

**Jon Lanning**  
Owner  
INONTIME

Get to Know Your  
Congressman,  
Bill Huizenga

Congratulations West  
Coast Chamber  
Ambassador Award  
Winners

Ottawa Area ISD  
Expands Career Tech  
Ed Options for High  
School Students

## Stronger Together: A Look Back at the Year with Board Chair, Jon Lanning

# West Coast Chamber Premier Partners

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## Catalyst, Convener, and Champion

The Michigan West Coast Chamber of Commerce serves as a catalyst for business growth, a convener of leaders and influencers, and a champion for our thriving community. The Chamber serves its 1,200 members by building businesses, advocating for issues that matter, developing leaders, and supporting initiatives to build an inclusive community where all feel welcome.

The West Coast Chamber has been recognized with the U.S. Chamber's prestigious Five Star Accreditation. Less than 1% of Chambers in the country receive this distinction.

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Design: Holland Litho

**W**hen I pause to reflect on my first year as the President & CEO of the West Coast Chamber, I'm overcome with a great sense of pride for all that our team has accomplished. It truly has been a remarkable year! As an organization, our first priority was to intentionally reach out to each member to understand how we can be a better partner for them. The feedback we received was instrumental in guiding our strategic plan for the upcoming year. I'm excited about all that is ahead!

Part of our success was due to our amazing Board of Directors. In this month's edition of the West Coast Way Magazine, you'll hear from Jon Lanning as he reflects on his time as Board Chair this past year. I'm incredibly grateful for Jon's leadership and wisdom that he has shared in this role.

It's been an absolute privilege to lead the West Coast Chamber this past year, and I can't wait to see what this upcoming year has in store. Cheers to year two!

**Jodi Owczarski**

President & CEO  
Michigan West Coast Chamber  
of Commerce



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# Get to Know Your Congressman, Bill Huizenga



## Get to Know Your Congressman

### Why did you choose to get into politics?

I want to make our community a better place to live, especially for the next generation. Working to make a difference is something my mother and father taught me and it's something I have taught my children. I want the next generation to have even greater opportunity than I had, not less.

### What's the best piece of advice you've ever received?

Local industrialist Ed Prince gave me this advice when I was going to college. You can have the best idea in the world, but if you can't explain it and have other people understand your vision, it doesn't matter. That has always stuck with me.

### What advice would you give to the next generation hoping to get into politics?

Stand up for your values and principles, but don't be afraid to engage with someone who doesn't share your

beliefs. If we aren't talking to one another, we won't know if we agree on 5, 15, or 50% of things. Communication is key because it helps lay the foundation for trust. If you have trust, you can build working relationships to solve the problems and challenges we face. I would also suggest volunteering or interning for a candidate or a cause to get first-hand experience of what it's really like.

### How do you balance your personal and professional life?

It is challenging. How I prioritize time with Natalie and our kids changes from week to week depending on the schedule, but we always strive to have time together whether its family dinner, breakfast with the kids before school, or time after church on Sunday. You must make it a priority. When votes are done in Washington, I hop on a plane and come home to West Michigan. I have learned that keeping a tight and efficient schedule is key.

### What has been your greatest achievement since being elected to Congress?

Having legislation signed into law by both President Obama and President Trump. Elected officials must be

able to work together to get things done for the good of our nation. From a policy perspective, championing the Great Lakes. So much of our way of life along the Lakeshore revolves around these incredible resources. Whether it is harbor dredging, cleaning up legacy pollution, or prioritizing federal funding for the Great Lakes, I am proud to have played a major role as the Republican Co-Chair of the House Great Lakes Task Force.

## Updates from Your Congressman

**With the national debt currently over 31 trillion dollars, what is being done to control government spending?**

First, there needs to be an acknowledgement that spending is the problem. Sadly, some don't want to admit that reality. The Fiscal Responsibility Act, which was enacted in June, is a good first step. By making the first cut to baseline discretionary spending in over a decade and enacting budgetary caps, this legislation is projected to reduce spending and save taxpayers \$2.1 trillion. I also recently became the Republican Chair of the new Bipartisan Fiscal Forum that is focused on our nation's debt and deficits. I am hopeful this will lead to additional meaningful spending reforms.

**Workforce participation continues to remain below pre-pandemic levels. What is the government doing to encourage workers to return to the workforce?**

Washington should promote policies that embrace the value and dignity of work, not discourage workforce participation. Recently, Congress took an important step to increase labor force participation and lift Americans out of poverty by expanding SNAP work requirements for capable adults without children.

**Many businesses continue to struggle with supply chain challenges caused by worker shortages and delays. What is the government doing to help eliminate this challenge?**

Congressman Bill Huizenga represents Michigan's beautiful 4th Congressional District which stretches from Port Sheldon Township along the shores of Lake Michigan to St. Joseph and across Southwest Michigan to Battle Creek. The 4th District includes all of Allegan and Van Buren Counties as well as portions of Berrien, Calhoun, Kalamazoo, and Ottawa Counties. Bill is co-owner of Huizenga Gravel, a third generation, family-run small business located in Jenison. Huizenga is a leader on issues impacting the Great Lakes, agriculture, the financial sector of our economy, and small business. Huizenga currently serves as Chairman of the House Financial Services Oversight and Investigations Subcommittee, Co-Chair of the bipartisan House Great Lakes Task Force, and is a founding member of the bipartisan PFAS Task Force. Bill, his wife Natalie, and their children continue to live in Ottawa County.



Nearly every industry is facing workforce and supply chain issues. Congress is pursuing policies to re-shore critical manufacturing, efficiently address transportation infrastructure, and ensure resources for workforce recruitment/training/retention solutions to get our economy back on track. Emulating successful campaigns from industry participants to boost our domestic workforce is a very logical step.

**Immigration reform continues to be a hot button issue. What approach should the government take to control immigration while still providing opportunity for much needed additions to our workforce?**

The federal government needs to prioritize border integrity while reforming our broken system. Regarding guest labor, the Department of Homeland Security proposal to raise fees on agriculture, tourism, and other visas must be withdrawn. I'm leading a bipartisan effort requesting the Department scrap its proposal because family farmers and small businesses should not have to bear this burden. Additionally, the House passed the Secure the Border Act in May to provide resources to our Southern Border to curb the influx of illegal crossings and deadly drugs while protecting unaccompanied children from human trafficking.



# Congratulations West Coast Chamber Ambassador Award Winners



**A**t the West Coast Chamber of Commerce, our Chamber Ambassador team is an extension of our team. These individuals volunteer their time to enhance member value and retention through planned activities that benefit our diverse members and community. Each year, we honor members of the group with awards for their outstanding contributions to the Chamber. Learn more about this year's award winners below!



**Kory Plockmeyer**  
Movement West Michigan  
**Kickstarter Award Winner:**

Kory is blazing the trail for new Ambassadors. He is a connector and a promoter, and he is making a positive impact.

## What do you enjoy most about being a Chamber Ambassador?

My favorite part of being a Chamber Ambassador is the chance to see so many amazing organizations in our city. I love going to ribbon cuttings. They are such a great way to celebrate our awesome business community. I have met so many people doing such unique work in so many different industries in Holland/Zeeland. I'm honored to be a part of this team!

## What does it mean to you to have received this award?

I am honored to receive the Kickstarter award! It means so much to me that my fellow ambassadors nominated me. The entire team works so hard to support our business community. I'm amazed by every single one of them! I'm grateful and encouraged by their recognition and am eager to keep working hard for the Ambassador team next year!



**Lindsey Williams**  
United Federal Credit Union  
**Catalyst Award Winner:**

Lindsey seeks and shares opportunities for Chamber and community development. She is bold, confident, and visionary.

### What do you enjoy most about being a Chamber Ambassador?

Within this amazing community of ours, we have a vast array of businesses and organizations that are each a piece of what makes us who we are as a community. When you build connections between those businesses and organizations, it's what makes our community whole; our impact is greater, relationships are stronger, and we gain a deeper appreciation for one another. As an Ambassador, my ability to assist in building these connections is much greater than it would be otherwise, and I'm so grateful to be part of what moves our community forward.

### What does it mean to you to have received this award?

Receiving the Catalyst award meant so much to me. It truly mirrors what I hope to accomplish on behalf of the Chamber and for the benefit of our community — working together to attain our common goal of growing the community we all love, and recognizing the various ways it will take to get us there...together.



**Don Wilkinson**  
Lakeshore Habitat for Humanity  
**Convener Award Winner:**

Don is honest, authentic, and vulnerable. He finds ways to build bridges and connect people.

### What do you enjoy most about being a Chamber Ambassador?

There are two things that I really enjoy about being a Chamber Ambassador. One is being more involved in the community, meeting and encouraging businesses,

sharing with them all the resources the West Coast Chamber has to offer. The second is working with all the other Ambassadors. They are a great bunch of talented and fun people!

### What does it mean to you to have received this award?

I was so honored to receive the Convener award. To me, this award embodies what Lakeshore Habitat is all about, bringing people together to build homes, community, and hope.



**Stacy Segrist Kamphuis**  
The Insurance Group  
**Champion Award Winner:**

Stacy advocates for the Chamber, its members, and our community. She is encouraging and resilient, and she empowers others.

### What do you enjoy most about being a Chamber Ambassador?

The West Coast Chamber is a great way for both small and large sized businesses to get involved. The Chamber team is always on your side and looking for ways to help you and your business gain exposure. Being an ambassador provides that next level of exposure. Chamber Ambassadors are often the first to know the latest news and updates. I love being involved and watching the growth in our community.

### What does it mean to you to have received this award?

Each morning, I wake up and wonder how I can be a better person and better serve those around me. Each night, I wonder if I've accomplished what I set out to achieve. Many of my fellow Chamber Ambassadors strive to do the same, so when they nominated me for the Champion Award, I was truly honored.





# Ottawa Area ISD Expands Career Tech Ed Options for High School Students

By Dave Searles | Associate Superintendent of Career and Technical Education, Ottawa Area ISD

Ottawa Area Intermediate School District (OAISD) is embarking on an exciting journey to expand its career and technical education offerings in response to the growing demand from students, parents, and employers. This expansion is a crucial part of Ottawa Area ISD's strategic plan goal to ensure that every student is challenged and engaged by providing multiple pathways for student success, broadening opportunities, building support systems, and eliminating barriers and opportunity gaps so all students achieve their full potential. OAISD's Career and Technical Education programming aims to achieve this goal by providing students with more opportunities to explore diverse career pathways, gain practical experience, and develop essential skills necessary for success in the modern workforce. Over the years, demand for OAISD's Careerline Tech Center programs has steadily increased, leading to a

significant waitlist for 11th and 12th-grade students. For fall of 2023, the Tech Center is witnessing an unprecedented surge in interest, with hundreds of students eager to join the programs. This heightened demand is a testament to the recognition of the value that career and technical education programs offer in preparing students for their future endeavors.

A number of efforts to increase opportunities for students across the region are underway:

## Careerline Tech Center 3rd Session Pilot Programs

To accommodate the growing demand for Tech Center programs, a 3rd session pilot will be introduced in fall 2023. This innovative approach offers additional



scheduling flexibility, allowing more students to participate in the programs. The 3rd session will run from 3:15 PM to 5:15 PM, Monday through Thursday, throughout the academic year. Enrollment for four state-approved career and technical education programs opened to students during spring of 2023 and include: Cyber Security (IT: Network & Security), Electrical, Graphic Design, and Mechatronics & Robotics.

## Careerline Tech Center Health Sciences Campus

Looking ahead to fall 2025, Careerline Tech has ambitious plans to further expand its program offerings. By renovating existing OAISD facilities, a Health Sciences campus will be established, creating space for additional program offerings that align with future-focused industry needs and student interests. The renovation of vacated Health Sciences classrooms at the Tech Center will accommodate new programs, providing more students with access to career tech ed experiences and the opportunity to earn low-cost or no-cost college credits and industry certifications.

## Work-Based Learning Partnerships Expansion

A key component of OAISD's career tech ed expansion is the enhancement of work-based learning opportunities. OAISD has long been committed to providing students with real-world, on-the-job training through employer partnerships. During the 2022-23 academic year alone, over 1,000 Careerline Tech Center students benefited from work-based learning opportunities with local employers.

To further strengthen this initiative, OAISD has forged extensive partnerships with local school districts, enabling regional work-based learning support and significantly increasing the number of students who can access these valuable experiences. Through internships, apprenticeships, mentorship programs and more, students



gain practical insights into different industries and develop crucial workplace skills, empowering them to make informed decisions about their future career paths and continued education.

## Web-Based Student/Employer Matching Tool

Additionally, OAISD recently incorporated a new online tool called [EmergeSkilled](#) that enables students to create a profile that showcases their skills and experience to find the most aligned entry-level career opportunities by matching their skills with employer profiles. On the flip side, employers can also leverage this tool which uses sophisticated algorithms to match student profiles with opportunities, making it easier for employers and students to connect.

Ottawa Area ISD is committed to continuously seeking innovative ways to foster partnerships with employers to prepare students for the evolving workforce. By actively engaging with employers, we can align our programs and curricula with industry needs, ensuring that our students are equipped with the relevant skills and knowledge required in the job market. Through expanded offerings will empower students to secure higher-earning and more fulfilling job opportunities, ultimately contributing to the overall prosperity of their families and the community as a whole.



Dave Searles is an esteemed educator with 23 years of experience in the field. He began his career at Allendale Public Schools where he taught special education and career tech ed before transitioning into administration. For the past 13 years, Dave has excelled as the Director of Ottawa Area ISD's Careerline Tech Center and currently holds the position of Associate Superintendent of Career and Technical Education for OAISD. Dave earned a master's degree in administration from Grand Valley State University. Beyond his professional achievements, he finds joy in woodworking, exploring the great outdoors, and serving as a church deacon.



# Stronger Together: A Look Back at the Year with Board Chair Jon Lanning

By Jon Lanning | Owner, INONTIME

Serving as the Chamber Board Chair this past year has been a joy. Sometimes you hear people say that out of courtesy as they hand the baton to the next leader, but I couldn't mean it more. It gave me a front-row seat to a community joining hands after some tough years, a well-executed leadership transition, and people living out our theme of Stronger Together.

Webster defines community as "a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals." Back in 2021, it felt like more things were trying to pull us apart than together. Rather than celebrating our differences and listening well, the world had become divided. In too many places, love and caring for others had been replaced with judgment and sometimes even hatred. But those winds have shifted back in the last year. We are still far from perfect as a

community or people, but I am so proud of how we refocused on what we want to accomplish together rather than things that could divide us. The chamber played a vital role by gathering, educating, and keeping us talking about what's important. Through Leadership Live, Wake Up West Coast, and other events, we centered around the fellowship and common goals we share as a community.

That unity, along with reconnecting and meeting in-person, was crucial when many businesses, schools, and relationships were feeling fragmented.

Our priorities state that the Chamber exists to be a:

- Catalyst for Business Growth and Development
- Convener of Leaders and Influencers
- Champion for a Thriving Community

The Chamber played a key role in that last value — being a Champion for a Thriving Community during the last year. They really were a champion. For example, the Chamber had Dr. Kyle Mayer and David Tebo of the Ottawa Area ISD speak to business leaders at a Wake Up West Coast breakfast last November. Business leaders asked how they could help raise the next generation of trained workforce they desperately need. Kyle and David discussed their challenges in quickly scaling that training and how businesses could help. The Chamber played the critical role of bringing us together to look for solutions. Watching the creativity, energy, and commitment to moving forward at that breakfast was fun.

I also had a front-row seat to being part of a well-executed leadership transition. Jane Clark did a fantastic job leading the Chamber. How do you replace 32 years of Chamber experience? Filling those big shoes was no easy task, but what happened was a great example of leadership transition. Jodi Owczarski is a born leader and is off to an incredible start. She and the team honored Jane and the tremendous legacy of those who came before them while setting new and bold directions. Jane continues to cheer them on and is thankful to leave the Chamber in such great hands. The West Coast Chamber is a trailblazer in many ways, including demonstrating a smooth and successful leadership transition.





The Chamber theme for this last year was Stronger Together. It's common to think of a chamber of commerce as an organization focused primarily on what is good for business. Indeed, our West Coast Chamber advocates for a robust business environment. But there is also the recognition that without adequate housing, the community won't be an attractive place to live, and companies won't have access to talent. Without flourishing communities and thriving people, businesses would flounder. Throughout the last year, I have witnessed schools helping businesses, companies working on housing solutions, businesses assisting nonprofits, and vice versa. They all came together to tackle the housing shortages, workforce needs, and mental health challenges. We truly embraced the theme.

Nothing demonstrated that theme more than Community Impact Day in May, where 950 volunteers came out to help over 60 area nonprofits. Big companies, small companies, schools, kids, and adults all working together to make a difference in the community. How cool is that? We saw that we are Stronger Together!

It's been an honor to serve as board chair this past year. David Bolt of GMB Architecture + Engineering will do a phenomenal job taking over. Each of us stands on the shoulders of those who came before us, and there is a long list of West Coast Chamber board members who gave their time and talents to move our community forward. In the moments when the world seems a bit hopeless, I encourage you to look for the local bright spots. We are working together, pushing forward, and truly are a stronger community because of how the Chamber brought us together. I am proud to serve and be part of it with you!

Jon Lanning is President at INONTIME, a trucking and warehousing company based in Zeeland, Michigan. The company has quickly grown since starting 25 years ago; an example of what a great team can accomplish. Four years ago, INONTIME formed an ESOP plan where the team members became employee owners. They specialize in local deliveries, trucking to and from the Midwest, and dedicated work for local customers. INONTIME also has 750,000 sq ft of warehousing space, supporting local manufacturing and distribution by storing raw materials, finished goods, and doing pick/pack projects. They have added locations in South Carolina and Ohio.



# Boost Your Philanthropic Impact with a Charitable Giving Strategy

By Beth O'Laughlin | Partner, Warner Norcross + Judd LLP

For some family businesses, charitable giving is an integral part of the company's mission, with each generation of ownership supporting causes about which they are passionate.

Recent studies have noted that while donations are up and donors have confidence that nonprofit organizations can address social and global issues, donors often lack a documented charitable giving strategy and the information needed to understand whether their giving is making an impact on the worthy causes they have chosen to support.

Creating a charitable giving strategy allows a business to be more intentional in its giving, requiring owners to specifically define their giving goals and give thought to how they can measure achievement of those goals. While the benefits of a charitable giving strategy may be fairly obvious, figuring out where to start when creating one can be a challenge.

A good first step is to give thought to the following questions:

- What issues are you most passionate about?
- Would you prefer to give smaller gifts to several charities or make larger, "impact" gifts to just a few organizations?
- Does it make sense for your business to give on a regular schedule or to make gifts as specific needs arise?
- Do you have a business or charitable mission statement to guide your community giving now and into the future? Who is responsible for creating and monitoring this?
- Do you want to go beyond making gifts and actively participate in the organizations you are supporting, perhaps as a volunteer or a board member?
- Do you know what success or "moving the needle" looks like for the issues you want to impact?
- Do you have additional public relations or tax goals you would like to achieve with your community giving?

Once you have determined how, when, and why you would like to make charitable gifts, it is important to understand

how the organizations you support operate and how they measure impact. Great places to look for information about the effectiveness of nonprofit organizations include Charity Navigator, Giving Compass, and GuideStar.

Some questions to consider when evaluating organizations include the following:

- Does the organization track its revenue, overhead costs, and fundraising expenditures?
- Does it evaluate how effectively it raises funds and uses its financial and human resources?
- Does it have a plan and utilize best practices for evaluating its effectiveness in achieving its mission?
- Is it transparent about its finances, operations, and impact?
- How much of its income does the organization spend on its charitable mission? An effective charity is likely spending at least 75% of its income on its charitable endeavors.

Creating a giving strategy can improve a business's philanthropic impact by ensuring resources go to the nonprofit groups that are providing the best solutions to the problems the business owners aim to address.

Your business attorneys, estate planning attorneys, and financial advisors can partner with you and your business to design a giving strategy that meets your needs, and they can help implement your plan to achieve your community impact objectives in the most tax-efficient manner. For more information on creating giving strategies, contact Beth O'Laughlin at 616.396.3118 or [bolaughlin@wnj.com](mailto:bolaughlin@wnj.com).





# An Inside Look at the Hispano Network with Chairman Ernesto Lopez

By **Ernesto Lopez** | Owner and Principal Broker, UBeHome Real Estate

## Tell us about yourself.

I am the Owner and Principal Broker at UBeHome Real Estate. I'm driven by my desire to make a positive impact on the lives of others, and I'm known for my compassion and professionalism. I grew up modestly and learned the value of hard work, determination, and treating everyone with respect and fairness, which guides all my interactions.

As the Chairman of the West Coast Chamber Hispano Network, I work towards an empowered and thriving future for the Hispanic community by fostering connections, creating opportunities, and advocating for Hispanic businesses and professionals. I help contribute to their growth and prosperity.

## What made you decide to partner with the West Coast Chamber to launch the Hispano Network?

I partnered with the West Coast Chamber of Commerce to launch the Hispano Network because I recognized the importance of a strong business community that includes

and supports Hispanic entrepreneurs and professionals. By joining forces with the West Coast Chamber, I created a platform for empowerment, collaboration, and success.

## What is the Hispano Network and who should get involved?

The West Coast Chamber Hispano Network connects and empowers Hispanic businesses and professionals. It welcomes Hispanic individuals and businesses, as well as those interested in engaging with the Hispanic community. Hispanic entrepreneurs, business owners, professionals, and individuals passionate about diversity, inclusion, and economic growth, are encouraged to join.

Members of the West Coast Chamber Hispano Network gain access to networking events, educational workshops, mentorship opportunities, and tailored resources for the Hispanic business community. The Hispano Network serves as a valuable platform for building relationships, exchanging ideas, and accessing business resources that foster growth and success.

## What is your long-term hope for the Hispano Network?

My long-term vision for the Hispano Network is for it to become a thriving and influential community within the West Coast Chamber of Commerce. I hope it empowers and supports Hispanic business owners, professionals, and entrepreneurs, making a positive impact on the local economy. By providing resources, educational programs, networking events, and advocacy, the Hispano Network equips members with tools and support for success. A strong and prosperous Hispanic community enhances economic vitality and cultural diversity, benefiting residents and businesses in the region.

## Cuéntanos acerca de tí.

Soy el propietario y corredor principal de UBeHome Real Estate. Me impulsa mi deseo de tener un impacto positivo en la vida de los demás, y soy conocido por mi compasión y profesionalismo. Crecí con modestia y aprendí el valor del trabajo arduo, la determinación y tratar a todos con respeto y justicia, lo que guía todas mis interacciones.

Como presidente de la Red Hispana de la Cámara de la Costa Oeste, trabajo por un futuro empoderado y próspero para la comunidad hispana fomentando conexiones, creando oportunidades y defendiendo a las empresas y profesionales hispanos. Ayudo a contribuir a su crecimiento y prosperidad.

## ¿Qué te hizo decidir asociarte con la Cámara de la Costa Oeste para lanzar el Hispano Network?

Me asocié con la Cámara de Comercio de la Costa Oeste para lanzar la Red Hispana, reconociendo la importancia de una comunidad empresarial sólida que incluya y apoye a emprendedores y profesionales hispanos. Al unirme a la cámara, cree una plataforma de empoderamiento, colaboración y éxito.

## ¿Qué es el Hispano Network y quién debería involucrarse?

La Red Hispana de la Cámara de la Costa Oeste conecta y empodera a las empresas y profesionales hispanos. Da la

Ernesto Lopez was born in San Luis Potosi Mexico and was raised in Mexico City. His family migrated to Holland, Michigan over 28 years ago. At a very young age, he knew he wanted to start a business. He eventually made the decision to start a real estate business. After 15 years of experience, discipline, and dedication, Ernesto opened UBeHome Real Estate, the only minority owned real estate company on the Lakeshore.



bienvenida a personas y empresas hispanas, así como a aquellos interesados en relacionarse con la comunidad hispana. Se alienta a los empresarios, dueños de negocios, profesionales e individuos hispanos apasionados por la diversidad, la inclusión y el crecimiento económico a unirse.

Los miembros de la Red Hispana de la Cámara de la Costa Oeste obtienen acceso a eventos de creación de redes, talleres educativos, oportunidades de tutoría y recursos personalizados para la comunidad empresarial hispana. La Red Hispana sirve como una plataforma valiosa para construir relaciones, intercambiar ideas y acceder a recursos comerciales que fomentan el crecimiento y el éxito.

## ¿Cuál es su esperanza a largo plazo para el Hispano Network?

Mi visión a largo plazo para Hispano Network es que se convierta en una comunidad próspera e influyente dentro de la Cámara de Comercio de la Costa Oeste. Espero que empodere y apoye a los empresarios, profesionales y empresarios hispanos, lo que tendrá un impacto positivo en la economía local. Al proporcionar recursos, programas educativos, eventos de creación de redes y defensa, la Red Hispana equipa a los miembros con herramientas y apoyo para el éxito. Una comunidad hispana fuerte y próspera mejora la vitalidad económica y la diversidad cultural, lo que beneficia a los residentes y las empresas de la región.



# Upcoming Programs

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



## August 21, 2023

### 55th Annual Golf Outing

7:00 AM – 7:00 PM

Macatawa Golf Club

It's time to dust off your clubs and start practicing your swing because our 55th Annual Golf Outing is just around the corner! This year, we've returned to a shotgun start format with two convenient tee times to choose from — 7:30 AM or 1:30 PM. Lunch will be served in between flights and foursome and single golfer registrations are available. Don't wait — sign up today!

Tournament Sponsor: **Gentex Corporation**

## September 7, 2023

### Power Lunch

11:30 AM – 1:00 PM

Macatawa Golf Club

Grab your business cards and get ready to expand your network! At this fun and structured networking program, you'll have the opportunity to make new connections during three rounds of table networking. You'll also enjoy a delicious lunch and have the opportunity to win a door prize!

## September 20, 2023

### Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

Join us as we welcome Zach Mercurio, who will lead us through what experiencing purpose in everyday life, work, and school can accomplish, and what a crucial predictor of sustained motivation and long-term well-being can do. You'll learn the practice-proven and research-backed skills for experiencing more impact in your personal and professional lives. You'll also learn how to build a culture of purpose for others.

Program Sponsor: **Warner Norcross + Judd LLP**

Speaker Sponsor: **Huizenga Gamache & Associates**

## September 28, 2023

### Annual Awards Celebration: An Evening with the Chamber

6:00 PM – 9:00 PM

Holland Civic Center Place

The West Coast Chamber invites you to join us as we recognize and celebrate the success of our business community. In addition to live entertainment and Chamber updates, this joyous event will include the presentation of a number of awards to remarkable organizations that have made exceptional contributions to our community over the past year. You don't want to miss it!

Platinum Sponsor: **Blue Cross Blue Shield Network**



# HAPPENINGS



Engaged community members pose for a photo at our Hispano Network Happy Hour at Taqueria Arandas.



Ribbon cutting celebrating the grand opening of United Bank's new office in downtown Holland.



Groundbreaking celebrating the new construction of Homewood Suites by Hilton on the southside of Holland.





*Ribbon cutting celebrating the grand opening of Mezkla Taqueria in downtown Holland.*



*West Coast Leadership Alumni enjoy great conversation while taking in the views from the Smith Haughey Rice & Roegge office in Downtown Holland.*



*Ribbon cutting celebrating the grand opening of Ivy Rehab Physical Therapy's new location on the northside of Holland.*



*Ribbon cutting celebrating the grand opening of Inclusive Empowerment Services in Holland.*



*Engaged Chamber members network at our Social Hour with the Chamber event at Biggby Coffee in Zeeland. Thank you to West Michigan Community Bank for sponsoring this event!*



*Ribbon cutting celebrating the grand opening of the Zeeland Welcome Center located inside the Dekker Huis Museum in downtown Zeeland.*



*Ribbon cutting celebrating the grand opening of Photo Images by Carl's new studio in downtown Holland.*



*Ribbon cutting in partnership with the Hudsonville Area Chamber of Commerce celebrating recent renovations at Apex Controls in Hudsonville.*

# Premier Partner Spotlight

## JR Automation: Investing in its Team and the Community

Even as it grew to be an international leader in delivering innovative automation solutions, JR Automation recognized that the local communities and cities in which it operates are integral to its growth and development. Holland and the surrounding lakeshore continue to feel the positive impact the corporation provides. In the past year alone, JR Automation has opened new facilities on Waverly Road and East 64th Street in Holland, resulting in hundreds of new job opportunities. But JR Automation's reach extends far beyond West Michigan with 20+ total facilities across Michigan, Tennessee, South Carolina, and Utah, plus internationally in France and Singapore. All of this, combined with being a Hitachi Group Company, truly makes JR Automation a global force in robotics systems integration.

These investments have allowed JR Automation to continue investing in its greatest strength—its team of skilled professionals. From engineering and development to human resources and sales, JR Automation offers immense opportunities for over 2,000 employees with the skills, curiosity, and passion to bring automation solutions to life.



And with its expansion into digital solutions and product development, JR Automation continues to provide its employees with exciting challenges in the Industry 4.0 space.

If that wasn't enough, the team at JR Automation is also making an impact in their communities outside of the office. The company has donated hundreds of thousands of dollars and countless volunteer hours to local organizations through its JR Community Care Fund, internal committees, and extracurricular groups. The company also encourages its team to stay active, sponsoring dozens of athletic teams that help support local parks and trails.

To find out how JR Automation can help transform your business, or to see what opportunities there might be to advance your career, visit [jrautomation.com](http://jrautomation.com) today.



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# 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  
 4Front Credit Union  
 Ageless Autos - **30\***  
 Appledorn Assisted Living Center - **25\***  
 At Home Realty Lakeshore  
 Atrio Home Health Lakeshore  
 Baymont Inn & Suites  
 Beauty ReNew, LLC  
 Benjamin's Hope - **5\***  
 Better Business Bureau of Western Michigan - **30\***  
 Blu Veranda  
 Buckman MacDonald & Brown PC  
 Bunte's Pharmacy  
 Butch's Dry Dock  
 Calder Capital - Parker Schaap  
 Carolyn Stich Studio, LLC  
 Carpe Latte  
 Cherry Republic  
 Code Blue Corporation

Collective Idea  
 Craig's Cruisers Family Fun Center  
 Cusack Manufacturing  
 DD Wind Trucking, Inc.  
 EcoBuns Baby + Co.  
 Edge Benefits Group LLC  
 Eikenhout  
 Engedi Salon - Zeeland  
 Extol, Inc.  
 Facility Management Consulting, Inc.  
 Faith Reformed Church  
 Farm Bureau Insurance Hop Agency, Inc.  
 Fifth Third Bank  
 Frank's Restaurant  
 Garsnett Beacon Candle Co.  
 Gary's Automotive Volkswagen - **20\***  
 GHSP  
 Heritage Homes, Inc.  
 Holland P.T. Corp.  
 Jonker's Garden  
 Koele Godfrey Investment Group - **20\***



Ladder Homes, Inc.  
 Lakeshore Scale, Inc.  
 Laketown Township  
 Laurel & Co.  
 Laurie Birkholz MD & Associates  
 LVS CPAs & Associates  
 Mac Adventures LLC  
 mainstreet beanery  
 Marigold Family Dentistry  
 Mercy Health  
 Michigan Certified Development Corporation  
 Michigan Manufacturing Technology Center - West / The Right Place - **5\***  
 NovaCare Rehabilitation  
 Oranje Boven Marketing  
 P.I.E. Management, L.L.C.  
 Pivotal Blueprint

PMS Products, Inc.  
 Rankin Recruiting LLC  
 R-Bo Company  
 Soils & Structures, Inc.  
 Staybridge Suites  
 Strikwerda Family Dentistry  
 Summit Point Roofing  
 The Bridge Youth Center  
 The Curragh Irish Pub & Restaurant  
 Town & Country Group  
 Tropical Smoothie Cafe  
 Turning Pointe School of Dance  
 Unity Christian High School  
 Van Doorne Hearing Care  
 VanSlambrouck Family Dentistry  
 Vork Brothers Painting, LLC  
 Wells Fargo Advisors - Stob  
 Westside Service Center - Zeeland

## New Members

Welcoming these new members who recently joined the West Coast Chamber

**Aquafine of West Michigan, Inc.**  
**Ross Bloemers**  
 (616) 392-7843  
[www.aquafinewm.com](http://www.aquafinewm.com)  
[aquafinewm@gmail.com](mailto:aquafinewm@gmail.com)

**BizInsure, LLC**  
**Jacky Qi**  
[www.bizinsure.com](http://www.bizinsure.com)  
[sales@bizinsure.com](mailto:sales@bizinsure.com)

**Eighty-Six West Asset Management**  
**Christopher Dekker**  
 (269) 386-9378  
[www.86-west.com](http://www.86-west.com)  
[info@86-west.com](mailto:info@86-west.com)

**Estella Rose Fashion**  
**Tricia Alcamo**  
[www.estellarosefashion.com](http://www.estellarosefashion.com)  
[info@estellarosefashion.com](mailto:info@estellarosefashion.com)

**Fort Freight**  
**Kameron Fowler**  
 (231) 246-7591  
[www.fortfreight.com](http://www.fortfreight.com)  
[kfowler@fortfreight.com](mailto:kfowler@fortfreight.com)

**Friends of Felt Estate**  
**Patty Meyer**  
 (616) 335-8952  
[www.feltmansion.org](http://www.feltmansion.org)  
[contact@feltmansion.org](mailto:contact@feltmansion.org)

**Good Ink**  
**Kevin Watson**  
 (616) 294-8884  
[www.goodink.com](http://www.goodink.com)  
[hello@goodink.com](mailto:hello@goodink.com)

**HES A and B Equipment, Inc.**  
**Tom Begerow**  
 (616) 396-5535  
[www.hesequipment.com](http://www.hesequipment.com)  
[sales@hesequipment.com](mailto:sales@hesequipment.com)

**Hughes Integrated**  
**Rob Hughes, MBA**  
 (616) 552-9560  
[www.hughesintegrated.com](http://www.hughesintegrated.com)  
[Rob@HughesIntegrated.com](mailto:Rob@HughesIntegrated.com)

**Leedbase**  
**Nathan Klug**  
 (941) 541-3334  
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[hello@leedbase.com](mailto:hello@leedbase.com)

**Michigan Awesome**  
**Kevin Watson**  
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[www.michiganawesome.com](http://www.michiganawesome.com)  
[hello@michiganawesome.com](mailto:hello@michiganawesome.com)

**North Coast Wealth Advisors**  
**Blake Hildenbrand**  
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[www.northcoastwealthadvisors.com](http://www.northcoastwealthadvisors.com)  
[hildenbrandb@stifel.com](mailto:hildenbrandb@stifel.com)

**Susan St. Angelo Coaching, LLC**  
**Susan St. Angelo**  
 (317) 590-8723  
[stangelosusan@gmail.com](mailto:stangelosusan@gmail.com)

**The Marquez Agency / Farm Bureau Insurance**  
**Maria Marquez**  
 (616) 377-4881  
[mariam Marquez@fbinsmi.com](mailto:mariam Marquez@fbinsmi.com)

**Tracy Brower**  
[www.tracybrower.com](http://www.tracybrower.com)  
[tbrower108@gmail.com](mailto:tbrower108@gmail.com)

**Tulip City Barking Lot**  
**Emma VanOss**  
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[www.tulipcitybarkinglot.com](http://www.tulipcitybarkinglot.com)  
[emmastyf@yahoo.com](mailto:emmastyf@yahoo.com)



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