

Heather TenHarmsel
Owner
The Poppy Peach

Growth Mindset:
Transform Your
Thinking to Achieve
Greater Success

Bringing Downtown
to the Waterfront

Changing the Narrative
on Sustainability

The Poppy Peach: One Woman's Journey to Entrepreneurship

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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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Michelle Rottschafer
Marketing & Communications
Coordinator

Colleen Schipsi
Vice President of Operations

Hannah 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

Spring has officially sprung in West Michigan and that means new ideas, opportunities, and developments are blooming all around us! At the West Coast Chamber, we're excited to share just a few of these fresh blooms with you in this month's magazine.

Inside this issue, you'll get to know Heather TenHarmsel, owner of the Poppy Peach, as you learn about her journey to entrepreneurship. You'll also learn how to transform your thinking to achieve greater success, discover how one organization is working to bring downtown to the waterfront, and understand the importance of changing the narrative on sustainability.

We encourage you to embrace this season of abundant growth by embracing the fresh blooms all around you!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber of Commerce



CONTENTS

- 4 Growth Mindset: Transform Your Thinking to Achieve Greater Success
- 6 Bringing Downtown to the Waterfront
- 8 Changing the Narrative on Sustainability
- 10 The Poppy Peach: One Woman's Journey to Entrepreneurship
- 13 Gentex Sponsors Grand Rapids Gold Elevate Reading Program
- 14 Introducing the Zeeland Welcome Center
- 15 [REDACTED]
- 16 Upcoming Programs & Happenings at the Chamber
- 18 Premier Partner Spotlight
- 19 New & Renewing Members



GROWTH MINDSET

Growth Mindset: Transform Your Thinking to Achieve Greater Success

By **Kristen Kosidowski** | Director of People Strategy, Twistthink

In a season of quiet quitting and the great resignation, companies are struggling with employee retention. Unwanted turnover is overwhelming organizations across the country, negatively impacting people, profit, and progress.

According to the Quantum Workplace, the United States is on track to lose \$430 billion annually by 2030 due to employee turnover.

With employee retention top of mind, it's more important than ever for companies to cultivate a culture that attracts and retains top talent.

A Stanford University psychologist by the name of Carol Dweck began exploring the idea of mindset in the 1970's-1980's. She studied how the concept of mindset

relates to achievement and motivation, and she discovered that people had one of two types of mindsets: a fixed mindset or a growth mindset.

Those with a fixed mindset believed that their abilities couldn't be changed. On the contrary, those with a growth mindset believed their capabilities and intelligence could be strengthened and further developed through effort and learning. Furthermore, Dweck's findings concluded that individuals with a growth mindset were more likely to persevere through challenges and achieve their goals.

Consider for a moment the impact that a growth mindset could have on human performance and potential. It could be a game-changer for your workplace culture.

If you look up the meaning of growth mindset, there's no concrete definition. Although interpretations may differ, most are defined by a focus on learning and improving, a willingness to take on challenges, and a resilience in the face of failure.

Those with this mindset understand that growth isn't linear, and success is not a destination. It's a journey of continuous development, iteration, and self-discovery.

Fostering a growth mindset is imperative for organizations looking to increase employee engagement and satisfaction.

A growth mindset energizes your people. It makes them excited about their work and eager to lean in, engage, and learn more. It allows individuals to view challenges as opportunities for improvement. They embrace setbacks as a step in the development process.

Having a shared growth mindset as a team creates a safe, supportive work environment. This involves intentionally orienting your systems, processes, and team around cultivating growth. It's fostering a culture of psychological safety and inviting team members to have an open dialogue with their leaders and peers. It's having a shared goal of success and understanding and communicating that failure is expected and will be a part of the journey in moving forward.

It is a process of iterating, experimenting, and figuring out what works and what doesn't. It's being open and adaptable to change and understanding that everything isn't going to resonate with the team or with people as individuals.

Encouraging a growth mindset is about inviting team members to choose comfort in discomfort. When you're faced with an opportunity to choose what you know and what you've done, rather than what makes you uncomfortable, you'll most likely choose comfort. If you shift your mindset, however, you'll intentionally choose to



put yourself in a situation of discomfort because that's where the growth happens.

Oftentimes, goal setting is tied to merit and there are consequences for individuals that don't achieve their goals. This causes employees to set goals they know they're capable of achieving. They'll shy away from challenging themselves and setting bold goals. They're motivated by fear and comfort rather than by the belief or mindset that they are capable of more than they know or have previously done.

To cultivate a growth mindset culture, leaders need to encourage their team to set bold goals and challenge their potential. This will lead to higher achievement, greater satisfaction, and better business outcomes.

Shifting your mindset from fixed to growth is more than just putting an inspirational quote on the wall. It's about choosing to be bold and learning when we fail. It's about being intentional and embracing the journey. It's about getting 1% better every day.



Kristen Kosidowski, Director of Talent Strategy at Twistthink, leads the team's growth and development and drives talent initiatives, processes, and recruitment. With her excellent problem-solving skills and ability to build relationships, Kristen's goal is to enhance career experiences by encouraging teammates to reach their highest potential. She is passionate about mindfulness and coaching, and strategically integrates these into the workplace to create a more fulfilling work environment.



Bringing Downtown to the Waterfront

By **Doug DeKock** | Partner, *Geenen DeKock Properties*

This May, Holland residents are going to have the opportunity to vote on a proposal in alignment with the Waterfront Holland initiative to finally connect our Downtown to the waterfront. The proposed redevelopment of the current Verplank City Dock site at the west end of 8th street will create a shared, vibrant, and accessible space to enjoy the water including greenspaces, benches and viewing areas, a restaurant, hotel, ice cream shop and boat docks.

As plans have unfolded, we've heard a few common questions from folks about what's in store and how this is going to benefit the community:

How did this proposal take shape?

This vision has been decades in the making, a natural extension of the strategic planning process that transformed Downtown Holland into the wonderful destination for culture, business, and hospitality it is today. Revisited in 2018-2019 with the Waterfront Holland initiative, hundreds of community members participated in forming a new vision for community access to the Macatawa River Watershed in north downtown and Lake

Macatawa at its western reaches. A shared set of priorities emerged: expanding public-access to Lake Macatawa, promoting sustainability, encouraging mixed uses, and creating a connection between our downtown and the waterfront for both the public and the boating public to enjoy.

The City solicited development proposals for the reuse of the decommissioned James DeYoung power plant site, and the Geenen DeKock Properties team was the only proposal submitted. The process of refining the development has been a true public-private partnership, reflected by close collaboration with the City, BPW, local architects, experts in community planning, and cooperation and participation of waterfront property owners.

What will happen if Holland votes yes to sell the JDY site?

A "yes" vote will enable Geenen DeKock Properties to submit our proposal through the City's normal development processes, like with any other development in the City. This will involve Planning Commission and City Council approvals and the opportunity for public involvement in the final development plan.

With this voter approval, Geenen DeKock Properties, the City of Holland, and Verplank City Dock will exchange properties, with the 17-acre site of the James DeYoung power plant on Pine Avenue being acquired by Verplank City Dock and the existing Verplank site and the former Toolwerks site being acquired by Geenen DeKock Properties for the waterfront development.

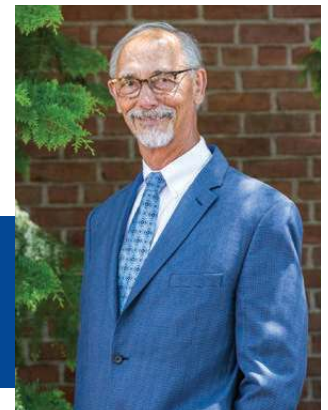
In close alignment with the principles of Waterfront Holland, Geenen DeKock will develop a mixed residential and commercial space at the west end of 8th Street with access to the water, walkways, restaurant, marina, and other amenities.

At the James DeYoung site, the decommissioned power plant will be taken down and the area will be environmentally remediated, and Verplank will relocate its aggregate business to that site. Importantly, a portion of the site will be reconfigured to route heavy truck traffic from Padnos, Brewers, and Verplank to the north (and out to the highway) instead of south to 9th Street, where they currently operate. This is one of the biggest bonus benefits of the project — eliminating or at least significantly reducing heavy truck traffic downtown, which will make the area quieter and safer.

Part of the project will also support the addition of several improvements to Kollen Park. For example, we have discussed with the City a plan to update the bandshell and install other friendly-improvements to the Park.



Doug DeKock is responsible for new development projects and the daily operations of Geenen DeKock Properties. Doug also promotes new business for GDK Construction and assists in policy, strategic planning, and client relations for GDK Construction and Geenen DeKock Properties. His ability to communicate and work together with all of those involved in a project assures that the project meets or exceeds a client's expectations.



Will this cost Holland residents anything or raise taxes?

No! This waterfront development project will not affect property taxes. In fact, the project will have a positive impact on the economy as a whole — about \$20 million a year according to a study from SB Friedman, the City's consultant. The site will enhance Holland's tourism and hospitality economy with desirable docking for commercial cruises and recreational boaters, additional lakefront housing, and a convenient connection to the downtown shopping district.

What gets you most excited about the project?

I think the part that has us the most excited is finally being able to connect 8th Street and especially downtown to a waterfront experience, one that makes a visible connection to the waterfront when looking west from downtown and really activates the West end of downtown. It's going to create a destination for local folks as well as tourists to enjoy the view, take their families, get food and ice cream, and really just enjoy the water.

Changing the Narrative on Sustainability

By Joe Sikma | Sustainability Manager, ODC Network



Since the convening of the 1987 Brundtland Commission, a group gathered by the UN to guide sustainable development at the international scale, sustainability has most commonly been defined as “meeting the needs of today without jeopardizing the needs of future generations to meet their own needs.” This language is actionable for a governing agency but restrictive to an organization focused on service and production in a capitalist economy. In a community that prides itself on being the best place to live, work, learn, and play, the task of simply “meeting” needs is a less than inspiring and “jeopardizing” insinuates an inherent negative impact of business on the environment and future generations.

Instead, maximizing value for **all** stakeholders may be a better working definition.

Mass media loves to paint sustainability as a movement defined by protests, climate strikes,

planetary crisis, restrictions, regulations, and ultimately a reason for guilt.

Thankfully, Michigan’s West Coast business community is changing the narrative. Here, sustainability looks like:

- Cross-sector partnerships that restore the environment, promote well-being, and bolster economic prosperity.
- Innovative production practices that generate new jobs, reduce material consumption, and enhance our daily lives.
- Commitment to conservation of the natural spaces that give the lakeshore its unique character and enable our community to thrive.

Joining the Movement

With Earth Day fast approaching, there is no better time to evaluate how your organization can join the growing

sustainable business movement in West Michigan. Consider the following four steps as a starting point in your sustainability journey.

Mind your Mission

Why does sustainability matter to you and your stakeholders? It could be a matter of corporate citizenship, competitive advantage, cost-savings, compliance, a combination of these factors or something entirely different. In order to do sustainability well, a business should be able to articulate the connection between this concept and its mission, vision, and value proposition.

Measure

To know where you're going, you need to know where you're beginning. Taking time to document your current state with key sustainability performance measures will enable your organization to quantify its ROI, identify effective strategies, and communicate progress to stakeholders.

Begin by identifying and empowering the internal champions to lead this work. These individuals should have the resources and agency to make change and a stake in the outcome of their decisions.

Gathering this team to complete a materiality study, the process of identifying stakeholders and the impact your organization has on them is a common launch pad for all good sustainability programs.

Make a Plan

Once you've nailed down your motivation and metrics, it's time to make a plan. What do you want to achieve? How will you achieve it? Who will be responsible for it? And how long should it take?

Setting SMART goals and science-based targets is an important step. However, the difference between an aspirational marketing campaign and an effective sustainability program lies in an organizations ability to



create and follow a road map to actually achieve its goals. Critical to this process is the establishment of a regular review cycle and a means of communicating challenges and successes with stakeholders.

Meet With Your Peers

West Michigan is home to an extensive network of businesses, non-profits, and consultants that are at the cutting edge of corporate responsibility. Many West Coast Chamber members are nationally recognized leaders in the sustainability space. Look to peers for support as you seek to improve your own practices. Partnering with local strategy consultants, forums, and industry-specific interest groups can rapidly increase your progress and eliminate barriers to success.

These steps may not happen sequentially, but they should all have a place in your plan of action. Regardless of the order, it's important to take things one step at a time. Sustainability is difficult but it doesn't need to be divisive or discouraging. When done correctly, investments in this arena should be a win for your business and a win for West Michigan.



Joe Sikma is a Sustainability Manager for the ODC Network and an ISSP Certified Sustainability Excellence Associate with degrees in Environmental Studies and Business from Calvin University. As a promoter of the ODC's Nature-rich philosophy, Joe is an advocate for the community-building potential that can be unleashed when we reconnect our businesses with the natural world. He thrives on projects that gather diverse stakeholders to meet their personal goals while supporting the social, environmental, and financial wellness of West Michigan.



The Poppy Peach: One Woman's Journey to Entrepreneurship

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

Photo Credit:
Elisabeth Marie Photography

If you've strolled the streets of Downtown Holland, it's likely that you've visited The Poppy Peach, an upscale boutique known for its unique gifts and welcoming environment. But how much do you know about Heather TenHarmsel, the woman behind The Poppy Peach? We sat down with her to discuss her path to entrepreneurship, the store's unprecedented growth, and the future for the boutique.

Tell us about your business, The Poppy Peach.

We're a boutique that includes women's fashion, home décor, accessories, and unique gifts. We strive to carry brands that donate to nonprofit organizations and carry handmade and locally crafted items. We're also dog-friendly and have treats for furry visitors!

What inspired you to create The Poppy Peach?

When I worked in health care, I created earrings for friends, family, and co-workers. People loved them so much that I decided to leave health care to create a wholesale business. Before I knew it, my earrings were being sold in 30 stores throughout Michigan. About eight months after creating my wholesale business, I decided to open a brick-and-mortar store that would carry earrings, women's fashion, home décor, and unique gifts. My inspiration came from always being crafty!

You recently launched a second location of The Poppy Peach in Zeeland. What drove you to expand the brand to the Zeeland community?

I think Zeeland needed a fun-filled store with a little bit of everything! I also think quite a few people in Zeeland avoid Downtown Holland, especially during spring and summer. Plus, I wanted Zeeland residents to be able to experience The Poppy Peach. Our Zeeland location is smaller than Downtown Holland, but we still have a lot of similar items. We carry something for everyone!

We've heard there may be a third Poppy Peach location in the works. Can you tell us more about that?

Yes, I'm actively seeking a third location for the Poppy Peach! While I haven't found the perfect spot just yet, I'm working with a local realtor with the hopes of selecting a location by the spring of 2023. I plan to post additional updates on our Instagram and Facebook.

How did you build a successful and loyal customer base?

Simple — great customer service! I constantly hold training sessions with my team to ensure everyone is properly trained and understands that our customers come first. We strive to get to know our customers on a personal level and build a relationship with them. We also reward them with a free VIP program through our POS system. Customers can track their rewards, coupons, receive special offers, birthday gifts, and more!



What marketing tactics have been the most successful for your business?

I've seen great success from using Instagram and Facebook consistently, attending West Coast Chamber events, leading a networking group, hosting hands-on events in store, and being a social butterfly. It's important to get out of your comfort zone to grow personally and professionally, reach new markets, overcome obstacles, and learn from others!

Tell us about the culture at The Poppy Peach. How did you establish it?

I believe establishing culture starts at the top. I share expectations, host regular trainings, and provide plenty of opportunities for team outings. After all, the team is a representation of the brand, and it's important to have fun at work while maintaining professionalism. I also strive to help other organizations and nonprofits as much as possible. The team and I have partnered with Compassionate Heart Ministries, Kids' Food Basket, and Harbor Humane. We value our community and want to support them as they support us and other locally owned businesses.



working hours, but I also understand that some things happen out of my control. I work on delegating tasks and make lots of lists!

What advice would you give to others who are looking to start their own business?

Make sure you are doing something you're passionate about. There is no such thing as "get rich quick" unless you win the lottery. Make sure you have a business plan and have your financials in place. Don't overdo it. It's okay to start small. Business is also about growth! Lastly, be happy and have fun! Life doesn't always have to be serious. Laugh when you make mistakes and try to go with the flow.

What would you say are the top three skills needed to be a successful entrepreneur?

The ability to learn. The world is always changing. Learning helps you grow, adds value to yourself, and helps keep your skills up to date. **Being persistent.** Persistence keeps you focused and determined even when you experience failure and stress. **Having great communication skills.** Great communication helps you speak with others, network, educate, talk about your business, delegate, and so much more.

What do you enjoy the most about entrepreneurship? What do you find the most difficult about it?

I enjoy doing what I love, the people, and making an impact on the community. What I think is the most challenging about being an entrepreneur is balancing my personal and professional life. Even when I'm not working, there's always a running list of things in my head that I need to accomplish. I try to create set



Gentex Sponsors Grand Rapids Gold Elevate Reading Program

For the second year in a row, Gentex sponsored the Grand Rapids Gold Elevate Reading Program for local schools during National Reading Month in March. This year, the program expanded to include West Ottawa Public Schools along with Holland and Zeeland Public Schools.

The three participating school districts offered the reading incentives to students in young 5s through fifth grade. They held read-a-thons, during which students committed to read for 20 minutes outside of school each week. In return, Gentex sponsored weekly prizes to encourage kids to keep reading. The prizes ranged from magnetic bookmarks to pens that spin and light up.

"There are so many benefits children experience when they learn to love reading early in life," said Joe Matthews, Gentex's Vice President of Diversity, Equity, and Inclusion. "We were excited to partner with the Grand Rapids Gold on this amazing project. This program is impacting 7,000 students in the schools where our employee's children attend, so we are proud to support it."

The Grand Rapids Gold is the NBA G League affiliate team for the Denver Nuggets. The team mascot, Buckets, stopped by each school near the end of the month to hand out books to students who completed the entire reading program. He high-fived and posed for pictures with students to celebrate their achievements. Director of Talent Acquisition Daniel Quintanilla also stopped by some of the schools to join in the fun.



"We want Gentex to be known as the employer of choice in West Michigan, not only for providing a great work environment for our employees, but also for supporting the community in which their families live," said Quintanilla. "Gentex continues to seek new ways to support local schools, businesses, and nonprofit organizations through partnerships like this one with the Grand Rapids Gold."

Along with the reading incentives, the students also had the opportunity to sign up for free tickets to attend a Grand Rapids Gold basketball game on Sunday, March 12. The Gold players wore special Gentex-themed jerseys on the court for a Gentex "takeover" game. During the game, spectators could buy raffle tickets to raise money for the Women@Gentex Business Resource Group community partner, the Women's Resource Center.

"Gentex's sponsorship of the Grand Rapids Gold game on March 12 allowed us to bring two of our diversity, equity, and inclusion initiatives together on the same day," explained Matthews. "It was a fun reward for the students, and it helped raise money for a nonprofit community partner, the Women's Resource Center, which provides services to educate and empower women for workplace success."

"We hope students enjoyed attending the 'Gentex Takeover' game with the Grand Rapids Gold," said Quintanilla. "It was a cool way to bring this year's reading program to a close. Each year, we hope to bring new incentives to keep children excited about reading."





Introducing the Zeeland Welcome Center

By **Katelyn Bosch VerMerris** | Director, The Zeeland Historical Society

At the Zeeland Historical Society, we preserve our history so our children can discover their roots. We curate thoughtful exhibits so visitors can be inspired to reflect on the world around them. We teach about the past so this understanding can allow us to create better futures. This calling to create connections is what drove us to create the Zeeland Welcome Center coming in June 2023. It will serve as the first stop for tourists and locals who are seeking to deeply connect with our community.

Compliment to Zeeland's Development

Zeeland is evolving an already vibrant downtown into an expanded district with snow melt, additional housing, and more retail. Many projects are underway, including the adaptive restoration of the historic Sligh Furniture factory. The Zeeland Welcome Center partners with these plans to enhance the walkability and accessibility of downtown.

Katelyn Bosch VerMerris has always loved history, travel, and historic places. This passion led her to earn a bachelor's degree in history and strategic communication from Calvin University and a master's degree in public history from West Virginia University. She is the first director of the Zeeland Historical Society and has been leading this previously volunteer-led nonprofit for 2 years.

Heritage Design for Future Hospitality

The Zeeland Welcome Center is housed in the Dekker Huis Museum, which has been showcasing local history in downtown Zeeland for 47 years. It features the preserved 1876 home of early residents Dirk and Leuntje Dekker as well as other exhibits on local businesses, people, and places. Funding from Zeeland Board of Public Works supported renovations to the gallery and hospitality space. The renovation further nods to mid-century modern design due to the rich heritage of this significant movement in West Michigan. MillerKnoll donated much of the furniture for the space. The Welcome Center will be launched along with a temporary exhibit on the history of Herman Miller that run from June-December 2023.

Connection for Tourists and Locals

The Zeeland Welcome Center serves as a connection point for businesses, individuals, and community groups. It will host information on churches, restaurants, and local events. Future resources will be developed based on inquiry data. Self-guided tours will be available including the Zeeland Downtown Walking Tour and Veneklassen Brick Driving Tour.

Always Available Online

The Zeeland Welcome Center is available online at zeelandmi.org. This website includes information on restaurants, churches, and other attractions. This website and the walking tours were funded by a grant from the Macatawa Area Coordinating Council.

Connection is at the Center

West Michigan is known for fostering creative partnerships for the betterment of the community. The Zeeland Welcome Center will be a place of connection and partnership. It will be a place that the Holland Visitor's Bureau can direct visitors seeking information on Zeeland. It's a collaboration with the City of Zeeland to partner with their fantastic events, downtown district, and planned development. It's a place for Zeeland residents to learn more about their community and for Zeeland visitors to have a meaningful experience.



Kyle Mayer, Superintendent, Ottawa Area Intermediate School District



Q: What is your top career accomplishment?

When I reflect on what I consider to be my top career accomplishments, they all involve making a difference in a child's life.

Like the student who told me I inspired him to be a teacher and

is now positively impacting the lives of future generations. I also think back to when I was a principal and formed a relationship with a chronically absent student by visiting her home and reading books together. She got back on track with her schooling and graduated. I'm happy to say we are still in touch to this day.

As OAISD superintendent, I have been fortunate to work alongside talented and dedicated educators regionally and statewide to make a difference for children in the areas of literacy, numeracy, and student health and well-being. A tremendous accomplishment I am proud to have been a small part of is working side by side with Ottawa Area educators, Boards of Education, and community partners during the pandemic to preserve in-person learning for our students to the degree that we did.

I'm proud to say I have had many moments like these in partnership with parents, fellow educators, and the broader community. I believe the greatest accomplishments are always a team effort.

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

A famous quote from author Maya Angelou offers this, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." I find that to be



great advice for leaders in the business of working with people who want to inspire the kind of collaborative organizational culture built on trust that brings about the best in everyone.

Q: Who has been your greatest inspiration?

My mother, Sharry. She inspired me with her kindness, patience, determination, and service to others. Even as she lost her battle with cancer, her focus was on faith and the needs of others before herself. Mom found joy in making the world a better place for all those she came into contact with, and I strive to follow her example.

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

I am grateful to have been asked to join the Chamber Board and honored to be one of the first school representatives. It's incredible to be part of a community that recognizes education as a key partner in the



development and preservation of our thriving economy and business community. I look forward to listening and learning how education can enrich the work we are doing to grow with the needs of employers, particularly in the area of Career and Technical Education. Likewise, I trust that Chamber business and community leaders are eager to hear how they can support the efforts of education leaders as well. I look forward to further developing and strengthening a mutually beneficial relationship between schools and the Chamber community for the betterment of this generation and those to come. We have all been blessed to live and work in a flourishing community, and it's up to all of us to leave it to our children better than we found it.

Upcoming Programs

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

April 7, 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 Jason Latham, Executive Director of MACC, and Elisa Hoekwater, Executive Director of MAX regarding upcoming projects. We'll also hear updates from Lansing with our state legislators.

Sponsored by: [Blue Cross Blue Shield of Michigan](#)

April 11, 2023

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

We hope you'll join us for this special Earth Day edition of Wake Up West Coast! We'll be joined by a panel of sustainability experts led by Travis Williams, CEO of the Outdoor Discovery Center, to discuss the importance of sustainability and its impact on making West Michigan a great place to live, learn, work, and play. Breakfast and networking time are included.

Sponsored by: [Huntington Bank](#)

April 18, 2023

Happy Hour with the Chamber

4:30 PM – 6:00 PM

BAM! Entertainment Center

Join us at BAM! Entertainment Center in Holland 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!

May 5, 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 Lansing with our state legislators.

Sponsored by: [Blue Cross Blue Shield of Michigan](#)

May 16, 2023

Leadership LIVE

10:30 AM – 12:00 PM

Engedi Church

Marcus Allen, CEO of Big Brothers Big Sisters Independence, will deliver his keynote address, "Stop Trying, Start Doing." Allen will illustrate the importance of leadership and authenticity in the workplace. He will leave attendees with tools that will build upon proven mental and emotional intelligence strategies to allow them and their teams to take their career from ordinary to trailblazing. Attendees will feel a greater sense of personal empowerment, growth, self-awareness, and self-development.

Sponsored by: [Fifth Third Bank](#)

May 17, 2023

Community Impact Day

1:00 PM – 4:00 PM

Various Locations in West Michigan

Join us for our 4th Annual Community Impact Day! We need hundreds of volunteers to serve the greater Holland and Zeeland communities as dozens of nonprofits have identified service opportunities and areas of need. We are stronger together!

Sponsored by: [LG Energy Solution](#)

May 17, 2023

Community Impact Day Celebration

4:00 PM – 6:00 PM

Windmill Island Gardens

What's better following an afternoon of volunteering than a party? Join us as we celebrate the collective strength of our community with food, drinks, games, live music, and more! There is no cost to attend this event, but registration is appreciated.

Sponsored by: [LG Energy Solution](#)

HAPPENINGS



Ribbon cutting celebrating the grand opening of 4Front Credit Union's new branch on North River Avenue in Holland.



Engaged community members posed for a photo at our first ever Hispano Network Happy Hour at El Rancho in Holland.



Chamber members enjoyed networking at Tripelroot in Zeeland during our Happy Hour with the Chamber event.



Ribbon cutting celebrating the grand opening of 4Front Credit Union's new branch on Riley Street in Zeeland.



Tim Cosby, Co-founder of Conversational Management, presented a "Coaching from Within" workshop to a group of Chamber members this past February.



Our elected officials presented updates from Lansing at our February Advocacy in Action event.



Members of the LAUP team posed for a photo at the Hispano Network Happy Hour at El Rancho in Holland.



The West Coast Leadership Class of 2023 participated in a Simulated Society activity.



Scott Patchin presented "Sacred Spaces" at our February Wake Up West Coast.

Premier Partner Spotlight

Scott Patchin – EOS Implementer

Scott Patchin brings an honest, pragmatic, and strategic approach to EOS that complements the unique strengths of each of his clients. Scott’s clients and peers know him for his thoughtful listening and coaching, rooted in decades of experience developing teams within small and mid-size businesses.

Scott founded his consulting business The trU Group in 2009 to help grow-minded organizations develop their leadership teams, think strategically, and communicate more effectively. Not long after, he discovered the



simplicity and power of EOS and began introducing the model to his clients. He has worked with 50+ organizations and reached the milestone of 500 EOS session days with clients.



Scott is a published author of *People-Centered Performance* (2019) and *Truth at the Heart* (2020). He is an avid blogger and video content-producer, guiding his clients and the leadership community on how to best implement EOS tools.

Scott is a Michigan Native where he resides with his wife and four children. He loves the outdoors, and spends any free time he has running, riding his fat tire bike, working in the yard and garden, and fishing.

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The advertisement features a background image of a modern commercial building. On the left, there is a logo with a bar chart and a blue wave. Three icons are arranged horizontally: a green calendar, an orange percentage sign, and a blue icon of a banknote with a downward arrow. The text is in various shades of blue and orange.

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

Anchorage Marine Service
 Andrea Crossman / Coldwell Banker
 Woodland Schmidt Realty
 Arbor Circle Ottawa Services
 Arrowwaste
 AVWELLNESS
 Back To Health Chiropractic
 Berghorst, B.J.W. & Sons, Inc
 BioSafe Environment
 Brenner Excavating, Inc
 Century Driving School
 CertaPro Painters of Western Michigan
 Clarios
 Collins Bookkeeping Solutions LLC
 Construction Specialties Inc. - **10***
 Consumers Credit Union
 Corewell Health - **30***
 CS Erickson
 Developmental Enhancement, PLC
 Driesenga & Associates, Inc
 Dutch Treat Foods, Inc
 Dykhuis Farms Inc.

Dykstra Funeral Home, Inc.
 Edward Jones Diekema - **50***
 Edward Jones Simpkins - **50***
 Edward Jones Zylman - **5***
 EGLtech, Inc.
 European Autohaus
 Fleetwood Group, Inc.
 Fogg, a ProMach Product Brand
 Formed Solutions, Inc.
 Gazelle Sports
 Geneva Camp & Retreat Center
 GHP Systems, Inc.
 Good Samaritan Ministries
 Harmsen Construction
 Holland Community Chorale
 Holland Deacons' Conference - **25***
 Holland Stitchcraft, Inc.
 Huisman Flowers - A Division of
 Eastern Floral Lakeshore
 Huizenga Gamache & Associates
 Integrity Landscape Management LLC
 Janet McNamara, Realtor

KENCO
 Kitchen Tune Up
 Kristine Kay Interiors
 Lakeshore Family Chiropractic, PLC
 Langeland-Sterenber & Yntema
 Funeral Homes
 Langhorst Family Dentistry
 LifeCircles
 Marv's Car Lot Inc.
 Meadow Springs Apartments
 Mediation Services
 Michigan Forestry Company
 Microtel Inn & Suites by Wyndham
 Holland
 Midway Machine Technologies Inc.
 Mill Pond Realty, Inc. - **30***
 My House Ministry
 Nature's Market
 NetWerks LLC
 OMT Veyhl
 Ottawa County Fair Association
 Ottawa Kent Insurance Agency, Inc. - **30***

Out On The Lakeshore
 Perrigo Company
 PNC Bank
 Positive Options Lakeshore Pregnancy
 Center - **10***
 Precision Tooling Technologies, LLC
 Progressive AE
 Rotary Club of Holland
 Sekisui Kydex, LLC
 Shoreline Pest & Wildlife Services
 Shoreline Sprinkling, Inc.
 SRL Enterprises
 Symbiote
 Taylor/Baird, Inc.
 Teddy's Transport
 Tennant Company - **40***
 Urban Plank
 Village Self Storage
 West Michigan Document Shredding LLC
 Winsome Travel Design
 WOOD TV



New Members

Welcoming these new members who recently joined the West Coast Chamber

BLS HVAC
Brendon Saldivar
 (616) 405-9489
 bsaladbar123@gmail.com

BoxDrop Mattress Holland
Melissa Pennington
 (616) 644-2564
 www.boxdropholland.com

Buist Electric
Alexis Bonner
 (616) 443-7900
 www.buistelectric.com
 abonner@buistelectric.com

Endeavor to Persevere Be Better
Jill Miskelley
 (616) 844-8896
 www.bebetterholland.com
 bebetter@bebetterholland.com

Expo Transportation LLC
Jeton Grajcevci
 (616) 405-9788
 www.expotransports.com
 info@expotransports.com

Farmers Insurance
Benjamin Smith
 (616) 377-7332
 www.agents.farmers.com/mi/holland/
 benjamin-smith
 bsmith5@farmersagent.com

Goosehead Insurance - Sterken Agency
Derrek Sterken
 (616) 344-6642
 www.goosehead.com/agents/mi/holland/
 derrek-sterken
 derrek.sterken@goosehead.com

Kraft Heinz Holland
James Parker
 (616) 820-2383
 www.kraftheinzcompany.com

Le Bon Macaron
Kelly Toland
 (616) 729-8661
 www.lebonmacaron.com
 bonjour@lebonmacaron.com

SIMIO Physical Therapy, PLLC
Craig Stasio
 (616) 741-9555
 www.simiohealth.com
 scheduleme@simiohealth.com

Spectrum Business - Holland
Glenna Fawcett
 (616) 610-9421
 www.enterprise.spectrum.com
 glenna.fawcett@charter.com

The Mannik & Smith Group, Inc.
Susan Tebbe
 (616) 202-2312
 www.manniksmithgroup.com
 stebbe@manniksmithgroup.com

The Shops at Westshore
Jean Ramirez
 (616) 393-0116
 www.theshopsatwestshore.com
 jramirez@theshopsatwestshore.com



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