractors that help candidates navigate the process. But for companies with small HR teams, or ones that don't hire out-of-area candidates often, chances are the over strapped HR generalist is spending too much time cobbling together information from scattered sources. In some cases, smaller companies don't even consider out-of-area candidates in the search process because of its complexity or are afraid of lost investment if they can't retain the candidate.

This means companies are narrowing an already small talent pool—something companies can't afford to do in this talent market.

Talent attraction isn't a new issue. In 2007, employers in West Michigan were having trouble attracting out-of-area candidates. When companies would call with a job offer, the candidates weren't interested in relocating to West Michigan. As a region, we didn't brand ourselves well. Candidates didn't know what kind of lifestyle amenities were available here. Recruiters didn't have the right resources and information was spread across many websites.

To address this issue, a group of employers started Hello West Michigan, the country's first employer-led organization solely dedicated to talent attraction and retention. Our mission is to promote West Michigan as a place where business thrives and where people want to

live and work. Hello West Michigan has been nationally recognized by the International Economic Development Council and has served as a model for similar efforts in Michigan, Maine, and Alaska.

Our work with candidates is focused in 3 areas:

- Educating candidates about what it's like to live here
- Attracting new candidates to take a look at West Michigan
- Connecting candidates to companies and the community

As a member-funded organization, we seek to increase the rate of success our member companies have in recruiting top talent. Some of our member benefits include:

- Resume sharing for trailing significant others
- Featured job postings and a candidate database
- Weekly Resume Pack
- 24-page printable relocation guide
- Early or discounted access to our signature programs like Intern Connect, ReThink West Michigan, and Rapid Roots

All companies in West Michigan, regardless of membership status, benefit from the awareness we bring to the region through our efforts and advertising



Rachel Gray is the Executive Director of Hello West Michigan. She started with the organization in 2013 as the Program Manager. As a leader in the state's talent attraction space, she leads Back To Michigan, the award-winning collaborative of partner organizations working to attract people to Michigan. Rachel was named among Grand Rapids Business Journal's 40 Under 40 in 2018. In the summer, you'll find her at the beach and in the winter, on the cross country ski trails at Pigeon Creek Park in West Olive.



campaigns. Our website, hellowestmichigan.com, is open to all to access area information about our 13-county region.

Talent remains a top issue for employers and the competition for knowledge workers is only increasing. Other metros have realized they have to promote their areas to attract talent. Since Hello West Michigan's inception in 2007, over 30 contemporary organizations have sprung up around the country. As a result, there's more noise and competition in the marketplace for entities with the message "come move here... it's a great place to live, work, and play."

As a nationally recognized leader in the talent attraction space, Hello West Michigan continues to innovate and drive results. After a successful pilot in 2022, we're again hosting Rapid Roots, our community onboarding cohort program in 2023. Designed to accelerate assimilation into the community and build network connections, this guided cohort will explore the history, culture, and people of West Michigan. Companies with executives who have transplanted here are encouraged to apply at hellowestmichigan.com/rapidroots. Applications are due in March and the cohort launches on April 27.



Creating and Maintaining Diverse Teams

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



When I facilitate my “Becoming an Inclusive Leader” workshop I often reference the Deloitte study on *The Six Signature Traits of an Inclusive Leader*. The study argues that there are six key qualities needed to effectively lead diverse teams — cognizance, creativity, cultural intelligence, courage, commitment, and collaboration. But from a diversity, equity, and inclusion perspective what does this look like when trying to create and maintain diverse teams? First and foremost, you should make sure that as a leader you have the right mindset. From there you should begin to live out the six traits. Here are a few important strategies to set the right foundation as you attempt to create and maintain diverse teams.

Check Your Motives

As leaders, ask yourself what your motivation is for creating a diverse team. Is it for optics? I hope the answer is no. The Deloitte study revealed that to successfully create and maintain a diverse team, leadership must be motivated by both the business case for diversity and a personal belief that it’s the right and equitable thing to do. One without the other limits your effectiveness and leaves others questioning your level of commitment. Once your motives are understood, you can begin the work of creating a diverse team.

We define diversity as representation of difference at every level of the organization. Difference includes as

many perspectives as possible. As you build your team, think about your gaps and weaknesses in terms of representation and team goals. What does the current team look like? What types of diversity are needed? Are there any people of color, women, or non-visible forms of diversity on the team? What other perspectives are needed? Be sure to recognize the full scope of diversity and be thoughtful about what voices and perspectives are missing.

Make Inclusion the Priority

Making inclusion the priority means that the organization understands that diversity alone is not enough. A diverse team doesn't necessarily equal high performance. It's when that diversity is valued, respected, and leveraged that the leader can and should expect exceptional performance by the team. For example, if you are going to invite someone with small children to the team, consider meeting times that don't conflict with them getting their children off to school or childcare. Or consider if any of your team members have accessibility needs. If so, be sure to build in disability-inclusion practices in your team meetings and overall work together. We sometimes assume that only frontline employees have disabilities, or we simply don't feel comfortable discussing this issue with them at the leadership level. That's not healthy and undermines your inclusion efforts. The bottom line is you cannot maintain or expect high performance from a diverse team if certain members don't feel valued or included.

Be Transparent

Diversity, equity, and inclusion transparency reports have become the norm for many organizations. These reports are an effort by organizations to openly share a snapshot of their DEI journey and progress. It can feel like a risky thing. But my experience is that team members and those outside the organization appreciate



the transparency and will give a lot of grace when they see that the organization is trying and willing to hold themselves accountable.

When you are transparent it can expose experiences and opportunities provided to different team members. If those experiences appear inequitable, efforts can be made to close those gaps. Those efforts could include things such as flexible team meeting hours and managing unconscious bias during meetings. Transparency can significantly contribute to better functioning and sustainable diverse teams.

Having diverse teams is no longer optional. Employees are seeking out organizations where they feel leadership is serious about DEI. Take time to re-evaluate your DEI efforts and make sure your leaders have the traits and skills needed to be inclusive leaders and are doing so with the right motives.

To learn more about Dr. Upton's course on Inclusive Leadership, email her at sandra.upton@uptonconsultinggroup.com.



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



Your Elected Officials: Their Top Priorities

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

The new year is often characterized by new resolutions, new goals, and new priorities especially for those looking to improve in some area of their life or work. These resolutions ensure that we hold ourselves accountable for achieving the goals we've set forth. At the West Coast Chamber, we are intentional about goal setting and identifying key priorities for the year ahead. Our local legislators are no different. We've interviewed five of our most influential West Michigan legislators to get to know them better and fully understand their priorities for the year ahead.



Representative Nancy DeBoer

Party Affiliation: Republican

District: 86th

Top Three Priorities: 1.

Education — Offer additional high school paths besides college-bound for the trades,

tech, and advanced manufacturing; invest to retain teachers with a strong pipeline of pre-service educators; encourage parent-teacher communication. 2. Public Safety — Attract, retain, and equip new police officers and firefighters. 3. Fiscal Responsibility.

Reason for Entering Politics: Politics is not something I ever sought, but community leaders called me to consider government involvement. They thought I would be a good listener with common-sense. I have a proven record of getting things done for the city on a non-partisan basis, both as a Councilmember and Mayor, which is greatly needed in Lansing today.



Representative Luke Meerman

Party Affiliation: Republican

District: 89th

Top Three Priorities: My legislative priorities are to support Michigan’s economy to create job opportunities, reduce

the regulatory burden on small businesses to promote entrepreneurship, and limit the size and scope of our government to bring down taxes. With inflation rising, we need to reel in state spending to unburden businesses and taxpayers.

Reason for Entering Politics: I first ran for state representative because I saw our state trending in a direction that favors a government with a large role in our economy and daily lives. Government expansion leaves our individual rights at stake and we must limit the growth of government to support our protected freedoms.



Senator Aric Nesbitt

Party Affiliation: Republican

District: 20th

Top Three Priorities: Getting our economy back on track and lowering the cost of living and tax burden for families, seniors, and businesses. Passing

balanced budgets that pay down debt and invest in crucial infrastructure like roads, water, and broadband. Ensuring children receive a quality education that supports skilled-trades and parental involvement.

Reason for Entering Politics: Prior to 2010 Michigan was heading in the wrong direction. I ran to fight for balanced budgets that reduce debt, to cut burdensome rules and regulations that were suppressing our

economy, and to increase funding for critical infrastructure after decades of disinvestment. I will continue fighting for these priorities.



Representative Bradley Slagh

Party Affiliation: Republican

District: 85th (formerly 90th)

Top Three Priorities: I didn’t come into office with an agenda or list of “priorities.” My priority is to be responsive to the needs

of our community and the state. I strive to continue to bring value to my position and I will continue to look for ways to bring our West Michigan values to Lansing, even in a challenging political atmosphere.

Reason for Entering Politics: I saw an opportunity to continue to be of service to Ottawa County when the seat opened up. As a former township official and the County Treasurer at the time, I believed I could provide a good perspective at the state level. I have been blessed to be involved in a number of unique opportunities during the last four years and look forward to continuing to be a responsive public servant during the next term.



Senator Roger Victory

Party Affiliation: Republican

District: 30th

Top 3 Priorities: My top priorities this term is building a strong and sustainable infrastructure system throughout Michigan to set us up for decades

to come. That means we must continue our development of hometown rural communities while also creating an environment in West Michigan to retain and attract talent from across the state.

Reason for Entering Politics: I got into politics because being a sixth-generation member of the community, and a business owner, I saw firsthand the role and importance of a government that works for our community. I can take my past experiences and passion for the community directly to Lansing and help move Michigan forward.



Beyond the Battery: Innovating for the Present

By Jack Johnson | Co-Founder, Volta Power Systems

Volta Power Systems was founded in 2014 with a small group of investors that previously participated in a joint project with Johnson Controls to explore repurposing advanced lithium-ion batteries beyond vehicle drivetrains. Through the initiative, dubbed “Project MacGuyver,” we identified a huge opportunity in mobile power systems that has fueled our growth for over eight years. With our knowledge and industry relationships, we’ve brought together the best technology and people to support underserved markets.

Volta provides small and mid-market companies with simple, safe, NMC lithium-ion power systems. We utilize the latest in high energy density and high-quality manufacturing to produce premium products on

par with companies like Tesla, LG, and other automotive suppliers, only on a smaller-volume model to provide technology access to our customers.

Building a Strong Foundation

My career path was guided more by seizing opportunities as opposed to an intentional design. I was born into a family of entrepreneurs in a small farm town in Kansas with the expectation of working hard and adapting quickly. By the time I graduated high school, I had operated a mowing business, auto detailing business, installed car phones, sold used cars, served at Pizza Hut, worked for an upholstery shop, and worked the counter at the local youth center — all to support my racing and automotive passions.

After graduating with degrees in automotive technology and mechanical engineering—and deciding against pursuing professional motorsports—I accepted a position at Prince Corporation in Holland, a Johnson Controls company in 1999. The next 15 years were full of incredible opportunities, excellent leadership and technical challenges that laid the foundation for a company like Volta.

In 2009, Johnson Controls (JCI) was awarded an advanced battery manufacturing and development grant through the American Recovery & Reinvestment Act, and the company chose Holland, Michigan for its low cost of energy and high access to talent. I was fortunate to be chosen to lead the team that would define and oversee the process for manufacturing battery cells and the building required to support the infrastructure. We had just under one year to build the team, equipment, and infrastructure.

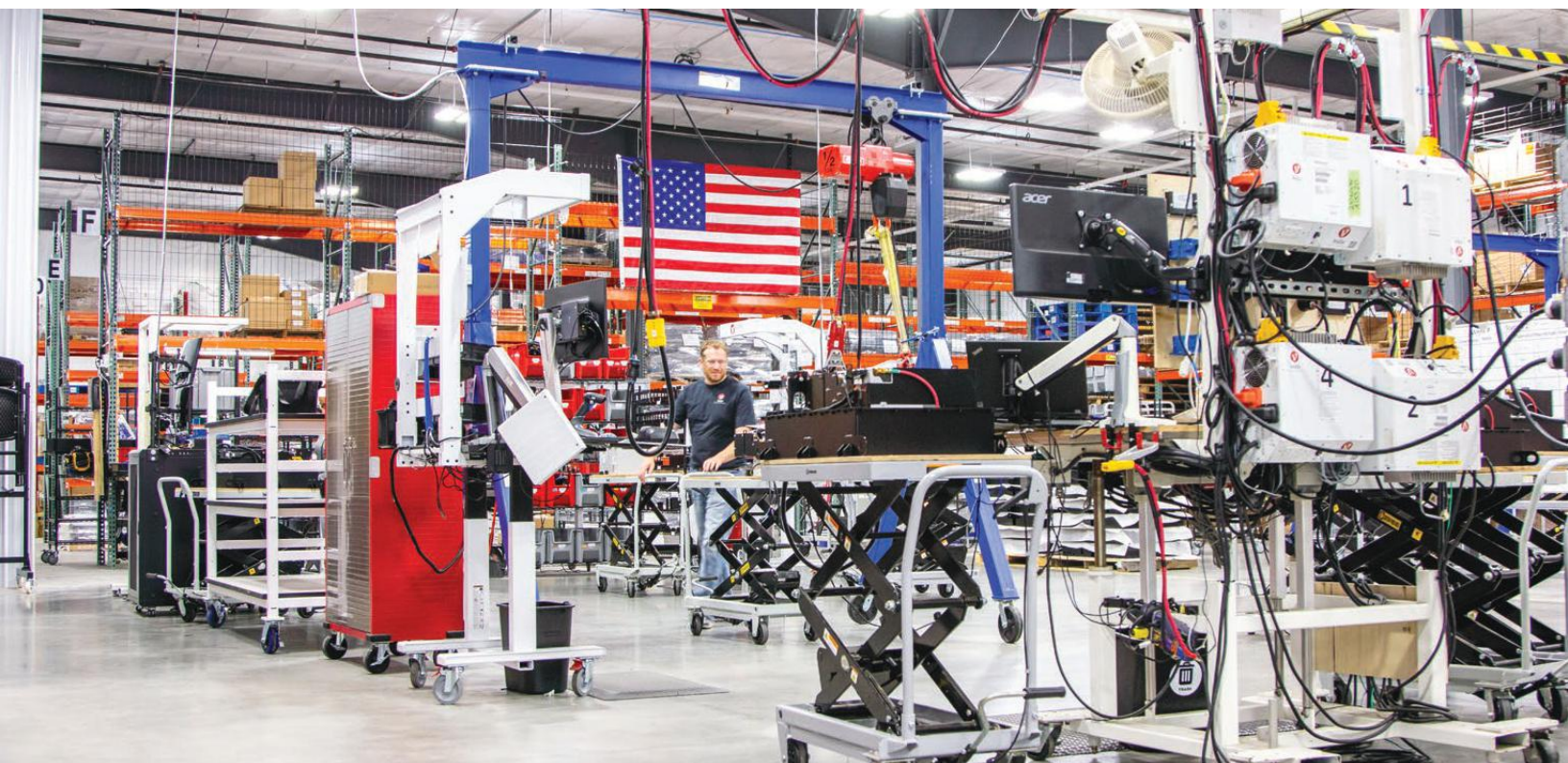
Through this project, we successfully launched the first large-format li-ion production facility in the US designed specifically for EVs, laying a strong foundation for building energy systems, and utilizing the latest NMC graphite battery technology.

Industry in Flux

Despite JCI's amazing facility and technology, they lacked customers. When we launched the JCI/Saft facility in Holland, it was designed to build large format lithium-ion cylindrical cells using a proven chemistry developed by Saft. While this chemistry was used by the US military due to its reduced commercial risk, newer chemistries and formats were competing for the same market space.

The open capacity and existing technology talent drove me to ask where else could our technology be used. I asked our leadership to fund a research project to find other applications for our technology. We dubbed this endeavor "Project MacGuyver," finding potential applications in forklifts, golf carts, SAE formula race cars, work trucks, boats, and RVs.

ROI analyses showed the greatest promise was in the RV market, so we began hybridizing a Class A Prevost RV for Liberty Motorcoach. The coach included a 18kWh power pack. A secondary alternator attached to the engine generated power to refuel the pack using waste energy from driving or idling, and specially designed inverters provided the bus with auxiliary power.





To our knowledge, this was the first luxury coach capable of running all the vehicle's power needs without a generator, and the technology proved to be a great success. Ultimately, JCI wanted to focus efforts on other areas, but I left JCI with their blessing to continue developing Project MacGyver for auxiliary applications. Thus, Volta Power Systems was born.

Looking for the Win-Win in Sustainability

Since our founding, we've made strong headways in the RV market and can be found on most major Class B RV brands including Winnebago, Airstream, Tiffin, and the up-and-coming Storyteller Overland. These users are early adopters of what we call "micro-hybridization."

We see fleet and work trucks as the next major market for innovation. As environmentally conscious decision making is driving fleet procurement more than ever, the internal combustion engine (ICE) and its emissions are under scrutiny.

The answer currently grabbing headlines is full EVs. Unfortunately, small-volume EV chassis are extremely expensive, and—most importantly—lack enough power to drive between job sites while maintaining enough energy to power lifts and other necessary tools without "range anxiety."

Jack Johnson is a visionary entrepreneur who is adept at finding the value and potential in challenging opportunities. With specialized knowledge of capital projects involving chemical, electrical and mechanical engineering disciplines, Jack eagerly tackles challenging projects governed by complex regulations, requirements, and standards. As the co-founder of two unique technology companies in the energy storage industry, he's spent his career driving innovation and process improvement with a refined focus on lean manufacturing and processes. Aside from his extensive technical knowledge, Jack possesses the ability to cultivate deep, meaningful, lasting partnerships and business relationships across industries.



Fleet operators would also need to invest in charging stations and power infrastructure to accommodate increased power needs. With fast chargers and a larger fleet size, this could require enough instantaneous load to supply an entire city with energy! Plus, charging infrastructure costs for full fleets are substantial, and can be enough to stop emission-reduction projects before they hit the ground.

We asked, "If work trucks idle for 80% of runtime, why electrify the drivetrain? Why not help fleets cut 80% of emissions for ¼ the cost?" That's what we're doing for fleets across the country. Even the Holland BPW has a Volta-equipped bucket truck! Modest systems have the power to run hydraulics, recharge tools and run cabin A/C for a whole shift.

This lowest cost-per-lb-CO2 approach is a win-win innovation for rapidly meeting environmental goals while sustainably stewarding budgets.

A Culture of Innovation

Earning the West Coast Chamber's 2022 Innovation Award validates the decades of engineering work by the entire Volta team, but it also reflects the company's future. Our partners rely on us to provide them with innovative solutions helping them meet their environmental goals while driving profitability and enhancing end-user experiences.

In our eyes, innovation is finding ways to bring the latest in energy storage and power technology to our customers at the lowest cost. It's what we've always done, and that's the work we'll continue doing.

Upcoming Programs

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

January 10, 2023

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](#)

January 17, 2023

The Leadership Test with Drew Dudley

9:00 AM – 10:30 AM

Watch Party at Sperry's Moviehouse

We hope you'll join us for The Leadership Test with Drew Dudley. Drew will empower individuals at every level to call themselves leaders. Join us for a private watch party at Sperry's Moviehouse in Downtown Holland or tune in online from the comfort of your home or office. Networking time, heated seats, and a mimosa and coffee bar are included.

Sponsored by: [Fifth Third Bank](#)

January 19, 2023

Maximize Your Membership

9:00 AM – 10:30 AM

Michigan West Coast Chamber

Interested in learning how a membership with the West Coast Chamber can help you reach your business goals? Join us for Maximize Your Membership to learn about the benefits of membership. Maximize Your Membership is the best way to get to know the Chamber team and start connecting with other members and businesses right away.

January 24, 2023

Power Lunch

11:30 AM – 1:00 PM

Macatawa Golf Club

Grab your business cards and expand your network! At this fun and structured networking program, attendees will have the opportunity to make new connections during three rounds of table networking and have the chance to win a door prize while enjoying a delicious lunch.

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

West Coast Chamber Staff Spotlight



Hometown: Grand Haven, MI

Alma Mater: Western Michigan University

Hobbies: Spending time with family and friends, golf, tennis, shopping

Fun Fact: I worked at Walt Disney World!

Get to Know Member Engagement Coordinator, Alyssa Gabriele

Hello! My name is Alyssa Gabriele, and I am the new Member Engagement Coordinator at the West Coast Chamber of Commerce. Holland is home for me and I love this area and its liveliness that stems from our wonderful community.

Prior to joining the amazing team at the West Coast Chamber, I spent over a decade working as the Director of Operations alongside my family at West Ottawa Golf Club in which we owned and operated for over 45 years. It was an honor to work with various companies, families and individuals

throughout the years of putting together golf outings, leagues, and leisure play for all to enjoy. Offering the great game of golf to our Holland community and its surrounding communities over the years has been a distinct pleasure our family holds close to our hearts.

I am excited to bring my experience as a former small business owner to the Chamber member businesses and our thriving community. I look forward to supporting our West Coast businesses and helping them grow and prosper by using our resources and programs that will help them succeed!

CREATING POSITIVE RIPPLES OF INFLUENCE SINCE 1982



West Coast Leadership: Trailblazers All Day

By Ben DeVries | Founder, Oranje Boven Marketing

This past year, the Chamber introduced a new core value, “Be a Trailblazer.” On Innovation Day for West Coast Leadership, we saw some of the trailblazers that make West Michigan the thriving economic hub that it is.

Thanks to the hard work of Colleen Schipsi and Jodi Owczarski at the Chamber, and the generosity of our hosts, our West Coast Leadership class was given an inside look at Impact Fab, New Holland Brewing, Mission Design & Automation, and DISHER Design.

It’s amazing how all four organizations are so different, but all manage to stay at the forefront of their industries using their unique approaches. But there are common themes that hold each one at the forefront of innovation.

Innovation Starts with Culture

There’s no shortage of books, seminars, and LinkedIn posts talking about culture. You see so much of it because it really is that important. Each organization had a different formula for its culture, but each took it very seriously and ensured its culture supported innovation. DISHER and Mission were particularly intent on hiring according to cultural fit for every position. Scot Lindemann at Mission was particularly poignant when he said, “hire personality and passion over experience.”

Trailblazing is a Team Effort

Legends are an interesting mix of reality and myth. The legend of the one-person innovation team is no different.

Yes, some organizations have that “idea person,” who spouts off ideas left and right, but it takes a team to carry those ideas through. Some involve teams from the very beginning of the process, starting with idea generation, and some have their system built out where different people get involved in different parts of the process. But not one organization relied on one person to move new ideas forward.

The Principle of “Yes and…”

If you’re not familiar with the principle of “yes and…” it’s worth getting to know. The creative process grinds to a halt on the word, “no” and all its clever disguises. “We’ve tried that before,” and, “what about this obstacle?” are surefire ways to stop great ideas from blossoming. Those things have their time and place but save them for a moment when an idea has had time to grow. Give the team time to get comfortable with something new and strange before refining the idea down further.

Framework & Flexibility

DISHER is well known for its culture and whiteboard sessions. Keri McCarthy from DISHER led our group through one of those famous whiteboard sessions, presented us with a problem, and let us work through how to solve it in a collaborative effort. What came to life was the paired principles of “Framework & Flexibility.” Neither DISHER nor New Holland waited for the muses to whisper in their ear. Both had particular processes and schedules that allowed new ideas to flourish but also created the flexibility to take advantage of ideas when the muses did speak.

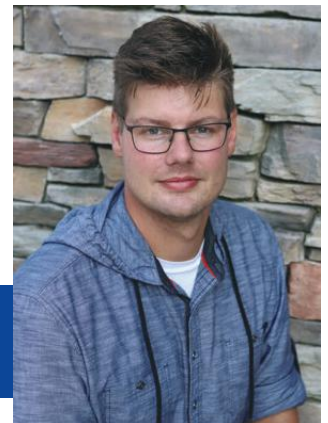
While I mentioned there were common themes that tied each innovator together, it’s also worth noting no two organizations were the same.



Different Strokes for Different Folks

It’s easy to get caught up in the idea that your culture of innovation or your innovative process must follow some magic formula that’s hidden away in some business book deep in the pages of Amazon. The truth is, blazing trails come in many shapes and sizes. DISHER and New Holland took very intentional approaches to push the envelope. Mission and Impact listened to customer needs and simply said, “yeah, we can do that.”

Our West Coast Leadership class was very fortunate to peek behind the curtain with these four organizations and see a little bit of what makes our West Michigan community so great. So long as we continue to carry forward the entrepreneurial spirit these four companies live by, West Michigan will continue to be the best place to live, work, and play.



Ben DeVries is the founder of Oranje Boven Marketing — a small business marketing agency that helps West Michigan businesses do all the marketing things while staying within their budget. He’s a West Michigan native and part of the 2022-2023 West Coast Leadership class.



Ribbon cutting celebrating the grand opening of Goog's Pub & Grub in Holland.



Michigan
**West Coast
 Chamber
 of Commerce**

HAPPENINGS



Dr. Kyle Mayer and David Tebo of the Ottawa Area ISD speak to an engaged crowd at our November Wake Up West Coast event.



Ribbon cutting celebrating the grand opening of Mister Car Wash's brand-new location in Holland.



We're excited about the launch of the West Coast Chamber Hispanic Network. Stay tuned for more to come!



Engaged Chamber members pose for a photo at the November Power Lunch event.



Ribbon cutting celebrating the grand opening of Prime IV Hydration & Wellness in Holland.



The West Coast Chamber team enjoyed blending custom scented candles at Garsnett Beacon Candle Co. in Holland.



Our friends at the Career Line Tech Center utilized our Learning Lab to analyze data and inform career exploration in Ottawa County.



Our Chamber Ambassadors gathered for their annual Holiday Party at Macatawa Golf Club in December.

Premier Partner Spotlight

Holland Board of Public Works

Electric. Water. Wastewater. Broadband

Local

Holland BPW is community owned. Our team is right here, serving our friends, family and neighbors. With that, we have dedication and pride in service to our community. We prioritize what is best for Holland, and we make decisions that support the greater good of the community.

Reliable

Community owned utilities have a track record for being highly reliable. Holland BPW is no exception; recognition from the American Public Power Association as a Reliable Public Power Provider (RP3) is proof. Our customers depend on having reliable utility service at work and at home. We invest in preventative maintenance and upgrades that keep our systems running safely and with the reliability you need.

Efficient

Holland BPW is accountable to our community members, not shareholders, so we can maintain some of the lowest rates in Michigan. We also help customers to be more energy efficient,



improving the environment and lowering your bills. Energy Smart rebates result in participating commercial and industrial customers saving an average of \$3,400 in annual energy costs. On top of that, the average rebate amount per business is \$6,700.

Essential

We do our job so you can do yours. Holland's foundation is community owned infrastructure. This means that Holland BPW adapts to the needs of our community. Our rates, reliability, and agility make Holland a desirable place for economic development. Holland BPW is essential to Holland's thriving community.

Visit HollandBPW.com



ECONOMIC FORECAST

FEATURING DR. PAUL ISELY



JANUARY 10, 2023
7:30 AM - 9:00 AM
ENGEDI CHURCH

PRESENTED BY:  **Huntington**



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

1983 Restaurants
 All Surface Building Services
 Autumn Ridge Stone & Landscape Supply, Inc.
 Avancer Executive Search
 Biggby Coffee Zeeland
 blu perspective
 Brenner Oil Company
 Brickford Estates Condominium Association
 CityFlatsHotel
 Commercial Flooring & Installation
 Compaan Door & Operator Company
 Coppercraft Distillery
 Cornerstone Real Estate Management, LLC - **10***
 DSA International
 Edmar Manufacturing, Inc.
 Employee Assistance Center
 Environmental Partners, Inc.
 GDK Construction
 Gordeaux Consulting
 Grassmid Transport, Inc.
 Hampton Inn of Holland

Holland Area Arts Council
 Holland Community Aquatic Center
 Holland Engineering, Inc.
 Holland Screen Print
 Holland Symphony Orchestra - **30***
 Holland Tasting Tours
 Holland Terminal, Inc.
 Hops at 84 East
 Hudsonville Creamery & Ice Cream Company
 ICE Cobotics LLC
 INONTIME - **20***
 iteam CPI/i-SolutionsUSA,
 James Street Inn
 Jubilee Ministries
 KinetaCare Physiotherapy
 King & Partners, PLC
 KW Harbortown
 Lakeshore Memorial Services, Inc. - **25***
 Lakewood Family Medicine, PLC
 Legacy Leadership Consulting
 LG Energy Solution Michigan
 Liberty Plastics, Inc. - **20***



Macatawa Area Coordinating Council
 Mailloux Dentistry
 Meyaard Tolman & Venlet, P.C.
 Michigan ENT & Allergy Specialists
 Mosaic Counseling - **5***
 National Bulk Equipment
 NewCNC.com - **10***
 NFP
 Nolan Kamer Agency / Farm Bureau Insurance
 Nuvar Inc.
 Parkview AFC
 Precision Packaging Systems Inc.
 Prein&Newhof
 Pro-Tax & Notary Services
 Randy's Carpet Care - **5***
 Robert W Baird - 8th Street - **30***
 Robert W Baird - Central Avenue
 SA Mason LLC

Shoreline Orthopaedics/Sports Medicine Clinic, PLC
 Stripe A Lot Asphalt Maintenance LLC
 SY Transport
 The Bridge
 The House Next Door
 Tommy Car Wash Systems
 Top Line Equipment
 University of Michigan Health-West
 Warehouse 6 Events - **5***
 Watershed Strategies
 WB Pallets
 West Side Mobil
 Whit's Frozen Custard of Holland
 Wightman
 X Golf Holland
 Zeeland Public Schools - **30***
 Zero Latency

New Members

Welcoming these new members who recently joined the West Coast Chamber

American Dunes Golf Club
Doug Bell
 (616) 842-4040
www.americandunesgolfclub.com
dbell@americandunesgolfclub.com

Fresh Water Detailing
Hannah DeJonge
 (616) 312-7294
www.freshwaterdetailingmi.com
freshwaterdetailingmi@gmail.com

HR Collaborative
Rebecca Aldrich
 (616) 965-7860
www.hrcollaborative.com
rebecca.aldrich@hrcollaborative.com

Jaqua Realtors
Samantha Everts
 (269) 599-8350
www.jaquarealtors.com
severts@jaquarealtors.com

Mister Car Wash
Aaron Raney
 (616) 258-2260
www.mistercarwash.com
araney@mistercarwash.com

Nephew Physical Therapy
Melissa Meiste
 (616) 796-9391
www.nephewpt.com
info@nephewpt.com

Pine Creek Construction
Bill Beckman
 (616) 399-6863
www.pinecreekconstruction.com



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