

Bridget Clark Whitney
President and Founding CEO
Kids' Food Basket

Empowering our Future
by Changing to a Learner
Centered Experience

A Look Behind the
Curtain: The Justice
System in Ottawa County

Meet the 2022 HYP Young
Professional Leadership
Award Winners

Introducing Ottawa + Allegan On the Ridge: A Kids' Food Basket Farm

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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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Member Engagement Coordinator

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Marketing & Communications
Coordinator

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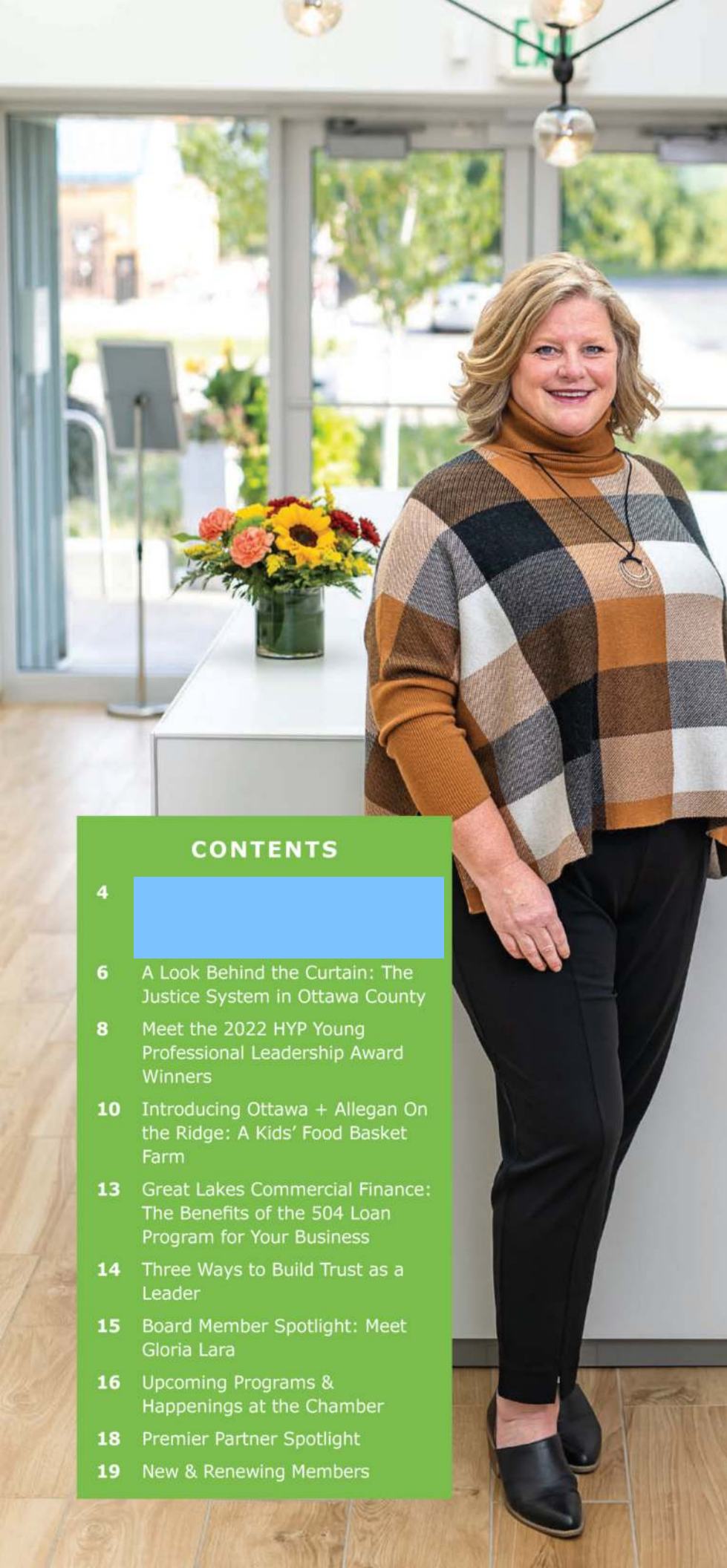
Michigan West Coast Chamber of Commerce

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 my team and I worked on this month's issue of the West Coast Way Magazine, we collectively noticed a common theme; there are so many wonderful things happening in the Holland and Zeeland communities! Once we stopped to reflect on the work of our fellow organizations and community partners, the floodgates seemed to open.

Inside this issue, you'll get an inside look at Ottawa + Allegan on the Ridge — a new Kids' Food Basket farm. You'll also discover how the Ottawa Area Intermediate School District is empowering students by shifting to a learner centered experience, get an exclusive look at the justice system in Ottawa County, and get to know the 2022 HYP Young Professional Leadership Award Winners.

We hope that you will stop to pause and observe the valiant efforts of those working to make Holland and Zeeland a great place to live, work, and play. At the West Coast Chamber, we are privileged to be along for the ride!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber of Commerce

CONTENTS

- 4 
- 6 A Look Behind the Curtain: The Justice System in Ottawa County
- 8 Meet the 2022 HYP Young Professional Leadership Award Winners
- 10 Introducing Ottawa + Allegan On the Ridge: A Kids' Food Basket Farm
- 13 Great Lakes Commercial Finance: The Benefits of the 504 Loan Program for Your Business
- 14 Three Ways to Build Trust as a Leader
- 15 Board Member Spotlight: Meet Gloria Lara
- 16 Upcoming Programs & Happenings at the Chamber
- 18 Premier Partner Spotlight
- 19 New & Renewing Members

Empowering our Future by Changing to a Learner Centered Experience



By David Tebo | Director of Innovation Services, Ottawa Area Intermediate School District

There is no doubt that the face of education is and has been changing for some time. We can no longer pretend that a one-size fits all, industrial model, has or will ever be more than a system to sort and separate. Every learner has unique outside circumstances, learning support, access and/or the ability to meet their basic needs, and starting points as well as unique strengths, interests, and aspirations all while keeping “school” time constant (180 days, 5 days a week, 7 hours a day) forcing learning to be different for each child.

The “ask” of society and the world of work also continues to change. This means that schools, whose traditional focus was to teach the structures of school and attempt to provide deep levels of content knowledge while pushing students to higher education are now balanced with the need for a personalized whole child approach. Customizing learning to the individual needs of each student so that they are ready for whatever is next is what drives our work. From a 4-year or 2-year degree program, the armed services, directly to work, or some other form of certification program, the world of work has little space for graduates who aren’t ready to continue to learn.

Adding to the call for each student to be “life-ready” our learners are coming to their learning spaces with the effects of a pandemic and the lack of “traditional” school interaction. This social disconnect shows up not only in “content” knowledge but also in the “skills and habits of success.” The acknowledgement that we need to teach skills and habits means more on the plates of each educator, exacerbating the need for a more comprehensive “community” approach to teaching, modeling, and providing feedback. This highlights that schools can’t do what we have done in the way we have done it and meet all of what a child needs to be ready to learn and tap into their unbonded potential.



With this change, our schools are working to ensure an increase in the teaching of content and habits/skills for success, while providing engaging experiences that show our learners where and how this content and habits/skills will show up throughout their lives. The opportunity lies in the other places in our students lives where they are given a chance to learn content while practicing habits/skills. The question is, "how can we start to validate that learning and add it to each child's toolkit (think traditional transcript), so they see themselves as a constant work in progress learning all the time, not just while doing school?"

This new personalized model, while not the norm, is taking root in schools and programs across the county. This approach balances content knowledge that has been created in the current system and adds the need to be a facilitator of experiences. We are asking teachers to model and reflect on the habits and skills for success with embedded content knowledge allowing learners to walk away empowered, self-reflective with the belief that they can continue to develop and deepen their skills and habits of mind. This isn't the school we grew up in and we need to acknowledge that our past shouldn't hold our kids back. The systems of the past worked for many, but not all, and our goal is to continue to improve, growing into something better based on what we know about how kids learn and the impact that their life experiences continue to have on their learning experiences.

Examples of this work and the partnerships that support it can be found in a number of places with just a few highlights listed below.

- OAISD's futurePREP'd — <https://www.oaisd.org/ctc/programs/futureprepd/>
- Hamilton — Work Based Learning Graduation Requirements — <https://www.hamiltonschools.us/our-district/work-based-learning/>


David Tebo is the Director of Innovation Services for the Ottawa Area Intermediate school District in West Michigan. He spent 15 years as a District Superintendent seeking ways to meet the needs of each student so they could thrive. David has also served as an elementary teacher, building principal, and the President of MASA. He currently serves as a Board Member for Lakeshore Advantage and the Great Ottawa County United Way. David is a father, husband, avid reader, and lifelong learner. When he isn't working, you can find him with his family, on the golf course, trying to relive past glory playing pick-up basketball or with his nose in a book.



- West Coast Regional Airport Collaboration — <https://www.youtube.com/watch?v=Tb2GWGtFb6c>
- Holland Christian's Forest School — hollandchristian.org/schools/forest-school/
- Zeeland's ZQuest — <https://www.zps.org/schools/grades-6-12/zquest/>
- Holland's Language Academy — <https://www.hollandpublicschools.org/our-schools/holland-language-academy/>

At the end of the day, the personalization of learning is here and the districts of the Ottawa Area ISD are working every day to balance the wants and needs of our students, parents, and the greater community. There is great work being done in this area with plans to continue to grow and meet the needs of each learner. Stay tuned, the future is bright!





A Look Behind the Curtain: The Justice System in Ottawa County

By Benjamin Kamphuis | Associate Agent, The Insurance Group

When I was a child, my father worked as a probation officer. Our justice system has always been central to my integrity and values. Fast forward a few decades and my ideas of our justice system were tested. They were redefined. We all live in today's political climate and want to firmly defend our stance on issues, but this often leads to conflict and a break in community. Whether you believe in breaking the system down to be rebuilt or think nothing should ever be changed about it, our community is passionate in one way or another about the justice system.

Before I participated in Justice Day with the West Coast Leadership Class of 2023, I had already participated in my police ride along with the Ottawa County Sheriff's

Office. The officer I was assigned to was part of the paramedic unit. It wasn't the most eventful day, however, it was the day I was first introduced to the complexity of their job. Between the intensive technical systems they use, the humility they showed while dealing with citizens, and the joy they shared in helping our county, I was impressed.

This experience allowed me to enter West Coast Leadership Justice Day with an open mind. I knew a good amount from my father's profession, but I also knew my heart had changed over recent years. We began the day with the Ottawa County Central Dispatch Authority team. I already witnessed the information the officers received within their vehicles while on duty, but

now I got to see the people behind the scenes relaying the information. The team's energy and passion for taking calls was remarkable — whether physical endangerment, mental health difficulties or accidental calls.

Following our visit with the Ottawa County Central Dispatch Authority, we met with Ottawa County Sheriff Steve Kempker, City of Holland Chief of Public Safety Services Matt Messer, and City of Zeeland Chief of Police Tim Jungel. They all shared the same sentiment that they keep true to their core values no matter the social or political climate. Given recent changes within Ottawa County's departmental structure, it was encouraging to hear these leaders say their core values, such as diversity and inclusion, will remain intact.

The next stop on our tour was the Ottawa County Juvenile Detention Center and the Ottawa County Jail. The detailed tour of both facilities revealed one main fact — our county's dedication to helping the inmates (referred to as citizens within these facilities) heal and integrate back into society once free. Firm compassion mixed with sincere hope fuels the staff. Two of the citizens within the jail system openly told us about their lives within jail. One thing they made clear was their awareness in the number of organizations available to help them once they are released.



Benjamin Kamphuis is a graduate of Michigan State University with a degree in Zoology and Aquarium Management. He works as an Associate Agent at his family's insurance agency, The Insurance Group, specializing in Medicare and health insurance. He has been a dedicated youth leader for the past several years, and currently leads a group of high schoolers at Third Reformed Church. Benjamin resides in Zeeland with his wife and two children. He recently joined the Momentum Center Board and encourages everyone to check out the organization.



We also experienced time with the tactical response team. We got to see the equipment they use in dealing with higher stress situations such as hostages and other crises. Though lethal equipment is present, they made it clear that they use nonlethal equipment in most situations. Lethal means would only be used if the safety of other citizens and their staff are threatened. They are there to protect our community and its citizens more than anything else.

Lastly, we finished the day with Public Defender, Nichole Jongsma Derks, and Judge Juanita Bocanegra. They shared that the enforcement of our laws along with the availability to properly be defended are equally supplied to all those facing our justice system.

I left the day encouraged by the integrity of Ottawa County's justice system and by the vast community supporting this system. Ottawa County is a great place to live with leaders dedicated to protecting and promoting this community with empathy, creativity, and integrity.





Meet the 2022 HYP Young Professional Leadership Award Winners

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

Holland/Zeeland Young Professionals (HYP) recently announced their 2022 Young Professional Leadership Award Winners at their Annual Awards Gala. Six young professionals were recognized for their achievements in the following categories: Young Professional of the Year, Non-Profit Leadership Matters, Business Leadership Matters, Community Matters, Development Matters, and Equity Matters. Get to know the award winners now!



Name: Darlene Kuipers
Company: LVZ Financial Planning & Investment Management, Michigan Forestry Company, Rodrev Ventures
Award: Young Professional of the Year

Q. What motivates you?

Uncovering opportunities that catalyze ideas sparking positive impact on people, places, and spaces motivates me. Generating maximum impact

by stringently stewarding the community resources I've been entrusted with in conjunction with my own time, talent, and treasure has been my trusted strategy.

Q. What does this award mean to you?

Receiving this award is profoundly humbling from a cohort of peers. It also confirms that positive impact happens when you give first and collaborate with open hands and an open heart.



Name: Johnny Rodriguez
Company: Latin Americans United for Progress (LAUP)
Award: Non-Profit Leadership Matters

Q. What motivates you?

My family, a passion to serve, lead and create opportunities for Latinos and all in our community!

Q. What does this award mean to you?

This award means a great deal to LAUP and to me. LAUP has been in difficult times over the past few years, and we have worked hard as a staff, board, and community to be strong. These nominations and award mean we are headed in the right direction, and the community recognizes it.



Name: Justin Lambers

Company: Baumann Builders Inc.

Award: Business Leadership Matters

Q. What motivates you?

I am motivated by the number of forward-thinking individuals and organizations within the Holland community who desire to make this

community a more equitable, beautiful, and enjoyable place to live. Grabbing a cup of coffee and discussing housing solutions with any community-focused professional always encourages me for the future of Holland.

Q. What does this award mean to you?

I am truly humbled by even being considered among the impressive slate of Young Professionals. It's a huge encouragement to know that this community values the work being done to address the area's housing needs. My hope is that this award will allow me bring together more people to put together their skills, assets, and resources for the betterment of the community.



Name: Chad Mesbergen

Company: Tulip Time Festival

Award: Community Matters

Q. What motivates you?

I have always been driven by those around me. I have a great support system and great mentors that inspire me to be the best that I can

be. Learning from all of the amazing professionals that make this community what it is today gives me energy to get involved in whatever way I can.

Q. What does this award mean to you?

Receiving the Community Matters award is an honor. I have a passion for all of the organizations that call Holland and Zeeland home. There is so much collaboration and innovation in this business community. There are so many ways to be an active community member and finding the right organizations for me has helped me grow as a professional.



Name: Allie Egrin

Company: Wayne State University, College of Liberal Arts and Sciences

Award: Development Matters

Q. What motivates you?

I am motivated by my desire to make a difference in the world and knowing that the work I do helps

others. I love being able to serve alongside other like-minded individuals who are passionate about serving our community.

Q. What does this award mean to you?

It feels great this early on in my career to have acknowledgment of my impact and the difference that I'm making. This is such an honor to be alongside so many incredible young professionals who inspire me to work harder, improve my community, and further my career.



Name: Yadah Ramirez

Company: Community Foundation Holland/Zeeland

Award: Equity Matters

Q. What motivates you?

The feeling that I am a part of something bigger than myself, that I can make a positive difference in

bettering the lives of others, that's what motivates me in my professional and personal life. I strive to ask myself the following question each day — "what did you do today to make the world a better place?"

Q. What does this award mean to you?

In 2022, my colleague Yah-Hanna Jenkins Leys was awarded the CMF and EPIP Emerging Leader in Philanthropy Award. I remember sitting in the audience listening to her acceptance speech in admiration. Yah-Hanna's words inspired me to ask myself what else could I be doing to address inequities in our community. I never imagined I would be the recipient of the Equity Matters Award at this stage in my life, especially considering all the other great award nominees. It's an honor and a privilege to be recognized among my fellow peers and community members as a leader who advances equity, inclusion, and justice.



Introducing Ottawa + Allegan On the Ridge: A Kids' Food Basket Farm

By **Christa Ferguson** | Communication Specialist, Kids' Food Basket

Long before the sounds of construction started echoing over 10 acres of Ottawa County farmland, children from a nearby outdoor preschool were already exploring the new home of Kids' Food Basket Farm — Ottawa + Allegan On the Ridge.

"They'll be on the farm every day. I think that's magical and awesome," said KFB Farm Manager Jason Lundberg.

January marked three years into Lundberg's journey with KFB.

"This is a dream job for me," he said. "Working with kids, their hands in the dirt, planting plants, seeing their big smiles, and just creating those lasting memories. When the kids are on our farm, they're eating food right off the plants. You see how transformational it is for children. It's everything we dreamed of and more."



Kids' Food Basket Farm Manager, Jason Lundberg, pictured front and center.

Soon in Holland, he'll give more children a taste of harvesting healthy food.

This spring marks the first full growing season for Kids' Food Basket Farm — Ottawa + Allegan On the Ridge. To start, farm staff and volunteers will transform six acres of soil into lush fields of potatoes, onions, green beans, sugar snap peas, peppers, cherry tomatoes, cucumbers, squash, and eggplant. When all 10 acres are in full production, the new farm is expected to yield 150,000 servings of healthy vegetables and fruits each year. That's 20,000 pounds of produce that'll go into weekday evening meals for children and to KFB's lakeshore community partners.

Some of those community partners are new, including Ottawa Food. Others have partnered with KFB for years, like Holland-based Community Action House. KFB's new farm will bring freshly picked produce closer to home for the agency, which welcomes about 1,100 families into its membership-based Food Club each week.

"We've been really excited about the prospect of having a farm here locally, not only for our Food Club, but for the other community food access providers. Having another source is really huge," said Chara Bouma-Prediger, Assistant Director of Food Access for Community Action House.

Bouma-Prediger says tomatoes, corn, peppers, and herbs provided by KFB are the first items people see when they step into the Food Club. They're also the first foods to disappear from store shelves.

"Those are really the highest demand products we have in the store. Especially when its fresh and local, it goes quickly," she said.

And the benefits are visible.

"One of our guests who was with us when we were still a food pantry system, is now a Food Club member. He was always using a mobility device, like a walker or a wheelchair. After being a Food Club member for six months, I saw him walking around pushing his own cart. He shared with me that he lost about 50 pounds just from having access to fresh fruits and vegetables. That was a super exciting win for everybody involved because that's really showing that it's changing behaviors and health outcomes in a really amazing way," Bouma-Prediger said.



Under Construction: Ottawa + Allegan On the Ridge.

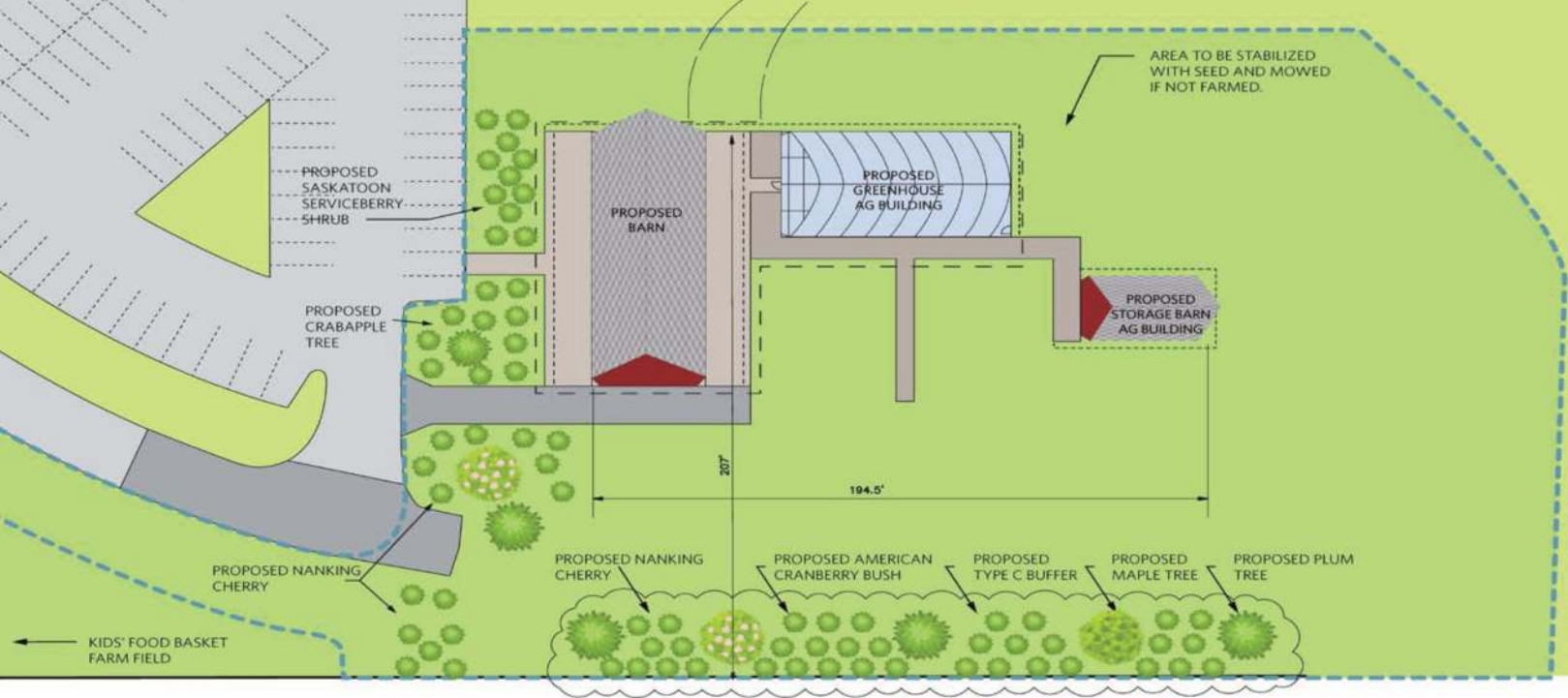
The new farm is expected to double KFB's total harvest of healthy, nutrient dense fruits and vegetables by 2027, allowing the organization to better meet the growing demand for nourishing meals in Ottawa and Allegan counties.

KFB Farm — Ottawa + Allegan On the Ridge has been a vision in the making for years.

"We have long dreamed about having a farm on the lakeshore that serves as a hub of connection and support," said Bridget Clark Whitney, President and Founding CEO of Kids' Food Basket. "Here, lakeshore volunteers can get their hands dirty planting, tending, and harvesting fresh, beautiful food that goes directly into their own community. This farm will be a place where neighbors show up for each other."

Kids' Food Basket Farm — Ottawa + Allegan On the Ridge is made possible through a generous partnership with Ridge Point Community Church. Crews broke ground on the sustainable farm in spring. Since then, KFB employees and contractors have cleared the land, set building foundations, finished sidewalks, and built a pole barn.





"I'm so grateful to have the honor of seeing this farm turn into a reality," said Clark Whitney. "Watching the process of the land transforming into an amazing resource has been incredible, and I'm so excited for the lakeshore community to come share it with us."

The community got its first look at the site during KFB Fall Fest in October, planting garlic that first grew on Lundberg's family farm 39 years ago. KFB will start companion seedlings in March, hopefully in the farm's new automated greenhouse. The goal is to have every building on the property complete by then.

When finished, Kids' Food Basket Farm — Ottawa + Allegan on the Ridge will mirror its sister site in Kent County with the greenhouse, up to 20 beehives and a Learning Barn featuring restrooms, a prep kitchen and a heated classroom that will welcome students year-round.

Lundberg has been overseeing the project. He expects the entire farm to be fully operational by spring 2024.

"I'll be really excited for that day when I get to go down to O + A, pull up there and see beautiful green grass and the pond and sensory gardens and the birds and everything. I'm really excited for that day. And it's coming," he said.

Volunteers will transplant the new farm's first seasonal crop in middle to late May. For opportunities to help, visit kidsfoodbasket.org/volunteer/.



Under Construction: Ottawa + Allegan On the Ridge.

Christa Ferguson is a Communications Specialist for Kids' Food Basket, which pursues a future in which all children have access to the nourishment that fosters their lifelong health and limitless potential. Christa has called West Michigan home for 16 years. Before joining KFB, she covered thousands of community stories for WZZM-13 and WOOD TV8. Christa earned two awards from the Michigan Association of Broadcasters and a nomination from the National Academy of Television Arts and Sciences for her storytelling. Christa is a member of the NATAS Michigan Chapter Board of Governors.



The Benefits of the 504 Loan Program for Your Business

If you're a lender or a small business owner, you've probably heard of the SBA 504 loan program. Great Lakes Commercial Finance (GLCF) is an accredited lender authorized by the U.S. Small Business Administration (SBA) to administer the 504 loan. We partner with banks and credit unions all over the State, offering a unique 50/40/10 loan structure that benefits small businesses. GLCF is here to guide you and help determine if the 504 loan is the right fit for your business by answering some basic questions.

WHY should I consider the SBA 504 loan program through Great Lakes Commercial Finance?

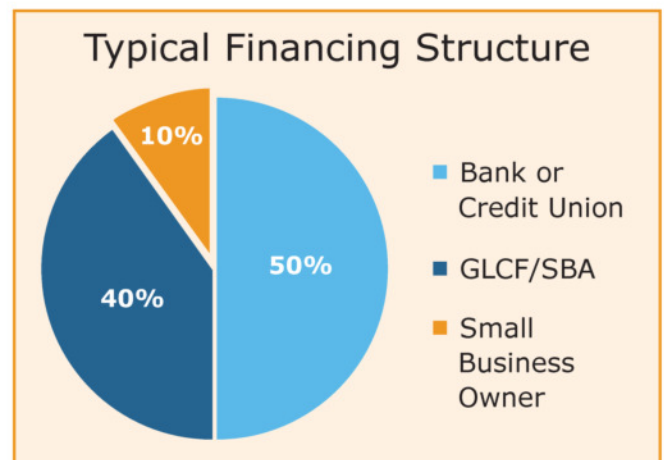
Because of this unique 50/40/10 structure, SBA 504 borrowers can:

- Finance up to 90% of their total project costs, which helps preserve working capital. Additionally, this improves cash flow with the 504's 10, 20, or 25 year terms.
- Terms are longer than conventional financing options, allowing borrowers to spread out their payments and increase their cash flow for day-to-day operations.
- Unlike conventional loan programs, interest rates, which are typically below market, will remain fixed throughout the term of the loan, saving borrowers thousands of dollars.
- The program also allows the borrower to finance their fees, so there are very little out of pocket costs.
- The 504 loans will allow real estate and equipment to be financed together to take advantage of the longer loan terms.

WHAT can the 504 loan help me finance?

The 504 loan can help for-profit companies finance fixed assets, including:

- Real estate acquisition, construction, renovation, or expansion (including the purchase of land)
- Eligible Soft Costs (appraisal, environmental, and other professional fees)



- Land and site improvements
- Purchase and installation of new equipment or machinery
- Refinance of commercial real estate, eligible fixed assets, and allows for "cash out" for operating expenses

WHO should I contact?

GLCF partners with banks and credit unions all over Michigan to deliver small businesses the 504 loan. If you contact your commercial lender first, be sure to tell them you are interested in the 504 loan program. You can also reach out directly to our office at (616) 459-4825, and we can help you find a lender if you do not currently have one.

WHEN should I reach out?

The earlier the better, so all parties are on board from the very beginning. This allows us to work together to ensure your project is eligible and we are moving things along. Having everyone on the same page from the start will help the process go as smoothly as possible.

To learn more about the SBA 504 program, please call our office at (616) 459-4825 or visit our website at glcf.org.



Three Ways to Build Trust as a Leader

By Tony Cortese | Co-founder, INSIGHT Action Learning Group

Trust Is Critical for Leadership Success

Trust isn't a concept to take lightly. This behavioral characteristic and cultural dynamic is critical to forging relationships and is the foundation of success. It's a fundamental element of leadership. Little moves forward, nor can be sustained, without trust.

That said, all too often trust is taken for granted. Leaders assume they've earned and instilled trust within their team — but in reality, few have done the deliberate heavy lifting required to lay claim to this honor. Further, few recognize the fragile and precarious nature of trust. Thoughtless actions can unintentionally destroy trust in the blink of an eye. One minute you have it, the next it's gone.

Knowing this precious gem is difficult to mine, challenging to sustain, and almost impossible to measure, it's critical to be intentional about cultivating and nurturing trust every day. Great leaders who've mastered the tenets of trust-building find success comes quicker and more easily when trust is the foundation of what they do. Teams and organizations flourish when trust is prioritized.

To help you launch your trust-building journey, consider the following strategies:

- **Take an Honest Approach.** Great leaders start with self-assessment. They ask themselves if their words and deeds are congruent and if their actions and behaviors are building or eroding trust. They dig deeply into their memory bank to unearth concrete examples of when they endeavored to build trust. They evaluate successes and what has worked and more importantly, they consider

Tony Cortese is the Principal of ARIA Leadership Coaching & Consulting and the co-founder (with David Keegin) of INSIGHT Action Learning Group. He brings more than 35 years of experience in leadership, human resources, consulting, mentoring, and coaching to his clients. Prior to forming his company, Tony worked at Herman Miller for 22 years where he served as the Senior Vice President of People Services. Prior to his time at Herman Miller, Tony spent a decade as the Human Resources Manager for Church & Dwight Co. and several years with Sage Management Resources; a human resources consultancy. Tony began his career at Ralston Purina.



their failures and how they can improve moving forward. They work to develop intentional trust building activities and they continually test for effectiveness.

- **Ask for Critical Feedback.** It's not easy to hear the truth, especially when it involves criticism. But strength comes from having the courage to listen intently, processing the input, rolling with the punches, and building your resilience. Don't overreact or get defensive. Instead, be curious, be open to suggestions and explore feedback that might indicate potential room for improvement. The best leader is one who couples vulnerability with determination. If you want to build trust, show others how you learn. Lead by example and model the way.
- **Work With a Coach.** Working with a Coach is a great way to learn first-hand about building trust-based professional relationships. Find a professional that aligns with your style to help you discover blind spots and potential areas of resistance. Work with someone who can help you deeply examine areas for improvement and any ingrained habits that may require thoughtful change. Your coach can partner with you to develop an accountable approach that will lead to change. Remember, trust is the objective. Uncovering new ways to garner, embody, and sustain trust will positively impact your success.

Ultimately, trust must be earned. Once you demonstrate that you prioritize trust, your team will follow suit. The critical element of trust is one that shouldn't be dismissed in a successful leadership journey.



Meet Gloria Lara, Executive Director, Lakeshore Ethnic Diversity Alliance



Q: What is your top career accomplishment?

I've had two significant career accomplishments. I spent over 25 years in the automotive industry, based in the Detroit area. After several years in financial assignments, I transitioned to program

management and led program management departments for several Tier One auto suppliers. I developed and implemented methods for launching new product programs in one of those assignments. As a result of leading 13 program managers, we successfully launched 20 programs in one year with no major launch or financial issues. This compared to the previous year before I took the assignment when nine programs were launched, with significant launch and financial issues.

My other major career accomplishment is successfully transitioning from for-profit to leading non-profit organizations. For the past 12 years, I've led organizations that are focused on making certain their voices are heard — girls through Girl Scouts; Hispanic businesses through the Detroit-based Michigan Hispanic Chamber of Commerce; and under-represented peoples through Lakeshore Ethnic Diversity Alliance.

Q: Best piece of advice you've ever received?

You cannot lead from the top down. In almost any endeavor, I learned that you need to go to the people who are actually doing the work. They have thoughts and ideas which are quite valuable in many cases. The secret to my success in program management was to go to the program manager you have not heard from because their programs always launched smoothly. I would ask that program manager for their thoughts regarding new processes, and they would give me honest feedback because they knew I listened to them.

And similarly, for non-profits, in developing and delivering programs and services, ensure you receive significant input from the people you serve. Non-profits need to be able to adjust and change as situations and circumstances change. COVID-19 definitely challenged non-profits.

Q: Who has been your greatest inspiration?

My parents! My father, a groundskeeper, told me to always remember where you come from. And my mother, a state clerical employee, always encouraged me to use my voice for people who do not get heard. My parents always told me to focus on my education so I would not have to work as hard as them. They ensured I always had a library card so I could read as much as possible since they could not afford to buy books for us. At that time, it was unusual for Mexican-American parents to encourage their daughters to go to college. But it was a given from an early age that I would somehow go to college.



Q: How will the Chamber benefit from your involvement as a board member?

As a former chamber CEO and a non-profit leader, I am encouraged to see the other chamber board members considering the overall impact on our community with their businesses. And as a former auto executive, I understand the challenges they have with their companies. I can bring different voices and perspectives because of my background and experiences, which have not always been available to the Chamber. I am impressed by the leadership I see and the openness to expansive thoughts and ideas.

Upcoming Programs

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

March 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](#)

March 8, 2023

Community Connections

4:30 PM – 6:00 PM

Compassionate Heart Ministry

If you're looking for an opportunity to give back to your community, then join us for Community Connections! You'll get to meet with several local nonprofits to discover short-term and long-term volunteer opportunities. This could include board and committee commitments.

Sponsored by: [Fifth Third Bank](#)

March 14, 2023

Wake Up West Coast

8:00 AM – 9:00 AM

Haworth Hotel

We will be joined by Joy Sportel and Melissa Malburg from Progressive AE to learn how truly engaged, healthy individuals lead directly to a thriving, successful business. You do not want to miss this Wake Up West Coast!

Sponsored by: [Consumers Energy](#)

15 de Marzo de 2023 (March 15, 2023)

Taller de la Red Hispana de la Cámara de la Costa Oeste: Cómo Iniciar Su Negocio (West Coast Chamber Hispano Network Workshop: How to Start Your Business)

11:00 AM – 12:00 PM

Cámara de Comercio de la Costa Oeste de Michigan (Michigan West Coast Chamber of Commerce)

Únete a nuestro taller "Herramientas para Iniciar un Negocio", que está diseñado de manera creativa para ayudarte a establecer los pasos clave necesarios para comenzar tu propio negocio. Ernesto López, dueño y broker principal de UBeHome Real Estate te guiará a través del proceso de principio a fin. Este taller será presentado en Español.

(Join us for a Business Startup Tools Workshop that is creatively designed to help you establish key steps needed to start your own business. UBeHome Real Estate Owner, Ernesto Lopez, will walk you through the process from start to finish. This workshop will be presented in Spanish.)

March 28, 2023

Zeeland Affinity Group Meeting

9:00 AM – 10:30 AM

Spectrum Health Zeeland Community Hospital

The Zeeland Affinity Group (ZAG) is the place to come and meet with other Zeeland business representatives and share experiences. Join us as we convene the group to catch up and hear updates from fellow ZAG members.

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

March 29, 2023

Women Inspiring Women

3:30 PM – 5:00 PM

Port 393

We hope you'll join us for our Women Inspiring Women event! You'll have the opportunity to network with other women over appetizers and beverages. Plus, you'll learn how to claim your value and harness the power of affirmation from our guest speaker Kristie Clayton.

Sponsored by: [Quality Car Wash](#)

Michigan West Coast Chamber of Commerce



HAPPENINGS



Chamber members pose for a photo at our January Maximize Your Membership event.



Chamber members network at Sperry's Moviehouse before participating in The Leadership Test with Drew Dudley.



Event attendees pose for a photo at our January Maximize Your Membership event.



One of our January Power Lunch Door Prize Winners, Victoria Carpenter of Locale Nutrition, poses for a photo with Chamber team members.



The West Coast Chamber held a ribbon cutting to welcome HAP to the West Michigan market!



The West Coast Leadership Class of 2023 listens to a presentation at Ottawa County Central Dispatch as part of their Justice Day programming.



Our Ambassadors gathered at Mission Design & Automation for their January meeting. Thank you to Blue Cross Blue Shield for sponsoring this group!

Premier Partner Spotlight

Metal Flow Corporation: Deeply Committed.

The people of Metal Flow Corporation are deeply committed to providing the highest quality processes and products to customers around the world.

Metal Flow takes pride in being both a technical leader and a people driven organization. Through this commitment the company has become a worldwide innovator of deep draw and progressive die stampings. Their products include complex components of varying shapes and sizes that support a variety of industries including the automotive space. They are known for being innovators

and for helping customers engineer the highest quality product in a cost-effective way.

Craftsmanship, team collaboration, a positive attitude, and a deep-seated work ethic



drive the people of Metal Flow. The organization prides itself on its technical prowess, its customer service, its quality performance, and commitment to manufacturing excellence.

By using the principles of its founders and adapting those to the changing aspects of the business environment, the team remains true to the organization's legacy while positioned for the future.

Metal Flow believes in the philosophy of community trusteeship and remains committed to the success of the Holland and Zeeland communities and looks forward to business growth, local supplier collaboration, and personal opportunities for its team members.



SAVE THE DATE: LEADERSHIP WEEK MAY 16, 2023 - MAY 17, 2023

LEADERSHIP LIVE

MAY 16, 2023

11:00 AM - 12:00 PM

ENGEDI CHURCH

PROGRAM SPONSOR
 FIFTH THIRD BANK

COMMUNITY IMPACT DAY

MAY 17, 2023

1:00 PM - 4:00 PM

LOCAL NONPROFITS

PROGRAM SPONSOR
 LG Energy Solution

AFTER PARTY CELEBRATION

MAY 17, 2023

4:00 PM - 6:00 PM

WEST COAST CHAMBER

PROGRAM SPONSOR
 LG Energy Solution



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

ABRA Auto Body/Chrispell Auto Body Repair
 Accurate Engineering & Manufacturing, LLC
 AD Bos Vending
 Apothecary Gift Shop
 Attorney Adam Zuwerink - West Michigan Law, P.C.
 Aukema & Company, P.C.
 Barber Ford, Inc.
 Beechwood Photo Organizing
 Bethany Christian Services
 Big Dutchman, Inc.
 Black River Acupuncture & Integrative Wellness
 Bowerman's on 8th
 Boys & Girls Club of Greater Holland
 Bradford Company
 Buiten & Associates Insurance
 Chips Groundcover, LLC
 Christian Brothers Automotive
 City on a Hill
 CL Construction
 Coastal Group / Coastal Container / Coastal Automotive
 Comerica Bank
 Compassionate Heart Ministry
 Conpoto - **10***
 Crazy Horse Steakhouse & Saloon
 Crestview Golf Club, LLC - **60***
 Cunningham Dalman, P.C.

DeLeeuw Lumber Co., Inc.
 Disability Network/Lakeshore
 EDP Management - **25***
 Edward Jones Dolbow
 Edward Jones Hebel - **50***
 Edward Jones Pedersen - **50***
 Electric Hero
 Engedi Church - **10***
 Engedi Salon - Holland
 EV Construction
 Five Star Real Estate Lakeshore Dawn Van Kampen
 Foster Swift Collins & Smith, PC
 FreedomDev
 Garden Crossings LLC
 Greater Ottawa County United Way
 Haveman Electrical Services, Inc.
 Henderson Glass
 Hoekstra Electrical Services
 Holland Area Convention & Visitors Bureau
 Holland Board of Public Works
 Holland Free Health Clinic - **5***
 Holland Hospital
 Hope Network
 Hungerford Nichols CPAs + Advisors
 Hungry for Christ
 Ivy House
 Jean Marie's
 Lakeshore Nonprofit Alliance
 Lakeshore Property Management, Inc.
 Lakewood Construction

Lamb Industrial Supply
 Lenz-Balder Insurance, Inc.
 Lezman Services LLC
 Lighthouse, An Alera Group Company
 Literacy Center West Michigan
 Merle Boes, Inc.
 Michigan Fosters
 Midwest Construction Group, Inc./ Geerlings Development Company
 Movement West Michigan
 MVS Ventures Corporation
 Nelis' Dutch Village
 Nestlings Diaper Bank
 New Holland Blueberries Corp.
 New York Life Insurance Company Yates
 North Pointe Apartments
 Northgate Appliance, LLC - **50***
 Northwestern Mutual - Staat
 Office Outlet / The Company Store - **20***
 PADNOS
 Peachwave - Self Serve Frozen Yogurt - **10***
 Perspective 3-D
 Planet Fitness
 Priority Health
 PSG, Inc.
 Rabbit River Transport II, LLC
 Reliant Professional Cleaning Contractors, Inc.
 Rhoades McKee
 Rieth-Riley Construction Co., Inc. - **20***

RLS Hutt
 Rohde Construction
 Royal Park Place/Royal Atrium Inn
 Salubridy Vida Day Spa
 Semco Energy
 SERVPRO of Holland/W. Ottawa County - **20***
 softArchitecture
 SpartanNash - **60***
 T2 Construction
 Teriyaki Madness
 The Employers' Association - **10***
 The Mall of Crown Motors
 Thermotron Industries
 ThesisTech - **5***
 TNT Roofing, Inc.
 Tulip Time Festival, Inc.
 United Bank
 Van Dam Auto Sales, Inc.
 Waverly Meadows
 West MI Plumbers, Fitters & Service Trades Local
 West Michigan Transport - **10***
 WHTC
 WJQK 99.3
 WPNW / JoyWorship 96.5FM, 1260 AM
 Zeeland Charter Township
 Zeeland Historical Society-Dekker Huis Museum



New Members

Welcoming these new members who recently joined the West Coast Chamber

72Sold Area Director
 Licensed by Keller Williams
 Harbortown Realty
Phil Nykamp
 (616) 377-9700
 www.philnykamprealestate.com
 phil@philnykamp.com

Alec P Creative
Alec Payleitner
 www.alecpcreative.com
 alec@alecpcreative.com

Camp Sunshine
Kathy Rohlman
 (616) 994-9897
 www.campsunshinemichigan.org
 info@campsunshinemichigan.org

Crown Motors Chrysler/Dodge/Jeep/Ram
 (616) 795-4840
 www.crownmotors.com
 crownteam@crownmotors.com

FITIN24 GYM IN HOLLAND
Sunyoung Kim
 (616) 396-1800
 www.fitin24holland.com
 service@fitin24holland.com

Fred the Mattress Man's - Affordable Mattress of Holland
 Fred Dirkse
 (616) 848-1800
 www.affordablemattressstoreholland.com
 fred@hollandmattress.com

Human Interest 401(k)
Amy Palmerton
 (877) 475-0179
 www.humaninterest.com
 amy.palmerton@humaninterest.com

Mezkla
Patricia Vasquez
 (616) 610-4127
 www.mezklatqueria.com
 patricia@mezklatqueria.com

Natron Energy - Holland
Justin Bonner
 (262) 220-3137
 www.natron.energy
 justin@natron.energy

PlaybookBuilder
Jon LoDuca
 (616) 200-4094
 www.TeamPlaybookBuilder.com
 jloduca@playbookbuilder.com

Ready Payday Loans
Neil Uttamsingh
 (647) 293-8611
 www.readypaydayloans.com
 readypaydayloans@gmail.com

Robinson's Popcorn
Benjamin Robinson
 (616) 298-8014
 www.robinsonspopcorn.com
 robinsonspopcorn@yahoo.com

Sherwin-Williams
Courtney Wood
 (616) 368-6879
 www.sherwin-williams.com
 sw722303@sherwin.com

The Flourish Society
Carmen Meurer
 (616) 990-6396
 www.theflourishingsociety.org
 carmen@theflourishingsociety.org

Unbound Healing
Clint Noiseau
 (616) 528-0099
 www.unboundhealing.com
 info@unboundhealing.com

White Pine Construction & Design
Lindsey Barkel
 (616) 499-8402
 www.whitepinedesign.net
 hello@whitepinedesign.net



Committed to the Lakeshore Community

JR Automation is proud to continue its 40+ year investment in the West Michigan community, including our recent facility expansions on Waverly Road and East 64th Street. To learn about all of our employment opportunities and how you can join our growing team, visit:

jrautomation.com/careers