

Ryan Essenburg

President and Chief Innovation Officer
Tommy's Express & Tommy Car Wash
Systems

Put Money Back in Your
Pocket with Accident Fund

An Inside Look: Holland
Charter Township
Recreation Center

Lessons in Leadership:
Swimming the English
Channel

Tommy's Express Car Wash: Business is Booming

West Coast Chamber Premier Partners

PLATINUM PARTNER



COMMUNITY CHAMPION PREMIER PARTNER



GOLD PREMIER PARTNERS



FIFTH THIRD BANK



JR AUTOMATION™
A Hitachi Group Company



SMITH HAUGHEY
RICE & ROEGGE
ATTORNEYS AT LAW



LG Energy Solution
Michigan, Inc.

SILVER PREMIER PARTNERS



CREATIVE DINING SERVICES®
Complete Hospitality Management



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
Director of Membership

Alyssa Gabriele
Member Engagement Coordinator

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

As our team worked on this month's issue of the West Coast Way Magazine, we collectively noticed a common theme; there's so much we can learn from one another if we are willing to invest the time to engage. At the West Coast Chamber, one of our core values is "Learn, Innovate, Share." That's why we're so excited to share these educational stories with you — our valued members!

Inside this issue, you'll learn the secrets to success for Tommy's Express Car Wash and Tommy Car Wash Systems. You'll also learn how to put money back in your pocket with our Accident Fund workers' compensation program, get an inside look at the Holland Charter Township Recreation Center coming in 2025, and discover leadership lessons from one man's monumental swim across the English Channel.

We hope you will take time each day to "Learn, Innovate, and Share" with those around you. Together we can create a vibrant and thriving community for all.

Jodi Owczarski

President & CEO
Michigan West Coast Chamber of Commerce



CONTENTS

- 4** When Professional Presence Threatens Inclusiveness
- 6** An Inside Look: Holland Charter Township Recreation Center
- 8** Lessons in Leadership: Swimming the English Channel
- 10** Tommy's Express Car Wash: Business is Booming
- 13** Turbo-Charging Your Sales with Print Catalogs and Data-Driven Marketing
- 14** Board Member Spotlight: Rebekah Bakker
- 15** Put Money Back in Your Pocket with Accident Fund
- 16** Upcoming Programs & Happenings at the Chamber
- 18** Premier Partner Spotlight
- 19** New & Renewing Members



When Professional Presence Threatens Inclusiveness

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

Recently LinkedIn and Dove teamed up to create more inclusive and equitable spaces for Black hair in the workplace. Why? Because according to the 2023 CROWN Research Study, black women's hair is 2.5x more likely to be perceived as unprofessional. As a consequence, approximately 66% of Black women change their hair for a job interview.

This unfortunate reality is just one example of why the conversation around professional presence is so important. It also raises the question — Who gets to decide what is “professional?” And how do we know when we have crossed the line of forced assimilation, discouraging people from being themselves at work and undermining our claims to desire an inclusive work environment? Below are three of the biggest threats to creating an inclusive organization and what you can do about it.

Threat #1: Expectations are dictated by the dominant culture's values.

The dominant culture is the shared culture of the largest and usually most powerful group in an organization. Their status and privilege position them to establish policies and organizational routines based on how they define professionalism. This might include a requirement to wear a suit or tie to or saying that certain types of jewelry are too flashy. Often, individual expression or the cultural values and heritage of underrepresented groups are dismissed as unprofessional.

What You Can Do About It:

Reflect on who decides what “professional” means in your organization. Is the process inclusive and are diverse voices considered? Invite a diverse team to express the

organizational culture by welcoming individual styles and celebrating cultural differences, including cultural dress and heritage. For example, demonstrate support for women of color by signing the Crown Act petition. When it comes to gender diversity, make sure dress policies are as gender neutral as possible. Also ensure that differently abled or neurodiverse employees are not hit with professional presence practices that do not offer reasonable accommodations.

Threat #2: Expectations are unrelated to the individual's ability to do their job.

Historically tattoos have been frowned upon in many workplaces. Yet, almost half of US millennials have at least one tattoo. This example exposed how some organizations can have unrealistic and biased thinking about things that have little to no influence on an employee's performance. As tattoos have become more prevalent, employers are forced to become more accepting of them. Most have discovered that rarely does it have anything to do with the employee's ability to do their job.

What You Can Do About It:

Hold yourself and others who make hiring and promotion decisions accountable for staying laser focused on the requirements necessary for your employees to do to their jobs. Period. Then supplement that commitment with creating an environment that allows them to do the work while being their authentic self and reflecting their cultural heritage. Even the military recently lifted its "25% rule," a policy that prevented military personnel from tattooing over 25% of their body.

Threat #3: Policies and practices create equity gaps across the organization.

Individuals who don't "fit" the mainstream look or behaviors risk being confined to entry level positions with

limited opportunity for promotion and development. Perhaps they have a nose piercing or dress in ways that express their transgender identity. They can become marginalized and disadvantaged. Over time, inequities are created, and only certain individuals or cultural groups are represented in high level or even middle management positions.

What You Can Do About It:

Take a hard look at those individuals across your organization who have not been provided opportunities for advancement. Do you see any patterns and themes? If there are legitimate issues where professionalism is lacking, support them by providing training and coaching.

In sum, it is completely appropriate to expect employees to demonstrate they care about their appearance, how they present themselves, and to expect them engage with others in culturally intelligent ways. At the same time, decisions, organizational policies, and routines related to professional behavior need to consider the impact on a diverse employee base.

To learn more about how Upton Consulting Group (UCG) can support your organization's DEI journey, reach contact us at info@uptonconsultinggroup.com or check out the website at www.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.



An Inside Look: Holland Charter Township Recreation Center

By Steve Bulthuis | Township Manager, Holland Charter Township



Following a community analysis/survey indicating the need for indoor recreational facilities as well as recent census data showing Holland Charter Township as one of the fastest growing communities in Michigan, officials have been envisioning a recreation center to better serve the community's health and wellness. The right time to implement the project has come through a redevelopment opportunity at the former Westshore Mall.

The Shops at Westshore: Transformation

Even the most casual observer traveling on US-31 has noticed the significant changes that have occurred at the former Westshore Mall. The current mall owner (Versa Real Estate) has followed the recipe for revitalizing the traditional enclosed mall by incorporating uses other than retail such as institutional (Grand Rapids Community College: Lakeshore Campus), services (FedEx/Indi Suites), governmental (West Michigan Works!) and entertainment (Urban Air/X-Golf). With the addition of the recreation center, the site is nearly full. Ownership also

plans to add housing to the site. These existing and planned uses create a great synergy for the recreation center.

A Community Center for All

The recreation center, centrally located in the township, will occupy 60,000 square feet of the former Younger's department store. The township has retained TowerPinkster for architectural services and GDK Construction to serve as construction manager. This talented team is helping the township bring to reality the goal of creating a facility that all residents can enjoy through both athletic and non-athletic activities.

Athletic and Non-athletic Uses

Current plans call for the construction of a regulation-size basketball court under a raised roof that will accommodate youth and adult basketball, volleyball, and other recreation programming. Pickleball players desiring a year-round, climate-controlled environment will find six



courts for their use. Multi-purpose rooms, suitable for a variety of fitness activities/classes, are planned and can be combined to offer nearly 4,000 square feet for large group activities and community events. The mezzanine level will have an elevated walking/running track and open areas for cardio workouts and strengthening activities. Lockers and changing areas will be available.

The current design includes a community room able to accommodate table seating of up to 150 persons. This space will have the amenities necessary to make it suitable for classes, corporate events/meetings, and private social events (receptions/open houses/celebrations). A small plaza accessible from the community room via large overhead doors is also anticipated, allowing users to access the outdoors if desired. A lounge adjacent to the lobby area will provide a comfortable setting ideal for meeting friends or the parent waiting for their child’s activity to end.

Approximately 11,000 square feet is expected to remain unimproved to accommodate future community needs.

The goal of the center is to build community and promote wellness. That may occur through the township’s recreation programming, tournaments, public community events, and private rentals. The exact operating model is yet to be determined, but it will allow the broadest access for township residents while also welcoming non-residents.

Next Steps

Design continues with construction anticipated to begin in November 2023. The project is scheduled to be completed and open for use in January 2025. With design still underway, the estimated cost of the project is still fluid but expected to be between \$14-15 million.



Steve Bulthuis has been working with local units of government for 31 years — the last five as the manager of Holland Charter Township. Besides helping build better communities, he enjoys bicycling, snorkeling, traveling, and spending time at/in/on Lake Michigan with his family.

Lessons in Leadership: Swimming the English Channel

By **Alyssa Brinks** | Student, Davenport University &
Paul Brinks | President & CEO, Koops Automation Systems



One Must Understand the Goal

Goals show up in many different forms. For Bryan Huffman it looked like swimming across the 60-degree Fahrenheit, 21-mile English Channel with no wetsuit, resulting in him being the third person from Michigan to complete such a feat. Goals in business can look like creating an inclusive culture, serving customers with an outstanding experience, or providing a return for the shareholders. Now what happens when the two worlds collide?

One Must Prepare for the Task at Hand

Preparing for a swim like this is no simple task. For years, Bryan had considered himself a swimmer, not only swimming laps at the Holland Aquatic Center (HAC) but

also in lakes during the summer. Bryan pondered his channel crossing journey for years before he put his team together. His wife, Stacy, was the first member of the team, as she had always been his biggest supporter. The Michigan Lakeshore Aquatics master's swim team that practices at the HAC was a huge resource. Coach Mike Daley provided guidance and expertise, along with fellow master swimmers Paul and Marisa Brinks, who were next to join the team. The final members included Laurie and John VanDyke, who had strong skill sets in organizing and planning the trip to Europe.

Now that the team was complete, training, preparing, and organizing were the next tasks at hand. Bryan continued to swim, improving his stroke and form, as well as his consistency and endurance. As the water

temperatures became bearable, the schedule included numerous swims in Lake Michigan to help acclimate to the cold water of the Channel.

One Must Keep an Eye on the Objective

The time had come, and the team traveled to England! However, the start of the swim was repeatedly pushed back due to strong winds. The swim window was closing, but Bryan was determined to complete his goal, even if the conditions were not optimal. In the end, Bryan was the last successful swimmer to cross the channel during the 2022 season.

The swim started at 2:30 am to time the tides. The objective was clear: make it to France. The tides would flow back and forth, creating an s-curve journey across the channel. At times it felt like no forward progress was made. Staying focused and trusting the instruments were a key part of the process.

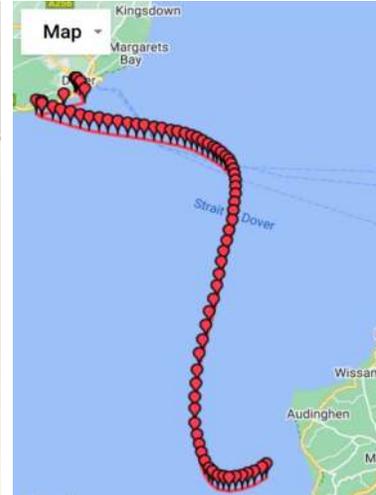
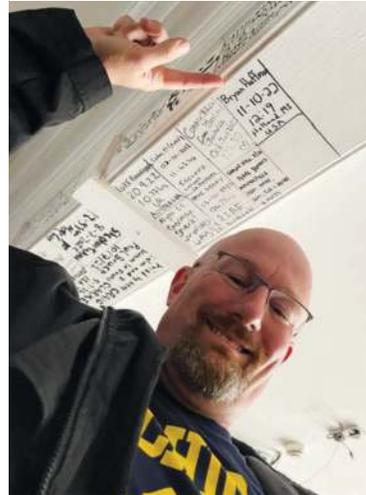
One Must Have a Solid Team

Bryan became nauseous in the middle of the channel. Things don't always go to plan and the discussion on the boat was around pulling Bryan out of the water. His stroke was slowing, and his confidence in his ability to complete the swim was wavering. The team stayed focused, tuned the plan, and kept their eyes on the increasing size of France.

During the crossing, the swimmer can have a person join them in the water for one hour on and one hour off. This was exactly what Bryan needed. Team member Paul Brinks jumped in to help encourage Bryan along the journey. They swam together, and Bryan's stroke efficiency and confidence improved. The others on the team continued to count stroke rate, adjust nutrition, and cheer him on. The team was fully behind Bryan, and he felt it!

One Must Celebrate the Win

Bryan's nausea subsided and France was within reach. He needed to make one more big push to avoid missing Cap Gris-Nez during the tide change. Seeing the shore in sight and knowing that he fought hard to get there was an incredible feeling! After successfully swimming 37 miles and overcoming challenging tides, freezing water, and exhaustion, Bryan had achieved his goal of completing the



journey. The last significant step of the trip was to sign the wall at a local restaurant, where successful swimmers sign their names after completing the swim. The team had accomplished what they set out to do!

Leadership Takeaways

Antoine de Saint-Exupéry said "a goal without a plan is just a wish." You must have a plan to make your goals a reality. Things pop-up, that does not mean give up. Keep your eye on the objective and adjust the plan. Helen Keller stated, "Alone we can do so little; together we can do so much." Journey together and make sure you pause from time to time to celebrate!



Alyssa Brinks is a Junior at Davenport University and the daughter of Paul Brinks. She is studying Human and Health Science Case Management and is a member of the Pom team. She enjoys writing, which is what inspired her to assist with this article.



Paul Brinks is the President and CEO of Koops, Inc. Koops specializes in automation systems and designs and implements solutions for manufacturers all around the world. Paul serves on the BOD for AMT's Custom Automated System Group, is an active member in the ESOP community and is an Executive BOD member of the West Coast Chamber. Paul also serves on the BOD of several companies in West Michigan. Paul received a bachelor's degree from Grand Valley in Mechanical Engineering and an MBA from Cornerstone University.

Tommy's Express Car Wash: Business is Booming

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



It's no secret that business is booming for Tommy's Express Car Wash and Tommy Car Wash Systems. It seems everywhere you look, there's a new Tommy's Express Car Wash location going up in West Michigan. And their recent success isn't just local; it's national, with the brand expanding across the country. We sat down with Tommy's President, Ryan Essenburg, to learn the secrets to the company's success and uncover their plans for future growth.

What's the secret to Tommy's resounding success?

If I had to attribute Tommy's success to one thing, it would be our drive to help others first. We're always striving to find ways to add value to others, and have been rewarded as a byproduct. Our business plan is essentially to help others be successful and get share along the way. At Tommy's, one of our founding principles is that our success is directly related to the number of people we help become successful.

What led the brand to begin franchising across the nation?

We realized that providing equipment alone wouldn't ensure people's success in the car wash business. We felt we had more to give from our 50 years of experience. We're taking what we pioneered right here in Holland and showing others how to duplicate that success worldwide thru franchising.

To date, we've brought over a thousand guests to Holland from more than 16 countries so they could learn to replicate our car washing methods worldwide. We work with the biggest and best business owners, operators, and investors to deliver a much underserved and desperately needed cleaning service.

How many locations does Tommy's currently maintain?

Under the leadership of our CEO, Alex Lemmen, and nearly 100 franchise partners, we've grown to 150 Tommy's Express branded locations and have products in most car washes in the country.

What are the company's plans for future growth and expansion?

Over the next decade, we desire to become the most prominent car wash brand. We started over 50 years ago in retail, then spent the last 25 years developing and mastering technology and supply chain with patented products. These two foundations create the base of everything we do. Now we're geared for building a global car wash network integrated with buildings, equipment, detergents, apps, and technology. Our short-term goal is to have 500 Tommy's Express locations open by 2026, and we have the infrastructure in place to make that happen. Beyond that, we intend to become the "Chick-Fil-A of car washing" globally.

What sets Tommy's apart from other car wash chains?

We're always looking for innovative ways to improve the car washing process. Our model has always focused on processing speed as our X-Factor. My father always worked on innovations to increase thruput speeds while increasing cleaning quality. Small details, like the downhill slope into the wash and a transparent roof to brighten the building, are just some of those innovations. Many of these small details create the overall experience of our car washes.

Likewise, the most significant innovations in car washing have also been founded here, like the belt conveyor technology, modular car wash buildings, and license



plate-based club memberships. We're working on even more significant innovations with the development of our new flagship "Northtown" location on River Avenue, which will feature an assembly line-like interior cleaning process where we'll be developing cutting-edge automated interior cleaning technology.

To cater to the future, we'll soon be installing high-speed car charging stations at select locations so you can vacuum and detail your interior while you charge. We're also working to build a prototype ultra-mini car wash on our headquarters property off of M-40 as a test model designed for most international markets and developing countries. The best is yet to come!





Tell us about Tommy's efforts to give back to the community.

We're passionate about giving back to the communities we serve. For every car washed anywhere in the country, we help fund the world with clean drinking water thanks to the water we reclaim, and to date, we have saved an estimated 1,000 lives. In addition, this year, we're taking on the mission to provide funding to schools in need.

Tommy's Express Car Wash is a third-generation family-owned business. Can you share how you've successfully transitioned leadership between generations?

To navigate generational transitions, we've created opportunities for those who want to participate and grow the business. We realize not every family member will be passionate about washing cars or want to work 70 hours a week. We encourage family members to follow their goals and ambitions and, where fitting, create or find roles in the organization. We have found that we often need all the help we can get and that there's an ultimate fulfillment in being able to spend your life's mission and work with your family. And in addition, the benefits of loyalty and passion come with that. We intend to remain a family business.

Can you help our readers understand the affiliation between Tommy Car Wash Systems, Tommy's Express, and Quality Car Wash?

This is a common question I am happy to explain! Quality Car Wash was founded by my grandfather and his brother, Jun and Sonny, in 1969. After 50 years of building the

brand in the Holland community, we uphold that at our gas station locations and sites along the US-31 corridor. We started the Tommy's Express brand initially in 2001 as a single-location express wash to avoid confusion with the Quality Car Wash fuel sites in Grand Rapids. As a brand to roll out our franchise, we chose the newer Tommy's Express brand. Though my father's name is Tom, the brand image hopes to bring a personal and designer-like feel to the car wash experience therefore, we landed on Tommy's for the new express wash locations. Tommy Car Wash Systems is our carwash equipment manufacturing and supply company. That company supplies patented technology, modular buildings, equipment, detergents, services, software, and parts to thousands of customers including the Tommy's Express franchise locations.

Don't forget, your TommyClub monthly unlimited membership works at any Quality Car Wash or Tommy's Express location nationwide for one flat rate!

A pioneer in the Car Wash industry, Ryan Essenburg is the President and Chief Innovation Officer at Tommy's Express Car Wash and Tommy Car Wash Systems. He started his career following his father's footsteps by working in the family business at Quality Car Wash before starting the Tommy's Express Car Wash franchise. Driven by a mission to enrich lives, add value, and serve communities, Ryan is best known for inspiring partners to become the best car wash operators they can be.



Turbo-Charging Your Sales with Print Catalogs and Data-Driven Marketing

Harvard Business Review ran a scientific experiment with a retailer to compare the impact of email marketing only vs. email and print catalogs over six months. It tracked response rates, sales orders, order size, and ROI.

The results were compelling. Compared to a control group of prior customers to whom nothing was sent:

- The email-only approach resulted in a 77% increase in inquiries and a 28% increase in sales.
- The email + print catalog approach did even better, with a 125% increase in inquiries and a 49% increase in sales.
- Adding a print catalog resulted in a 600% marginal ROI.

Impressive? Sure is. Even more impressive? We can help you achieve significantly better results with an interdisciplinary approach. Here's how.

The study in question targeted repeat business from a luxury retailer's list of 28,000 customers. Mailing to existing customers is a good place to start. Even better, mail to an optimized prospect list to target and acquire new customers.

With Holland Litho, not only can we print and mail to your existing customer list, we use cutting-edge technologies to build an additional, optimized list of qualified targets for new customer acquisition. How? By relying on the arcane world of multivariate statistical analysis. Here's how it works.

In the example above and depending upon the industry and positioning, we might recommend using the existing list of 28,000 past customers to create an optimized profile. Large data companies such as credit bureaus store thousands of transactions on every single consumer in the United States, including these 28,000 contacts. When taken together, an individual's transaction data paints a picture of who they are. Where do you live? What categories and brands of items have you purchased? What style of auto do you prefer? How big is your family? What are your hobbies? Do you travel? The portrait is both broad brush and incredibly granular.

With multivariate list acquisition, we evaluate your existing customers: What do they have in common? What traits do they share? Which are the most likely predictors? High



speed computer platforms evaluate all existing customers against thousands of data points, to see which traits, in combination with others, predict the highest likelihood of purchase, the highest rate of return. This becomes the profile.

Next, we rank every single national or regional consumer, scoring each against your profile. Want to mail an additional 10,000? We choose the 10,000 consumers who score the highest, who most resemble your existing customers.

This is a concrete example of data mining: start with a multivariate statistical analysis to reveal the hidden traits common among existing customers. Then apply ranked scoring to identify a targeted list of your best prospects.

A great many marketers today are using keyword-driven online Google ads combined with email marketing to reach existing customers. The HBR study provides compelling evidence that a print catalog can improve your results. Add to that the power of statistical list acquisition, and you've got a formula for revenue growth from both existing customers and an optimized pool of new ones.

Don't worry if this all seems complicated: just contact Craig Parker at craigp@hollandlitho.com or 616-405-6204 to learn more.



Meet Rebekah Bakker, Business Development Partner, DISHER



Q: What is your top career accomplishment?

I did not enter the workforce full time until 2017. My top career accomplishment is being in a job I love at a fantastic company, working alongside brilliant and kind people in an industry where I can learn something new every single day. I have a healthy work/life integration between my personal and professional life. I feel fortunate that my skills and passions are aligned in my work.

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

Treat your time as capital. How you spend your minutes is how you spend your life so get better at saying no. I read that the average person has 4,000 weeks and once you make better decisions about what you are going to focus on to curate the type of life you want to live, you realize that everything you say yes to means that you will have to neglect or let go of something else. This has helped me work towards spending my limited time on things that matter to me and less on things that don't.

Q: Who has been your greatest inspiration?

Kim Dabbs at Steelcase has been a huge inspiration for me. She is a Korean American woman that ascended the global C-Suite by designing a career around the intersection of her purpose and skills. She was steering

and leading ESG initiatives before there was even the vernacular for what she was doing in the social innovation space. She has a long list of firsts behind her and is someone building scaffolding for people coming up in this work behind her.

Another source of inspiration for me is Yah-Hanna Jenkins Leys. When I think of women who are contributing to the ongoing creation of the world, servant leadership and strategic moves all while managing life and work, she embodies it. She is the type of inspirational person that whatever it is she is working on I would say yes to being a part of it because I know how deeply good her motivation is for doing it because of how deeply good she is.



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

I am a connector and an advocate for the great team + work at the Chamber and am honored to be a part of the incredible board.



Put Money Back in Your Pocket with Accident Fund

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

As a member of the Michigan West Coast Chamber of Commerce, you have exclusive access to cost-saving programs including the Accident Fund workers' compensation program. Earlier this year, our team spent the day distributing Accident Fund reimbursement checks to participating Chamber members. At the West Coast Chamber, we absolutely love check delivery day because we get to put money back into our members' pockets — what could be more fun than that?

This year, over sixty member businesses shared an \$85,345.96 premium dividend as the result of safe work practices and their participation in the workers' compensation group program available through the West Coast Chamber. Our team distributed checks ranging from \$22.68 – \$10,845.17 with the average payout resulting in a \$1,376.54 check. This dividend check comes on top of the 5% upfront savings on your premium. These savings are significant as participants can invest the funds back into their businesses to reduce overhead costs. Currently, the West Coast Chamber's Accident Fund Program serves a wide range of businesses including manufacturers, restaurants, non-profits, schools, professional services, and many more.

We know businesses in West Michigan value their people and their safety, which plays a vital part in the eligibility to earn a dividend. Having a safe workplace leads to

happier, healthier employees and fewer workers compensation claims. That's a win for everyone! Another great benefit of being a part of the Chamber's group plan, is that Accident Fund's Loss prevention consultants work with policy holders on safe work practices and provide various trainings. They also offer an online "tool box" where policyholders can link to federal and state workplace safety resources.

We're proud to partner with the following independent agents to administer the program:

Member Agency	Website
Berends Hendricks Stuit Insurance Agency	www.bhsins.com
Buiten & Associates	www.buiteninsurance.com
Koop & Burr Insurance Agency	www.koop-burr.com
Lenz-Balder Insurance	www.lenzbalderins.com
Lighthouse Insurance Group	www.lighthousegroup.net
Meyering Insurance Agency	www.meyeringins.com
Ottawa Kent Insurance Agency	www.ottawakent.com

We highly encourage you to inquire about the Accident Fund workers' compensation program through one of the participating agencies. You may be eligible to take advantage of this program, and your dividend check could potentially more than cover the cost of your yearly Chamber membership. Don't leave money on the table!

Since 2005, Accident Fund Insurance Company of America has paid participating West Coast Chamber members dividends in excess of \$2.75 million. Our Accident Fund workers' compensation program reinforces our belief that we are so much stronger together!

For more information about the Accident Fund workers' compensation program, visit our website at westcoastchamber.org/member-discount-programs/.



Upcoming Programs

To **register**, visit our website or scan the QR code on this page.



May 15, 2023

Community Blood Drive

9:00 AM – 2:00 PM

Michigan West Coast Chamber of Commerce

We've partnered with Versiti Blood Center of Michigan to host a blood drive at our office located in downtown Holland. We encourage you to set aside 30 minutes to give blood and save the life of someone in Western 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. Register today!

Sponsored by: **Fifth Third Bank**

May 17, 2023

Community Impact Day

1:00 PM – 4:00 PM

Multiple Locations

Hundreds of community members will gather for our fourth Annual Community Impact Day to serve the greater Holland and Zeeland communities. Dozens of nonprofits have identified service opportunities and our volunteers are eager to flood the community to make an impact. Will you be one of them?

Sponsored by: **LG Energy Solution**

May 17, 2023

Community Impact Day Celebration

4:00 PM – 6:00 PM

Windmill Island Gardens

After spending the day at our volunteer locations, attendees and organizations will gather to celebrate a remarkable day with food trucks, live music, and games!

Sponsored by: **LG Energy Solution**

May 23, 2023

Power Breakfast

8:30 AM – 10:00 AM

Boatwerks Waterfront Restaurant

Grab your business cards and get ready to 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. Breakfast is included and you could win a door prize. Register today!

Sponsored by: **RedWater Restaurants**



HAPPENINGS



West Michigan business professionals network at the 2023 Employment Law Update with Miller Johnson.



Ribbon cutting celebrating the grand opening of ChoiceOne Bank's new loan office in Downtown Holland.



Chamber members network at our March Advocacy in Action event.



Ribbon cutting celebrating the grand opening of Sherwin-Williams' new location on the north side of Holland.



Representatives from Resthaven pose for a photo at our 2023 Community Connections event this past March.



Joy Sportel and Melissa Malburg from Progressive AE speak to an engaged crowd at our March Wake Up West Coast event.



Ernesto Lopez with UBeHome Real Estate presents to a crowd of future business owners at our first ever Hispano Network Workshop.



A team of local IT experts lead an informative panel on Cybersecurity 101 at the West Coast Chamber of Commerce.



Engaged community members network at our Zeeland Affinity Group meeting.



The West Coast Chamber hosted a Happy Hour for EOS Users. A special thank you to Kristie Clayton for attending and Lark by Kate Bolt for providing beverages.



Nearly 160 women joined us at Port 393 for our Women Inspiring Women event featuring guest speaker Kristie Clayton.



Ribbon cutting celebrating the grand opening of Stems Market's new location in Zeeland.

Premier Partner Spotlight

Investing in small businesses lifts local communities.

Small businesses are the backbone of West Michigan. These local enterprises contribute significantly to our local communities through job creation and growth, and they stimulate the economy by offering goods and services close to home. Yet, for many small business owners and entrepreneurs, securing the financing needed to start and grow their businesses is an obstacle.

Although access to capital can be limiting, options are available to help a lot of small businesses get on their feet and maintain operations.

Understanding small businesses' critical importance to our communities, Huntington National Bank has invested in resources and programs that enable business owners to realize their dreams. One such program is **Huntington Lift Local Business**, introduced in 2020 to support minority-, women-, and veteran-owned small businesses during all stages of the business life cycle — from start-up to expansion. The program offers loans, business planning support, free entrepreneurial

education courses delivered through Operation HOPE, and other services to help small business owners achieve their goals. Since its inception, Lift Local Business has helped over 800 small business owners through loans, business planning support, and other services.

Other programs provide much-needed resources to small business owners who need a financial lifeline. **Michigan Women Forward**, a certified community development financial institution, recently launched a new \$10 million microbusiness loan program for women and entrepreneurs of color in Michigan. The Michigan Economic Opportunity Fund will provide opportunities for people who are socially and economically disadvantaged because of a lack of access to capital and credit. Along with other investors, Huntington contributed \$1.5 million towards the fund that will help to boost the economy throughout Michigan, including cities with low-income populations.

Programs like Lift Local Business and the Michigan Economic Opportunity Fund ensure small businesses have financial support when needed.

Learn more about the Michigan Economic Opportunity Fund by visiting www.miwf.org. For more information about Huntington's Lift Local Business program, visit www.huntington.com.



JR AUTOMATION™
A Hitachi Group Company

Committed to the Lakeshore Community

JR Automation employees raised a record \$151,000 in 2022 for non-profit organizations. The fundraising is made possible by the JR Community Care Fund (JRCCF), an employee-led initiative that hosts annual events in Holland and throughout the country. This is just one of many ways that JR Automation employees are making an impact at work and in their communities.

Scan the QR code or visit www.jrautomation.com/careers to learn more about joining our community-centric team!



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

2 Fish Company
ACCT-Now, Div. of Weymon & Associates, Inc. - **40***
American Red Cross of West Michigan
Bank of America
Baumann Building Inc.
Belton Hearing Center
Benchmark Wood & Design Studios
Berends Hendricks Stuit Ins. Agency, Inc. - **30***
Best Version Media
Big Lake Brewing - **5***
Blain's Farm & Fleet of Holland
Blue Star Rv
Brink Truck Lines, Inc. - **25***
Captain Sundae Inc.
Castle Park Association
Cento Anni
Cobb Communications Inc.
Committee to Elect Larry Jackson
Composite Builders
De Boer, Baumann & Company

Dirk Bloemendaal
Doubletree Hotel & Conference Center
DP Creative Audio & Video
Edward Jones Bodkins
Flagstar Bank
Foresight Management
FOX 17
Gezelligheid Venue - **5***
GMB Architecture + Engineering - **50***
Great Lakes Clothing Care
Harrington Salon and Day Spa
Hello West Michigan
Higher Health Chiropractic of Holland
Holland Eye Surgery & Laser Center
Holland Litho Printing Services
Holland Special Delivery, Inc.
Holland/Zeeland Young Professionals
Houting Computer, L.L.C.
Jamesway Tool & Die
JMAX Transportation Services
Jordan Financial & Associates
Kendall Electric - **5***

Kids Hope USA
Koop & Burr Insurance Agency, Inc.
La michoacana ice cream & munchiez
Lakeshore Delivery Partners LLC
Lakeshore Habitat For Humanity, Inc.
Landco Holdings
Lighthouse Immigrant Advocates
Lohman Company, PLLC
Macatawa Area Express Transportation Authority (MAX)
Macatawa Resource Center
Meiste Homes
Mike Schaap Builders, Inc.
ODL, Inc.
Office Machines Company, Inc.
Onalee's
Owen Ames Kimball Company
Parkway Electric & Communications LLC
Parks in the City - **5***
Plante & Moran PLLC

Provisio Retirement Partners
Schepers Concrete Construction, LLC
Schippers Construction LLC
Scott Aerator Co., LLC
Smith Gas Liquids Company - **30***
Springhill Suites Holland
State Farm Insurance - Hammond
State Farm Insurance - Karhoff
Supply Source Options, LLC
TalentFirst
Thai Avenue
Troxel Custom Homes
Twistthink, LLC
Tyson Foods
UBeHome Real Estate
Vander Laan Home Improvement
VanDerKolk Plumbing, LLC
West Michigan Community Bank - **20***
Westenbroek Mower, Inc.



New Members

Welcoming these new members who recently joined the West Coast Chamber

Always Travel Season
Karen Sale
(616) 283-6798
www.AlwaysTravelSeason.com
Karen@AlwaysTravelSeason.com

Barcodes, Inc.
Evan Ritchie
(740) 227-0523
www.barcodesinc.com
ertichie@barcodesinc.com

Edward Jones Andy Lesperance
Andy Lesperance
(616) 392-1589
www.edwardjones.com/us-en/financial-advisor/andy-lesperance
andy.lesperance@edwardjones.com

ENE Video Productions, LLC.
Scott Bredeweg
(616) 283-5472
www.enevideoproductions.com
scott@enevideoproductions.com

Harvest Health Foods
Silvia Atsma
(616) 245-6268
www.HarvestHealthFoods.com
Info@HarvestHealthFoods.com

Hil-Man Automation/Precision Dispense Technologies
Tim Boeve
(616) 741-9099
www.hil-manautomation.com
info@hil-manautomation.com

Ivy Rehab Physical Therapy
Corey Kuipers
(616) 355-3055
www.facebook.com/IvyRehabHolland
corey.kuipers@ivyrehab.com

Pine Rest Holland Clinic
Susan Littlejohn-Bergman
(616) 820-3780
www.pinerest.org
susan.littlejohn@pinestrest.org

Schippers Excavating, Inc.
Stacey Schippers
(616) 895-4119
sschippers@schippersexcavating.com

Stems Market
Jeff Drake
(616) 534-8650
www.stemsmarket.com
info@stemsmarket.com

The 90 Degree Ascent
Ben Terpsma
(616) 218-5373
www.90Ascent.org
ben@90ascent.org

Third Coast Heating and Air
Rogelio Meza
(616) 994-3156
www.thirdcoastheating.com
rogelio@thirdcoastheating.com



GENTEX
CORPORATION

LOVE WHERE YOU WORK

GENTEX IS HIRING!

ABOUT GENTEX

Headquartered in Zeeland, Michigan, Gentex develops, designs, and manufactures products for the automotive, aerospace and fire protection industries.

HOW TO APPLY!

Gentex has full-time openings in a variety of departments. Check out the full list of opportunities at gentex.com/careers.

- + Stock Equity Awards
- + Quarterly Bonuses
- + Retirement Savings Program