

**David Bolt**  
CEO  
GMB Architecture + Engineering

Seven Things Successful  
Michigan Small Businesses  
Have in Common

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The Need for Margin:  
Making Space to Rest  
and Reset

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Meet the New Executive  
Director of Out On  
The Lakeshore, Kate  
Leighton-Colburn

## Forward Together: A Look at the Year Ahead with Board Chair, David Bolt

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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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**A**t the West Coast Chamber, the month of September marks the beginning of a new fiscal year. It's the time when our team comes together to establish a detailed plan for the year ahead.

This year is no different. We've identified a series of organizational goals to better serve our thriving business community. These goals include improving the member experience through tailored outreach initiatives, promoting a culture of inclusivity by intentionally integrating programs and resources that foster a culture of belonging, and growing a tidal wave of positive impact on our community.

In this month's edition of the West Coast Way Magazine, you'll hear from incoming Board Chair David Bolt as he encapsulates these goals into our common theme, "Forward Together." I'm so excited to lead the Chamber alongside David, and I can't wait to see what we're able to accomplish as we move forward together!

**Jodi Owczarski**

President & CEO  
Michigan West Coast Chamber  
of Commerce



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# Seven Things Successful Michigan Small Businesses Have in Common

By The Michigan Small Business Development Center

**Y**ou want your Michigan small business to thrive and so do we. But what does it take to be successful? While each small business is unique in its own right, there are some commonalities we see among those that are flourishing. Here, we break down seven characteristics of success you can use as your blueprint to unlock untapped opportunities in your current operation. We also share tools, resources, and ways the Michigan SBDC can support you in each one, because we're here to help.

## 1. Clear Vision and Strategy

Successful small businesses have a clear vision of what they want to achieve. They have a well-defined mission statement and a set of core values that guide their decisions and actions. Additionally, they develop a comprehensive business plan that outlines their short-term and long-term goals, as well as strategies to achieve them. This strategic clarity helps them stay focused and make informed decisions, even in the face of challenges.

## 2. Customer-Centric Approach

Small businesses that prioritize their customers are more likely to succeed. They understand their market and their target audience's needs and preferences, and tailor their products or services accordingly. By providing exceptional customer service and fostering strong relationships, successful businesses create loyal customer bases that not only bring repeat business but also serve as brand advocates through word-of-mouth referrals.

## 3. Strong Leadership

Effective leadership plays a crucial role in the success of any small business. Successful entrepreneurs possess strong leadership qualities, including the ability to inspire and motivate their teams. They lead by example, set clear expectations, and provide ongoing support and guidance to their employees. By creating a positive work culture and empowering their teams, they foster a sense of ownership and dedication among their staff, driving productivity and innovation.



## 4. Adaptability and Innovation

In today's dynamic business landscape, adaptability is key. Successful small businesses are agile and responsive to market changes. They embrace innovation and continuously seek ways to improve their products, services, and processes. By staying ahead of the curve, they can differentiate themselves from competitors and capture new opportunities that arise.

## 5. Focus on Marketing and Branding

Effective marketing and branding are essential for small businesses to stand out in a crowded marketplace. Successful businesses invest time and resources in building a strong brand identity and implementing targeted marketing strategies. They leverage various channels, including social media, content marketing, and public relations, to raise awareness, engage with their audience, and build a recognizable brand that resonates with their customers.

## 6. Sound Financial Management

Financial acumen is a fundamental aspect of successful small businesses. They maintain accurate and up-to-date financial records, regularly review their financial performance, and make informed decisions based on data-driven insights. They allocate resources wisely, manage cash flow effectively, and plan for both short-term and long-term financial goals. This discipline ensures their business remains sustainable and enables them to seize growth opportunities when they arise.



## 7. Embrace Technology

Successful small businesses recognize the power of technology in driving efficiency, productivity, and customer engagement. They embrace relevant digital tools, such as customer relationship management (CRM) systems, e-commerce platforms, and analytics software, to streamline operations, automate tasks, and gain valuable insights. By leveraging technology, they can optimize processes, deliver better customer experiences, and scale their businesses effectively. All while protecting confidential information of their customers and their business.

A clear vision, customer-centric approach, strong leadership, adaptability, effective marketing, sound financial management, and embracing technology are essential elements that help small businesses thrive in today's competitive landscape. By incorporating these qualities into your operation, you can lay a solid foundation for success and increase your chance of achieving sustainable growth in the long run. And the Michigan SBDC is here with no-cost small business consulting services so you don't have to go it alone.

The Michigan Small Business Development Center (MI-SBDC) is a statewide network funded in part through cooperative agreements with the U.S. Small Business Association, the Michigan Economic Development Corporation, and Regional Hosts. The statewide host of the MI-SBDC is the Seidman College of Business at Grand Valley State University. The MI-SBDC is nationally accredited by the Association of SBDCs. Services include accessing capital, business education and training, business plan development, cybersecurity, export assistance, financial analysis, growth and strategic planning, market research, one-to-one consulting, and tech commercialization.



# The Need for Margin: Making Space to Rest and Reset



By Vicki Zylstra | Area Lead – Brand & Marketing, DISHER

Did you wake up this morning with more on your to-do list than you could accomplish? Each day, we rise with the desire to do more with less, squeeze in one more thing, say “yes” one more time. The pressure is all around us — work, family, home, friends, organizations, and, (drumroll) ourselves.

## What Lack of Margin Looks Like

I recently shared about my own personal need to evaluate the speed of my life with my work team. I heard the same message from my coaches, peers, team, and family. The pace I was working at, by my own decision, was not sustainable.

I enjoy working. I love to learn, strategize, and deliver. But I was finding that with back-to-back meetings, self-induced deadlines, and the pressure to always perform at my highest level, I hardly had a chance to

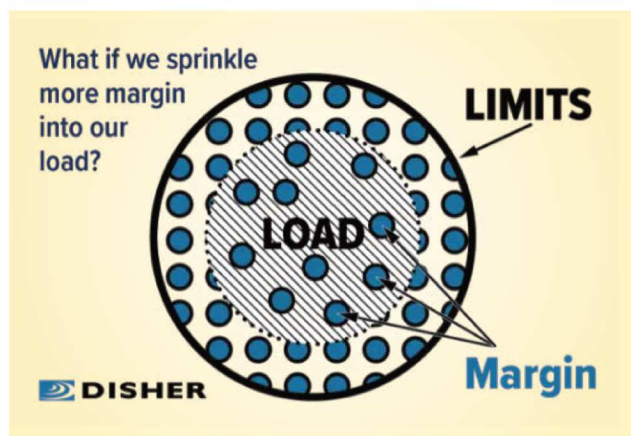
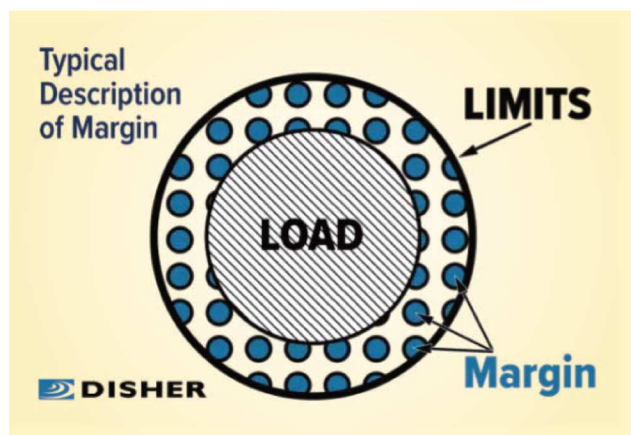
use the restroom let alone give my brain space to think outside the urgency of the moment.

Dr. Richard Swenson, author of the book *Margins*, shares this: “We must have some room to breathe. We need freedom to think and permission to heal. Our relationships are being starved to death by velocity. No one has the time to listen, let alone love. Our children lay wounded on the ground, run over by our high-speed good intentions.”

Consider this:

- Margin is the space between our load and our limits
- Boundaries (our limits) are established to keep things ‘out’
- The transition lines are firm and don’t leave room to be human





But what if margin looked like image two? What if we sprinkle margin into our workload space, not outside it? Might we choose to have an important conversation with someone that we normally would not have the time for? **Margin makes room for things to come into our lives in even the busiest times.**

There is a difference between planned rejuvenation time (like vacation) and margin. Rejuvenation time is designated for something, even if it's planned time to do nothing. **Margin is time that is held, it's use undetermined on how you might use it until that time arrives. It's held in reserve for the "what if" or "what might be."** When the time comes, you have the space to decide what to do with it. You might need to clear your head, check in with teammate, call a parent, step outside for some fresh

Vicki Zylstra values the opportunity to *Make a Positive Difference* with her coworkers, customers, and community. She brings over 25 years leading marketing, research, branding, and customer experience teams. Currently, Vicki is the Brand and Marketing Area Lead at DISHER, a firm dedicated to solving people, products, and process challenges in manufacturing through exceptional talent. She also is a lead facilitator for Strategic Vision Mapping, a process that helps organizations of all sizes understand their Why leading to cultural and financial growth. Outside of work, Vicki enjoys traveling, hosting, reading, enjoying nature, and spending time with family and friends.



air, decompress from an earlier meeting, grab some coffee, write a note to someone who needs it. I'm guessing you are picking up on the need for margin – even if you never realized it before.

But it isn't that easy. Why wasn't I planning margin into my life already? The truth is, there are many false beliefs about margin. One might believe that if our schedules are not packed full, we are not important to the organization. Or if we build in margin, we are perceived as not working hard enough.

But that is not the truth about margin. You can't remember special times if you aren't present. You can't breathe deeply if you can't catch your breath. You can't expect to have friends if you fail to be one. (Ouch.)

## How to Build Margin into Your Life

**Here are some practical ways to build margin into your life and allow margin in other's lives.**

- Plan your calendar a month out and insert unprescribed margin
- Schedule 50-minute meetings to allow margin between commitments
- Say "no" to meetings when they contest your margin
- Name what things are allowed to fill your margin
- Name what things are not allowed to fill your margin and avoid those
- Bury your social media apps. They suffocate and stifle mindfulness and clear headedness.

Take a few minutes today to simply mark out a few margin spaces in your calendar. And call them that. Be honest with yourself that to be your best, you need these opportunities to breath, reset, or touch base.





# Meet the New Executive Director of Out On The Lakeshore, Kate Leighton-Colburn

## What motivated you to explore career opportunities with Out On The Lakeshore?

I spent the last seven years living and working in New York City. My wife and I hoped to move back to West Michigan, but my biggest concern was finding work that I cared about. I loved my job in New York and moving back meant starting over. When I saw the job opening at Out On The Lakeshore, I immediately applied. As a member of the LGBTQ+ community who grew up in West Michigan, I know the importance of supporting and caring for queer individuals, families, and allies.

## What do you hope to achieve in your first year with Out On The Lakeshore?

Out On The Lakeshore is actively working to expand our programming and access to that programming. My background is in youth development, and LGBTQ+ youth and young adult programming is very much needed in this area. Caregivers and parents frequently reach out to us for support and we are working to implement programming that supports them.

## How do you plan to lead Out On The Lakeshore into the future?

Out On The Lakeshore is growing programmatically and in its constituency. LGBTQ+ people and allies deserve a place to live, learn, and thrive. And I plan to continue to meet the needs of our community by growing Out On The Lakeshore into an organization that can reach as many people as possible.



## How do you see Out On The Lakeshore impacting our West Michigan community?

West Michigan is a beautiful place to live. I know many folks who grew up here but eventually left to find a place where they can live into their LGBTQ+ identity. I believe that West Michigan can be a home to everyone of any identity, and Out On The Lakeshore is working to make sure that is a reality.

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

To seek balance. It is all too easy to fall into a pace that is unsustainable. Work must be balanced with play and rest.

## What's one thing people would be surprised to know about you?

I worked in theatre before pivoting to the nonprofit world. I dabbled in acting, taught theatre, and directed musicals.



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

I make sure to prioritize date nights with my wife, reach out to friends and family for gatherings, and host gatherings at our home. My wife and I try to make room all of the things in life that matter. That includes work, but it also includes everything that brings us joy.



Kate Leighton-Colburn is a Holland, Michigan native and Hope College graduate. She comes to Out On The Lakeshore with 6 years of front line and management experience working at The Door — A Center for Alternatives, a youth development agency and community center in New York. Kate started in the role of executive director in October of 2022. She and her wife Marly live in the Lakeshore area with their dog and cat.



# Forward Together: A Look at the Year Ahead with Board Chair, David Bolt

By David Bolt | CEO, GMB Architecture + Engineering



It's an incredibly exciting time to be a part of the West Coast Chamber! As I step into the role of Board Chair, I'm filled with immense joy and gratitude for the opportunity to contribute to the continued growth and success of the Chamber. The foundation for this promising year has been set by the outstanding work accomplished by former Board Chair, Jon Lanning, and the incredible first year of work achieved by President & CEO, Jodi Owczarski. Their tireless efforts over the past 12 months have laid the groundwork for a year filled with immense potential and achievement.

Jon Lanning is a leader who exudes enthusiasm and joy in all that he does. He has cultivated a Chamber community that is not only welcoming but also fosters a sense of warmth and inclusivity for our members. Throughout the past year, Jon and Jodi have built unbelievable momentum within our community, creating a solid base of participation from which we can launch into an even more successful future. Their efforts have inspired engagement and excitement for the future of our businesses and set the stage for the upcoming year.



Looking forward, it's our aim to build upon the strong momentum generated by the remarkable initiatives of the previous year. We have chosen the theme "Forward Together" as a reflection of our commitment to pushing boundaries and embracing progress built upon last year's theme "Stronger Together." As I reflect on the past year, I'm amazed by the overwhelming enthusiasm displayed by our business community in response to various initiatives. Together, we united to make Community Impact Day a resounding success, and the desire for the Chamber to launch the West Coast Connect Program was met with great enthusiasm. Already, we are witnessing the ripples of impact that these initiatives have created, connecting various parts of our community, and propelling us forward.

What sets our community apart is our unique blend of non-profit organizations, educational institutions, and visionary business leaders, all working together to strengthen and enhance the place we call home. In the upcoming year, "Forward Together" means taking these foundational principles and amplifying them. We will seek out opportunities to engage our community, gather even greater momentum, and accelerate towards a future filled with possibilities. Our aim is to put our area on the map as a shining example of a community of forward thinkers, collaborating on the pressing opportunities that communities around our country have. We aspire to

become a model community that others look to with admiration and seek to replicate.

By moving forward together, we will witness the ripples of impact we began creating last year transform into tidal waves of opportunity. As we become that leading example, we will attract a diverse array of individuals, businesses, and visitors to our area. They will join our community with a deep desire to collaborate with our businesses, learn from our experiences, and contribute to the vibrant ecosystem we have nurtured.

The theme "Forward Together" builds on one of the Chamber's core values: Be a Trailblazer. We firmly believe in the immense potential and bright future that lies ahead for Michigan's West Coast. We invite our business community to join us in shaping the incredible opportunities that await us. Together, we can pave the way for a vibrant and prosperous future that benefits us all.

As we embark on this exciting journey, we recognize the importance of collaboration, innovation, and bold thinking. We must be willing to explore uncharted territories, challenge the status quo, and embrace change. The Chamber is more than just a collection of businesses; it is a dynamic and united force that can bring about meaningful transformation in our community.







In the coming year, we will work together to nurture a thriving business environment, provide valuable resources and support to our members, and foster an inclusive and collaborative culture. By cultivating an ecosystem that encourages creativity, innovation, and entrepreneurship, we will empower our businesses to thrive and lead in a rapidly evolving marketplace.

Moreover, we will actively seek opportunities to connect with other chambers, organizations, and communities. By creating these intentional connections, we can tap into a

wealth of knowledge, share best practices, and leverage collective wisdom to drive our region's economic growth and success.

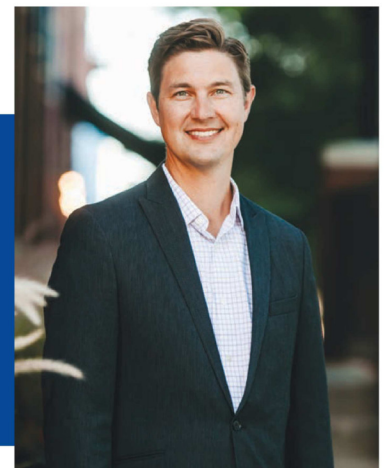
Beyond the business realm, we are committed to giving back and making a positive impact on our community. We will look to build off our momentum from Community Impact Day, and continue to support charitable initiatives, advocate for social responsibility, and actively engage in projects that enhance the quality of life for all residents. Together, we can create a community that is not only prosperous but also inclusive, sustainable, and deeply connected.

I'm honored to serve as the Board Chair of the West Coast Chamber during this thrilling time. Together, let's embrace the spirit of "Forward Together" and seize the countless opportunities that lie before us. With collaboration, innovation, and a collective commitment to success, we will shape a vibrant and prosperous future for our businesses, our community, and the West Coast as a whole. Here's to a remarkable year ahead!



David Bolt is the CEO of GMB, a 160-person Architecture and Engineering firm specializing in assisting Educational institutions plan, design, and operate their campus' in order to maximize their learner success. With a business degree from Calvin University and a Master of Architecture from the University of Michigan, David has become an experienced leader within GMB. Using his background in both business and architecture, David assumed the presidency in 2015, having previously served the firm in a number of roles since 1999.

David is an active member of the West Michigan community, via his many interactions with local organizations and public speaking engagements. He was named to the Grand Rapids Business Journal's 2015 "40 Under Forty" list and was awarded the Holland Young Professionals "Leadership Matters" award in 2016, as well as leading an organization that has won multiple Best and Brightest awards and the 2018 - 50 Michigan Companies to Watch award.





# The Importance of Paper in Learning and Literacy

Technology is an integral part of many facets of our lives. The expansion of broadband, smartphones, and portable technology has changed how we communicate, access information, work, and learn.

While many of these changes are positive, there is growing evidence that this isn't universal. Research shows an increasing reliance on digital methods and resources may be negatively affecting the ability to learn and remember information and may impact mental and physical health.

We examined 54 studies involving more than 171,000 readers that compared reading from digital vs. printed text. The analysis found that comprehension was better overall when people read printed vs. digital texts.

Similarly, a study involving millions of high schoolers in the 36 countries of the Organization for Economic Cooperation and Development found that those who use computers heavily at school "do a lot worse in most learning outcomes." Another analysis revealed that fourth-grade students (9 to 10 years old) "who used tablets had reading scores 14 points lower than those who never used them—a differential equivalent to an entire grade level."

A psychologist at the University of Maryland discovered that although students think they learn more reading online, tests show that they actually learn less than when reading print.

The benefits of paper-based learning materials aren't restricted to reading: writing on paper rather than typing on a keyboard can also produce better results. A 2014 study compared the outcome of students taking lecture notes by hand with those who took notes on a laptop. Students who took longhand notes performed better on both factual and conceptual questions.

The authors of the study concluded that "laptop use can negatively affect performance on educational assessments, even — or perhaps especially — when the computer is used for its intended function of easier note taking."

There is growing concern about the impact of digital devices on mental health. With devices now being used by students in school as well as outside the classroom, there is little respite from the constant stimulation they deliver. Paper-based learning materials, in addition to providing cognitive benefits, also provide a break from digital.



A University of Washington study found that students who used paper-based planners were less likely to experience symptoms of anxiety and depression. The study involved 264 undergraduate students who were randomly assigned to use either paper-based vs. digital planners. The researchers found that the students who used the paper-based planner reported lower levels of anxiety and depression.

Digital devices also impact sleep quality. A study conducted by Harvard Medical School researchers found that those who read from a tablet took longer to fall asleep, had less REM sleep, and felt less rested in the morning.

Poor sleep quality can bring with it negative health consequences, including mental well-being, obesity, diabetes, and cardiovascular disease.

Digital educational tools are very much in their infancy. A growing body of research suggests that a switch to electronic learning materials from paper-based materials may be detrimental to students' ability to learn and remember information, as well as to their overall health and well-being. Learning and literacy are of immense societal importance, and decisions must be informed by solid and unbiased scientific research.

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# Introducing Mezkla: Your Home for Authentic Mexican Street Food

By Patricia Vasquez | Owner, Mezkla Taqueria and Fruteria

## How did Mezkla Taqueria and Fruteria get its start?

Mezkla started as a side hustle six years ago. I started selling authentic Mexican street food from my home while working for Corporate America. I could no longer juggle both and decided to venture out on my own. What started as a side hustle transformed into a full-time job. I purchased the food truck and officially opened it to the public in 2021. It was a hit at local events, but most of the success came from catered events throughout Michigan, Indiana, and Chicago. The following year was filled with unexpected expansion as the space at 64 W 8th Street in downtown Holland became available. I quickly acquired it and Mezkla Taqueria and Fruteria officially opened in May 2023. The rest is history!

## What inspired you to open your first brick and mortar location in downtown Holland?

The brick-and-mortar location was part of my long-term plans. However, I was just venturing off with the food truck and all the work that came along with it. I did not want to think of a bigger commitment at the time. My plan was very specific, and the future seemed far away, but I was working hard towards it. Little did I know that God had a big surprise up his sleeve: Mezkla in downtown Holland!

The space was perfect from top to bottom. It was meant to be: open kitchen concept, big windows, taqueria size, the wood accents, and the pebble flooring. It was just what I envisioned!

## Mezkla Taqueria and Fruteria has experienced tremendous growth in just a few short years. What do you attribute this success to?

I'm a firm believer in God and I owe everything to him. My parents for teaching me great work ethic and values, for their constant support, and endless prayers. Carlos, my partner, and Alonzo, my brother, for their continued support from the very beginning. The Bolt family for opening the doors to success with the opportunity to cater to their family and friends. The Mezkla team, they say it takes a village, and it seriously does! They all work so hard to make this dream work. Most importantly to every single customer since 2017 to this day! Mezkla would not be here without the love, support, and business that we receive each day. Thank you!

## What are your hopes and dreams for the future of Mezkla Taqueria and Fruteria?

I'm a dreamer! Let's just say, I'd love to see Mezkla along the lakeshore: Traverse City and Chicago to be specific.





## Young Professionals Spotlight

# Getting HYP: Meeting Holland/Zeeland Young Professionals



### **Raechel Kamphuis**

*The Insurance Group – Stacy Segrist Kamphuis | Doug Kamphuis*

### **What's one of your favorite hobbies?**

Traveling has always been one of my favorite things to do when my schedule allows. Growing up, my family spent our vacations traveling across the United States in an attempt to visit all 50 states. We are currently at 44 states!

### **What is your role at the Insurance Group?**

I'm an Associate Agent at The Insurance Group — Stacy Segrist Kamphuis | Doug Kamphuis. As a family-owned business, I'm an intricate part of the marketing and sales plan. I also oversee our team members. We help our clients navigate Medicare and help them find a healthcare plan that is right for them and their unique needs.

### **What's your vision for our community?**

Our community is extraordinary! Some of the most generous and gifted people live here, nationally and internationally rated businesses call this place home, and the community is constantly investing in the future. I'm currently involved in a few big projects happening in downtown Holland including the heated sidewalk expansion and the outdoor ice rink located at Window on the Waterfront. I hope Holland continues to be a welcoming community by finding areas for growth and improvement each year.

### **Why are you excited to be a part of HYP?**

The Holland community has given me so much! I love being a part of HYP and serving on the Board because I finally get to return the favor and give back to our amazing community. HYP offers a place for young professionals to get to know Holland and network with their peers. Check out our HYP events — we're always looking to meet new people!

## Ambassador Spotlight

# Get to Know Your New Ambassador Board Chair



### **Jesse Prins**

*First National Bank of Michigan*

### **Why did you choose to become a Chamber Ambassador?**

I'm passionate about advocating for small businesses in the Holland and Zeeland community. The West Coast Chamber is an important local resource and being part of the

Ambassador Team allows me to serve my business banking clients in a uniquely holistic way. Several years ago, I had the privilege of participating in the Chamber's Leadership Program. Drawing on the training I received there, I felt prepared to become more involved in community leadership and to continue building on the business relationships I had developed within the leadership program. Over the past few years, I have come to deeply appreciate all aspects of small business growth in our community. Whether I am attending a ribbon cutting or any other recognition of milestone achievement, I am truly inspired by the dedication of these individuals to the success of their business.

### **What is your favorite memory from your time as a Chamber Ambassador?**

I have so many great memories as a Chamber Ambassador that it's difficult to pick just one. I'm always energized by attending Chamber events and meeting new business leaders. I've found that inviting guests to a Wake Up West Coast or Leadership Live Event has been a great way to showcase our thriving community and all the Chamber has to offer. When I speak with my guests after these events, their enthusiasm about our local resources is so exciting to see. The connections I have developed as a Chamber Ambassador both inside and outside our team have been very rewarding.

### **What do you hope to accomplish as Chair of the Chamber Ambassador Team?**

We have an incredible group of Chamber Ambassadors, and I want to continue to grow the fun and engaging culture we have within the team. It's my goal that we all feel supported and valued as we go out into our community each day and share our passion and excitement for the economic growth in the Lakeshore area.

# Upcoming Programs



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

## 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 12, 2023

### Advocacy in Action

10:00 AM – 11:00 AM  
Michigan West Coast Chamber

We're so excited for the return of our Advocacy in Action programming this September! Join us as we hear updates from our state legislators and welcome Michigan's 54th Attorney General, Dana Nessel. She'll share some of the important initiatives she's working on and discuss how they impact you and your business. You don't want to miss it!

*Lead Sponsor:* **Blue Cross Blue Shield of Michigan**

## 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**

## October 6, 2023

### Advocacy in Action

8:00 AM – 9:00 AM  
Michigan West Coast Chamber

Join us for our October Advocacy in Action program to hear updates from your elected officials. We'll also be joined by Brian Calley, President & CEO of the Small Business Association of Michigan. Brian will share important business updates from the SBAM. You don't want to miss this highly informational event!

*Lead Sponsor:* **Blue Cross Blue Shield of Michigan**

## October 12, 2023

### Leading Edge Workshop: Powerful Conversations

9:00 AM – 11:00 AM  
Michigan West Coast Chamber

Trust is essential for high functioning teams. However, teams are often faced with difficult conversations that both challenge our trust and threaten our confidence. A crucial conversation is characterized as having high stakes, opposing opinions and strong emotions. So, what does healthy conflict look like and how do you encourage positive dialogue when faced with difficult decisions? In this session, we will learn how to recognize difficult conversations and our role in managing conflict while aligning expectations for better trust.

*Lead Sponsor:* **Fifth Third Bank**

## October 19, 2023

### Zeeland Network Meeting

9:00 AM – 10:30 AM  
Critter Barn

The Zeeland Network is the place to come and meet with other Zeeland business representatives and share experiences. Join us this October as we convene the group at Critter Barn's brand-new farm to catch up and hear updates from fellow Zeeland Network members!

*Program Sponsor:* **Lake Michigan Credit Union**

## October 25, 2023

### Social Hour with the Chamber

4:30 PM – 6:00 PM  
Tulip City Brewstillery

Join us for Social Hour with the Chamber this October at Tulip City Brewstillery! You'll have the opportunity to connect with other professionals in a casual atmosphere. Purchase a beer, mocktail, or a taco or two, and get ready to make some great connections!

*Program Sponsor:* **RedWater Restaurants**





*Ribbon cutting celebrating the grand opening of Estella Rose Fashion in downtown Holland.*



*Ernesto Lopez, Broker and Owner at UBeHome Real Estate, presents to an engaged crowd during our Hispano Network Market Research Workshop.*



*West Coast Chamber team members pose for a photo while painting the fence along the Kollen Park and Heinz Waterfront Walkway in Holland.*



*Ribbon cutting celebrating the grand opening of Tommy's Car Wash headquarters in Holland.*



*Ribbon cutting celebrating the one-year business anniversary of Edward Jones Josh Franken in Holland.*



*Engaged community members network at Jhomary's Paradise in Washington Square during our Hispano Network Happy Hour.*



*Speakers pose for a photo prior to the West Coast Chamber Hispano Network Social Media Marketing Workshop.*



*Ground breaking ceremony celebrating the construction of a pickleball complex at the Community Park in Park Township.*



# Premier Partner Spotlight

## Fifth Third Bank

Fifth Third is a bank that's as long on innovation as it is on history. Since 1853, we've been helping individuals, families, businesses, and communities throughout West Michigan grow through smart financial services that improve lives. Our mission, to strengthen families and build strong communities

Our list of firsts is extensive, and it's one that continues to expand as we explore the intersection of tech driven innovation, dedicated people, and focused community impact with organizations like the West Coast Chamber, Boys and Girls Club of Holland, and Tulip Time. Fifth Third is one of the few U.S.-based banks to have been named among Ethisphere's World's Most Ethical Companies® for four consecutive years. With a commitment to taking care of our customers, employees, communities, and shareholders, our goal is not only to be the nation's highest performing regional bank, but to be the bank people most value and trust.

As one of the country's larger banks, we're big enough to provide sophisticated solutions and expert guidance all with decisions made right here in West Michigan. We offer



diversified financial services that include personal, investments and mortgage, commercial, business banking, and wealth planning. Our experienced team of bankers is dedicated to providing the tools and services to achieve your financial goals. This is the banking value that only Fifth Third can deliver.

If we can assist you, please stop into one of our five offices in the area. Please contact Scott Lubbers, Market President here in Holland, at [Scott.Lubbers@53.com](mailto:Scott.Lubbers@53.com).



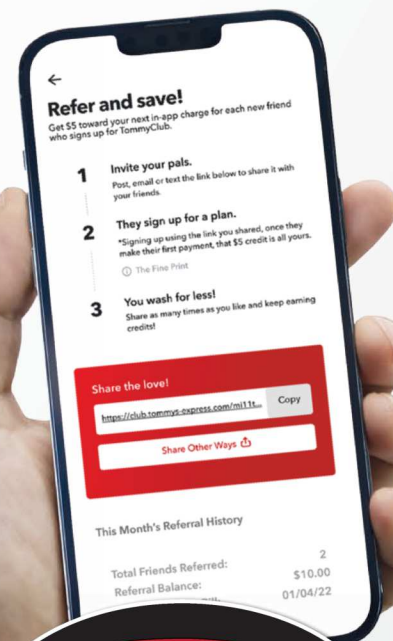
# Share — the → SHINE!

## Refer a friend, Get \$5 OFF!



It's simple! Just share your link and you earn \$5 for each referral that signs up.

*Unlimited Club Powered By Tommy's Express.*





# 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

Acoustical Installations  
 Advanced Architectural Products  
 Advanced Sealing  
 Advanced Time  
 Appledorn Assisted Living Center - **25\***  
 Arnold Sales Complete Janitor Supply  
 Authentix Quincy Street  
 Baughman Capital Management  
 Beauty ReNew, LLC  
 Biggby Coffee  
 Blue Pond Marketing  
 Bosch Insurance Group  
 Bowerman's on 8th  
 Canteen Vending  
 Challenge Island  
 Charter House Innovations  
 Checkers - **10\***  
 City of Holland  
 ClimateGuys.com  
 Comcast Business  
 Cook's Delivery Service, LLC  
 Cornerstone Caregiving  
 Countryside Heating & Cooling, Inc.  
 Courtyard by Marriott  
 Creatively Centered LLC  
 Custer Insurance Agency and Custer Financial Advisors  
 Diamond Springs Golf Course

Ditto Upscale Resale  
 Donkersloot Law Office  
 Edge Benefits Group LLC  
 Elisabeth Marie Photography LLC  
 Escape Ministries  
 Evergreen Commons  
 Five Star Real Estate Lakeshore, L.L.C.  
 Fustini's Oils & Vinegars  
 Garsnett Beacon Candle Co.  
 Goodwill Industries of West Michigan - **5\***  
 GRCC Lakeshore Campus  
 Great Lakes Window Coverings & Design Studio  
 Greenridge Realty  
 Horizon Bank - **5\***  
 Howard Miller Library & Community Center  
 Hudsonville Public Schools  
 Intext Concepts, Inc.  
 ITB Packaging  
 jb and me  
 KNITit LLC  
 Lankheet Pool & Spa, Inc. - **25\***  
 Lifeline Ministries No 2  
 Lighthouse Title Group  
 Marie's Green Apothecary  
 Medilodge of Holland  
 MFP Automation Engineering Inc.



MillerKnoll  
 Momentum Center  
 Morrison Industrial Equipment  
 Nelson Builders, Inc  
 Nelson Steel Products  
 Next Generation Services, L.L.C. - **5\***  
 NextHome Champions  
 NovaCare Rehabilitation  
 NuVescor  
 Omni Die & Engineering, Inc.  
 P.I.E. Management, L.L.C.  
 PeopleIT - **5\***  
 Photo Images by Carl  
 Pigeon Creek Golf Course  
 Plascore Inc.  
 Quincy Street, Inc.  
 Rankin Recruiting LLC  
 Request Foods, Inc.  
 Royal Technologies  
 Rutherford & Associates  
 Seppo Chiropractic  
 She Plans Travel Co  
 Site Work Solutions - **10\***  
 Spalding DeDecker  
 Spectators Sports Bar & Grill  
 Sterling Rose Marketing & Communications

STM Manufacturing, Inc.  
 Stokes Seed Company of Niagara Falls, Inc.  
 Storey Line Connections  
 Studio G Inc.  
 Taylor Rental Center  
 TelDesigns Inc.  
 The First Tee of West Michigan - Holland - **5\***  
 The Kingsley House Bed and Breakfast  
 Thompson M-TEC  
 Trigon Steel Components, Inc.  
 True Reflections Glass Co.  
 Tulip City Paddle Tours LLC  
 Veronicajune Photography  
 Vitale's Pizza of Zeeland - **30\***  
 Waverly Stone Gastropub - **5\***  
 Wellness Co.  
 West Michigan Works! - **25\***  
 West Ottawa Public Schools  
 Western Michigan Fleet Parts Inc.  
 WGVU  
 Workforce Employment Specialists  
 Zeeland Framework

## New Members

Welcoming these new members who recently joined the West Coast Chamber

**Bearded Dutchman Meats**  
**Bryant Hengst**  
 (616) 610-7884  
[www.beardeddutchman.com](http://www.beardeddutchman.com)  
[store@beardeddutchman.com](mailto:store@beardeddutchman.com)

**Blueprint Dentistry**  
**Lisa Westra**  
 (616) 396-5197  
[www.blueprint-dentistry.com](http://www.blueprint-dentistry.com)  
[office@blueprint-dentistry.com](mailto:office@blueprint-dentistry.com)

**Brownson Properties**  
**(JBBBC.com fund)**  
**Jonathan Brownson**  
 (616) 886-1815  
[www.jeannettebrownson.com/giving-back-to-the-community](http://www.jeannettebrownson.com/giving-back-to-the-community)  
[jonathan.brownson@gmail.com](mailto:jonathan.brownson@gmail.com)

**Jhomary's Paradise**  
**Luz Mireles**  
 (616) 848-7220  
[www.facebook.com/jhomarysparadise](http://www.facebook.com/jhomarysparadise)  
[Lucymireles5@gmail.com](mailto:Lucymireles5@gmail.com)

**Overisel Lumber Co.**  
**Jason Slenk**  
 (616) 396-2319  
[www.overisellumber.com](http://www.overisellumber.com)  
[hollandmain@overisellumber.com](mailto:hollandmain@overisellumber.com)

**Sarah Moneybrake Interior Design**  
**Sarah Moneybrake**  
 (616) 886-6716  
[www.smidgroup.com](http://www.smidgroup.com)  
[sarah@smidgroup.com](mailto:sarah@smidgroup.com)

**The Lost City, LLC**  
**Ryan Brunette**  
 (989) 415-1391  
[www.the-lostcity.com](http://www.the-lostcity.com)  
[ryanbrunette10@gmail.com](mailto:ryanbrunette10@gmail.com)

**Up Leaf Café**  
**Sonny Lam**  
 (616) 990-0663  
[www.upleafcafe.com](http://www.upleafcafe.com)  
[upleafcafe@gmail.com](mailto:upleafcafe@gmail.com)





272 E. 8th Street  
Holland, MI 49423

The background of the lower section is a dark green field with several strings of glowing white lights, resembling outdoor string lights.

 MICHIGAN WEST COAST CHAMBER OF COMMERCE

# ANNUAL AWARDS CELEBRATION

AN EVENING WITH THE CHAMBER

THURSDAY, SEPTEMBER 28, 2023 | 6:00 P.M.  
AT THE HOLLAND CIVIC CENTER

PLATINUM SPONSOR:   Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan