

Neil Boehm
Chief Technology Officer
Gentex Corporation

The Art of Powerful
Conversations

Meet Your New West Coast
Chamber Board Members

Introducing The Next
Chapter Book Mart:
A Truly Unique Bookstore

Doing Things Right Leads to Business Excellence at Gentex

West Coast Chamber Premier Partners

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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.

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

At the West Coast Chamber, we strive to deliver excellence in all we do. Whether it be our programming, our daily interactions with our members or our collaboration with community partners, we seek to make every moment a meaningful and impactful one.

We realize we are not alone in our quest for excellence. Many of our member organizations consistently push themselves and their teams to be better each day. We are so grateful to live and work in a business community that sets high standards, values quality, and strives for greatness above and beyond all else.

In this month's edition of the West Coast Way Magazine, we introduce you to our 2023 Excellence Award Winner, Gentex Corporation. You will discover what sets the organization apart from others in our community and get an inside look at their journey to excellence as a company. We can all learn something from Gentex and it's an honor to present them with the 2023 Excellence Award. Together we can achieve great things!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



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The Art of Powerful Conversations

By **Zoe Carmichael** | *Public Speaking Coach, Zoe Carmichael Consulting*

Are there some difficult conversations that you have regularly at work? How do you encourage positive dialogue when faced with difficult decisions? Recognizing difficult conversations and our role in managing conflict are essential for aligning expectations. It is natural for teams to find themselves in situations that will test their abilities to work effectively with others. Facing unresolved conflict within workgroups, teams or cross-functional departments can create a low energy environment, poor employee morale, and high levels of emotional stress.

The key to having a powerful conversation and working through dissenting opinions is building a culture of trust.

In her book, *Daring Greatly*, Brené Brown describes vulnerability as “uncertainty, risk, and emotional exposure. It’s that unstable feeling we get when we step out of our comfort zone or do something that forces us to loosen control.” We are always learning and growing

and being vulnerable makes you more relatable and increases trust.

High functioning teams require trust and understanding. A crucial conversation is characterized as having high stakes, opposing opinions, and strong emotions. Here are some tips for approaching powerful conversations with confidence.

- Understand how to collaborate with opposing personality styles.
- Learn the difficult conversations required for organizational, team, and personal success.
- Recognize motives when communicating with difficult people for better results.
- Build a safe environment that provides the foundation for honest interactions.
- Speak persuasively through active listening toward mutually satisfying outcomes.

Critical conversations happen across stakeholder roles in all organizations not just between managers and employees. Decision making styles will vary so you need to learn how to navigate different preferences. For example, there must be a climate of empathy for asking questions. Try not to take everything personally and understand that you are all in this together.

Everyone is dealing with their own issues, and the way they act could reflect something happening at work or something at home. If others are being negative or unpleasant to be around, remember, not every negative or uncomfortable encounter is directly about you. When you encounter a difficult conversation with high stakes, take a few minutes to step back and assess the situation fully. Not everything is a battle so ask yourself what is at risk? How can I help? Find out how your people like to work and adapt accordingly.

When you do not agree, someone must be willing to “give ground” which means stepping out of your role or comfort zone and truly acknowledge the other person’s position. You will encounter different personalities that may stand in the way of getting the job done. Try to maintain a non-judgmental attitude. Consider your own emotional response and what your reactions are demonstrating to the other person. Make sure you are emulating the values and mission of the organization.



Listen first and then focus on points of agreement. Building empathy by asking clarifying questions will lead to stronger results.

Reducing differences is essential for having powerful conversations. When you can be vulnerable by engaging in honest active listening, you will see how transactions begin to transform into trusting relationships thus moving toward mutually satisfying results.

Zoe Carmichael is a teacher, trainer, facilitator, and speaker coach. For over 25 years, she has coached and trained professionals on a variety of communication topics with an emphasis on the creation and delivery of short, to the point, engaging presentations. Zoe has taught collaborative design for Kendall College of Art & Design in Grand Rapids since 2012. Her professional background includes education, human resources, marketing, and public speaking. Zoe holds a bachelor’s degree from Calvin College and a master’s degree from Western Michigan University. She lives in Grand Rapids Michigan with her husband and twin teenage daughters.





Meet Your New West Coast Chamber Board Members

The West Coast Chamber Board of Directors is a diverse group of volunteers from our business community that serve as the Chamber's literal and figurative guides. Our Board ensures that we are delivering our Core Values to our members and making a positive impact. We are excited to welcome four new Board Members this coming program year. Learn more about them now!



Name: Juanita Bocanegra

Title and Company: Judge, 58th District Court

Years at Current Company: 2.5 Years

Favorite Quote: "Where there's a will, there's a way."

Hobbies: Cooking, travelling, and spending time with family and friends.

What excites you about joining the Chamber Board of Directors?

I am excited about meeting new friends and working together on opportunities for this great community!

Who has been your greatest inspiration and why?

My parents because they came from very humble beginnings and taught me the value of an education and hard work to help achieve goals in life.



Name: Rebecca Dernberger

Title and Company: President, Avancer Executive Search

Years at Current Company: 5 Years

Favorite Quote: "Be a part of the solution."

Hobbies: I enjoy running, biking, and spending time with my family.

What excites you about joining the Chamber Board of Directors?

The last time I was active with the Chamber Board, I was starting out in my career — new to Holland, getting to know the community, and being a young professional in West Michigan. Thirty-five years later, I am in a different place in my career, and seeing the Chamber through a different lens. I am no longer a part of corporate America and am in my 'second' career as a business owner. Re-engaging with the Chamber Board is a delight. Seeing how the Chamber has stayed relevant over the years is exciting, and I am honored to be a part of advocating and supporting the West Michigan business community.

Who has been your greatest inspiration and why?

My Dad. He was an engineer and a man of few words. His modeling was simple — be kind, love Jesus, and don't be full of yourself (it isn't about you).



Name: Ernesto Lopez
Title and Company: Broker/ Owner, UBeHome Real Estate
Years at Current Company: 2 Years
Favorite Quote: "Everything starts with a dream."
Hobbies: I enjoy discovering new biking trails, watching beautiful sunsets with my wife

while out on the boat, and singing and strumming on my guitar.

What excites you about joining the Chamber Board of Directors?

I am thrilled to join the Chamber Board of Directors to contribute to the growth and prosperity of our local business community. Being part of a dynamic team that shapes policies, advocates for businesses, and fosters economic development aligns perfectly with my passion for community empowerment and collaboration.

Who has been your greatest inspiration and why?

My parents. They emerged from humble beginnings, and their journey to bring our family to this country in pursuit of a brighter future was marked by courage and

determination. Their unwavering support, strong values, and tireless work ethic have been guiding lights in my life. They instilled in me the importance of integrity, perseverance, and giving back to the community. Their combined influence continues to shape my personal and professional journey, driving me to make a positive impact wherever I go.



Name: Travis Williams
Title and Company: CEO, The ODC Network
Years at Current Company: 23 Years
Favorite Quote: "Success is not final; failure is not fatal; it is the courage to continue that counts."
Hobbies: I enjoy wildlife

photography and fishing.

What excites you about joining the Chamber Board of Directors?

I am excited to join the West Coast Chamber Board of Directors to help advance the work of a critical community organization; while at the same time getting to work alongside, and learning from, some of our community's best and brightest leaders.

Who has been your greatest inspiration and why?

My Grandpa Williams. He was an entrepreneur who owned numerous small businesses and worked into his 90s until his passing. He was an amazing example of working hard, failing fast, and going after things you want.



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Why would our family decide to purchase a struggling business in a diminishing market? These are just a few of the questions we found ourselves pondering when we began to discuss the purchase of the former Holland Book Mart last year. When our family moved to Holland from Illinois about four years ago, owning a bookstore wasn't even a thought. However, as of November 1, 2022, we found ourselves embarking on this small business adventure!

Since moving to Holland, we had been searching for employment opportunities for our son Nathan. As a young man on the autism spectrum, he had challenges with communication, social interaction, and behavioral management. Nathan wanted to find meaningful work and knew he had the intellect and skills to contribute in

a significant way. It was very difficult to find opportunities that provided the support he needed along with a challenge that was stimulating.

It was actually Nathan who suggested we look into purchasing a small family business. At first this seemed a daunting task to develop a product or service to bring to market. We realized, however, that if we bought an existing business, we would obtain both inventory and an existing customer base. Then, last summer we found a social media post that the Holland Book Mart was for sale. We purchased the store and have transformed it into what is now called The Next Chapter Book Mart!

Acquiring the bookstore was all about carving out an exciting and enriching employment opportunity for Nathan. The bookstore keeps him busy and engaged as

he learns more about running a successful business. But it's so much more than that! Nathan sees this business as participating in the community and serving for its good. He is passionate about books and learning. We hope to find creative ways to promote that passion in others.

These are Nathan's words (which he taps out on a letter board):

"The bookstore called The Next Chapter is about making opportunities for the next chapter in people's lives. My next chapter is having a job and becoming independent. How I do that is through working at the bookstore my parents bought me. It is a place everyone is welcome. I really want everyone to come and check it out."



The Next Chapter Book Mart is located at 710 Chicago Drive, Suite 250, between B2 Outlet and Engedi Church in Holland. Our store offers a wide variety of genres including fiction, non-fiction, children's, homeschooling and educational resources, classics, vintage, and Christian books. You will find an inviting atmosphere and a place to sit and linger over our selection of mostly used books. However, we do have some brand-new books at great prices, as well! Our trade-in policy gives store credit for newer books in good condition. Donations are accepted too. Check out our website or Facebook for more information!



Mark and Amy Buhl have two adult sons, Christian and Nathan. Christian and his wife reside in Houston, Texas with their six-month-old daughter. Nathan currently lives at home with Mark and Amy. About five years ago, the Buhl's moved to Holland from the Chicagoland area to find more community and connection for Nathan. Since then, he has been thriving.



By Neil Boehm | Chief Technology Officer, Gentex Corporation

At this year's Annual Awards Celebration, Gentex Corporation was recognized as the West Coast Chamber's Excellence Award Winner. Gentex Corporation is truly excelling in every aspect of their work. The company has a solid reputation in their industry, takes pride in caring for its people, and intentionally serves the communities in which it resides. It's undeniable that doing things right has led to business excellence at Gentex Corporation.

Who is Gentex?

Gentex Corporation is a technology company, headquartered in Zeeland, that creates products for the

automotive, aerospace, and fire protection industries. As a Tier 1 automotive supplier, we ship nearly every major automaker advanced electronics to optimize driver vision and enhance safety. Gentex also manufactures alarms and signaling devices for the fire protection industry and electrochemically dimmable windows for the aerospace industry.

We are also proud to be Ottawa County's largest employer with more than 6,400 employees—many of whom have spent their entire career with us because they value the company's culture, fantastic benefits, and world-class manufacturing facilities. The span of

career options available at our company is amazing. We have entry-level jobs in operations working on the assembly lines as well as traditional corporate services such as human resources and accounting. We also hire chemists, researchers, engineers, and physicists.

What Makes Gentex Different?

The leadership team values doing things right in all aspects of our business, from ensuring we produce high quality products to providing world-class benefits for our employees. Doing things right includes ensuring the company's bottom line continues to grow so our shareholders are rewarded for their investment. We are also intentional about supporting the communities in which our employees and their families live. The creation of the Gentex Foundation in 2022 is a great example of the company's commitment to giving back to the community. The foundation provides financial grants to organizations supporting a variety of issues including economic development, children's services, public health, and housing assistance.

Gentex's business processes are unique because we are vertically integrated, which helps foster innovation. When you have the in-house capabilities to produce the parts needed to create quality products, you can move faster and remove barriers. The Gentex team is skilled in glass handling and processes, software development, automated assembly, electronics and microelectronics, cameras and vision systems, displays and indicators, chemical development and coatings, and design and engineering. Our manufacturing capabilities are one of



the reasons we have been able to foster new partnerships in other industries. The automotive industry still represents most of our revenue, and the company continues to receive recognition for excellence, quality, and on-time delivery from top OEMs such as General Motors, Toyota, and Honda—to name a few.

We also value doing the right thing, which is why we continue to initiate programs that not only benefit our employees, but also the West Michigan community. We are systemically breaking down common barriers to employment with innovative initiatives to address the labor shortage. Coming out of the pandemic, the leadership team decided to pilot a Limited English Proficiency Program (LEP) for Spanish-speaking individuals to remove a language barrier to working at Gentex. This idea was well received because it not only served as a potential solution to the talent pool shortage, but it would also create a more inclusive environment in the workplace. In 2020, the program started with one line on one shift in one facility. Now, we have more than 230 Spanish-speaking employees on multiple shifts in three different facilities.

Another barrier to employment is the rising cost of transportation. This year, the company opened its first production facility in the Madison Square neighborhood in Grand Rapids, an underserved population in need of quality career options for its residents. The location of the facility makes it easy for people in the neighborhood to either ride a bus, bike, or walk to work. In anticipation of the Grand Rapids opening, we have been





building community partnerships with organizations such as the Women’s Resource Center, Amplify GR, and Linc Up to ensure the surrounding community is aware of the job opportunities available with Gentex.

An exciting initiative still in development tackles the daycare barrier in our community. The Gentex Discovery Preschool will open in the fall of 2024. Managed by the ODC Network, the center will be available for Gentex employees at a discounted rate. It will be the first childcare center in the area to stay open for extended hours to accommodate second shift workers. Children will receive nature-based educational programming offered by ODC Preschools. This benefit for Gentex employees will free up space in other childcare centers in the community so more slots will be available overall.

Tell us about Gentex’s journey to excellence.

As Gentex continues to grow, we remain mindful of the expanding impact we have on the Lakeshore area and the need to be a positive force in the community. The company’s business discipline and its people are the two main ingredients for its success over the years. What

started as a small fire protection startup in 1974 has developed into one of the world’s largest Tier 1 automotive suppliers. Now, we are focused on the future and broadening our product portfolio to evolve from an automotive supplier to an innovative technology company serving not only the automotive industry, but other markets as well. We are excited about several new business partnerships to use our manufacturing expertise and technology in new ways.

What does the 2023 Excellence Award mean to Gentex?

The Gentex leadership team is honored to receive the 2023 Excellence Award from the Michigan West Coast Chamber of Commerce. Our vision for the company is clear and the path is well defined. We will continue to innovate, continue to grow, and continue to support the community our employees call home.

Neil Boehm joined Gentex in 2001 as a program manager and has served in various roles with increased responsibilities in product development and engineering including his most recent role as Vice President of Engineering. In 2018, Neil was promoted to Chief Technology Officer. He has been heavily involved in the development of many of Gentex’s products, including the execution of the acquisition and integration of HomeLink in 2013. Neil is responsible for the Research and Product Development of Gentex’s current and future technologies.



The Power of a Consistent Brand

In the dynamic and competitive world of business, countless brands are vying for your attention. The concept of brand consistency has emerged as a powerful tool for success. A consistent brand is not merely a logo or a catchy tagline; it is the embodiment of a company's values, identity, and image. When effectively executed, a consistent brand can produce a remarkable influence, fostering trust, recognition, and loyalty.

Consistency

Brand consistency is maintaining a uniform and harmonious presentation of a brand's elements across all touchpoints. This encompasses visual elements like logos, colors, fonts, as well as the tone of communication, and most importantly, the guest experience. When every interaction with a brand feels cohesive it creates a sense of trust. Guests are more likely to come back to a brand they can trust and connect with.

Trust

One of the primary benefits of a consistent brand is the establishment of trust. Think of some of the most iconic brands; their consistency is key. When guests encounter a brand that looks and feels the same every time, a sense of reliability is felt. Consistency ensures guests that a brand is committed to delivering what it promises. Whether it's the quality of a product, the level of service, or just the overall experience, guests are more likely to have faith in a brand that consistently meets their expectations. This trust is hard-earned but can be easily eroded by even a single instance of inconsistency.



Recognition

Brand recognition is a cornerstone of successful marketing. When a brand's visual identity remains constant across advertisements, websites, and social media platforms, it becomes ingrained in the minds of consumers. Consider the golden arches



of McDonald's or the "bitten" apple of Apple. These symbols have become synonymous with the brands they represent. This doesn't happen immediately. It's the result of their consistency that has allowed these brands to stand out and be instantly recognizable.

Loyalty

Brand loyalty is the holy grail for businesses. A consistent brand plays a key role in nurturing a sense of loyalty. When guests consistently have positive experiences with a brand, they are more likely to develop an emotional connection. This connection goes beyond the benefits of a product or service — it's about aligning with the brand's values and feeling like you're a part of their story. Loyal guests become brand advocates, spreading positivity and defending the brand even in the face of competition

In a world bombarded with information and choices, a consistent brand stands as a beacon of stability. It speaks to guests on a level beyond the day-to-day transactions. It creates a connection that's hard to break. The power of a consistent brand lies not just in looks but in its ability to inspire trust, foster recognition, and build unwavering brand loyalty.



Why Your Workforce Can't Find Housing & What You Can Do About It

Co-Authored By Katherine Blocker | Director of Development & Operations, Jubilee Ministries and Kaitlin Verkaik | Communications & Marketing Manager, Lakeshore Habitat for Humanity

The phrase “affordable housing crisis” isn’t new to any of us, but how is this real problem impacting our local businesses and what can you do about it? If you’re wondering why your workforce can’t find housing, read on.

From 2020 to early 2023 the median sales price for existing homes rose from \$283,000 just before the pandemic to \$375,400 in March 2023. These higher home prices make it nearly impossible for first time homebuyers to save enough to afford up front and down payment costs to secure a mortgage, and most likely become *cost-burdened* (spending 30% or more on their monthly housing costs) due to the ever-higher ongoing mortgage payments.

But let’s take a look closer to home. Here in Ottawa County 9,256 renters and 12,357 homeowners are cost-burdened. Rising costs for both mortgages and rental units well-exceed income increases, housing construction isn’t keeping pace with need, and often what’s built prices out the asset-limited, income-constrained, employed families in our community. All of this can often lead to stressed workers with greater

absenteeism, lower productivity, and an unstable workforce with an increased demand and costs for social services.

How Our Partnership Meets Local Housing Needs

Although the housing shortage highlights a mismatch between earnings and basic costs of living, Lakeshore Habitat and Jubilee acknowledge that employers can’t keep up with the increase in cost of living, which is why we partner together to create quality, attainable housing opportunities for members of the community.

1. Our partnership helps meet the greatest need for housing:

We focus on building housing units between \$150,000-\$249,999. Over 5,000 units in this price range are needed in Ottawa County.

2. Our partnership creates neighborhoods that are socioeconomically diverse:

Lakeshore Habitat partners with future homeowners who make 30-80% of the area

median income, while Jubilee partners with future homeowners who make 80-120% of the area median income.

3. Our partnership increases capacity for both nonprofit organizations:

Since 2019, we have built a 10-home neighborhood called Park Vista Place on the southside of Holland. Vista Green, currently under construction, is four times as large, offering 42 homes for affordable homeownership at 285 W 36th Street.

How Our Partnership Strengthens Our Local Economy & Community

When local families can access affordable homeownership, studies show there is higher incidence of completing education, fewer incidences of illnesses and sick days from school or work, greater participation in community activities, improvement in child behavior (children of homeowners are 116% more likely to graduate from college), improved financial status, child welfare and family life. Property taxes can improve infrastructure that impacts everyone. Our joint housing projects increase the funds available to the city, which contribute to the overall growth of our local economy. The upward movement of community members leads to overall community growth.

What You Can Do

If you're a local business searching for your workforce, do you need to figure out the affordable housing crisis? No, but you can be (and we need you to be) an agent for change. By advocating for affordable housing and supporting local organizations doing what they can to create solutions, you are changing the housing scope of our future, and the future housing options of your own workforce.

"We need to stop assuming that millions of low- and moderate-income workers are not "ready" for homeownership. We need to stop seeing housing as a reward for financial success and instead see it as a critical tool that can facilitate financial success. Affordable homeownership is not the capstone of economic well-being; it is the cornerstone." – Mike Loftin, Homeownership is Affordable Housing, Urban Institute, 2021.

Want to learn more? Sign up for Lunch & Learn Housing Events this Fall by contacting Lakeshore Habitat or Jubilee.



Katherine Blocker is the Director of Development & Operations at Jubilee Ministries. She began her nonprofit career at the Battle Creek Community Foundation as a Program Assistant in the Grants Department and within two years was a co-lead of the department as a Grants Program Officer. Accepted as 1 of 12 upcoming leaders in the Council of Michigan Foundations Leadership cohort in 2022, she completed the program right as she moved to Holland and began her role with Jubilee. She earned her B.A. in International Development Studies and Political Science at Calvin University in 2019.



Kaitlin Verkaik is the Marketing and Communications Manager at Lakeshore Habitat for Humanity. She stumbled into the nonprofit world unexpectedly almost ten years ago and never looked back. Prior to Lakeshore Habitat, Kaitlin served as Community Engagement Director at Love Your Neighbor. Changed by a training called Serving With Dignity, she became a certified trainer herself in order to work more closely with individuals, churches and nonprofits, and shift perspectives on service and outreach. She earned her B.A. in Education and Psychology at Calvin University in 2010.

Upcoming Programs



To [register](#), visit our website or scan the QR code on this page.

October 3, 2023

Leading Edge Workshop: Defining the Things that Define Leaders

8:00 AM – 12:00 PM

Michigan West Coast Chamber

We're so excited to welcome Drew Dudley back to the West Coast Chamber for another impactful workshop! Drew's More than Words: Defining the Things that Define Leaders workshop is designed to help participants implement their plan for behaving impactfully every day and reinforce why they matter while doing so. Featuring immersive simulations, timely discussions, practical instruction, and results focused exercises, participants will work towards creating a system of accountability that drives engagement, connection, and impact in all facets of their lives and careers. We are thrilled to be offering two sessions of this workshop to accommodate maximum attendance!

Lead Sponsor: [Fifth Third Bank](#)

October 4, 2023

Leading Edge Workshop: Defining the Things that Define Leaders

8:00 AM – 12:00 PM

Michigan West Coast Chamber

We're so excited to welcome Drew Dudley back to the West Coast Chamber for another impactful workshop! Drew's More than Words: Defining the Things that Define Leaders workshop is designed to help participants implement their plan for behaving impactfully every day and reinforce why they matter while doing so. Featuring immersive simulations, timely discussions, practical instruction, and results focused exercises, participants will work towards creating a system of accountability that drives engagement, connection, and impact in all facets of their lives and careers. We are thrilled to be offering two sessions of this workshop to accommodate maximum attendance!

Lead Sponsor: [Fifth Third Bank](#)

October 6, 2023

Advocacy in Action

8:00 AM – 9:00 AM

Holland Civic Center Place, Market View Room

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](#)

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's New Farm

The Zeeland Network Meeting 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 24, 2023

Forward Together: A Forum on Inclusivity

1:00 PM – 5:00 PM

Holland Civic Center Place

We're so excited for our inaugural Forward Together: A Forum on Inclusivity summit! Attendees will have the opportunity to actively participate in this dynamic, multi-platform, interactive summit which features local speakers, panels, and media formats with the goal of achieving unity, equity, and accessibility.

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](#)



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CHAMBER OF COMMERCE

HAPPENINGS



Ribbon cutting celebrating Keller Williams Habortown's new office located at 240 East 8th Street in Holland.



Ribbon cutting celebrating the grand opening of AFC Urgent Care located at 91 Douglas Ave, Suite 110 on the Northside of Holland.



Our friends at SERVPRO of Holland/West Ottawa County deliver novelty ice cream treats to the West Coast Chamber team.



A group from Huntington National Bank poses for a photo after learning how to maximize their Chamber membership and get even more engaged in the community.



Ribbon cutting celebrating the completion of Lakeshore Habitat for Humanity's newest development, Haven Townhomes, located at 12749 Felch Street on the Northside of Holland.



Ribbon cutting celebrating the grand opening of Koops Automation Systems' newest facility located at 864 Productions Place on the Southside of Holland.



Members of the West Coast Chamber Hispano Network enjoy networking at the Hispano Network Happy Hour at Taqueria Vallarta in Holland.

Premier Partner Spotlight

DISHER: Mission Impacts Everything

Having a clear purpose is empowering. A clear purpose is key to a higher level of performance, motivation, and impact. It unifies people in the same direction, increases one's sense of hope and resiliency, and motivates behaviors.

Mission, Profit, Growth

Since 2000, DISHER's purpose has been to **Make a Positive Difference with our customers, coworkers, and communities**. We believe that our company and the work we do must have purpose and a lasting impact in the world we live in. In fact, all our decisions are sifted through a three-part filter of mission first, then profit and growth. Through purpose-driven leadership, DISHER has navigated our ever-changing world while creating positive ripples of influence.

Mission Drives Culture & Performance

Our mission is the foundation for our culture; it motivates our behaviors every day. Customers experience the DISHER difference not only through our exceptional engineering, manufacturing, electronics, automation, business, and recruiting services but in *how* we work. Our positive attitudes and collaborative problem-solving abilities are valued by those we



serve. Our strong purpose leads to an engaged culture; it motivates our team members to higher performance and a healthier bottom line.

Mission Creates Impact

As an organization, we *Make a Positive Difference* in our communities by giving 10% of our annual profits back along with thousands of hours in labor to help over 30 different organizations within the southwest Michigan region. While we are far from perfect, we make an intentional effort to walk the talk and create a meaningful impact.

DISHER is grateful and blessed to live in the West Coast community with a variety of remarkable businesses, manufacturers, nonprofits, and educational institutions. It's been a joy getting to know many of you personally. We look forward to working with you in the days ahead as we strive to live out our purpose of **Making a Positive Difference**.



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Member FDIC. *Annual Percentage Yield (APY). Rate is accurate as of June 15, 2023. Rate based on monthly volume of debit card usage. Rate subject to change without notice. If eStatements are not selected, a \$3/month fee will be assessed for paper statements. Fee is subject to change at any time. Fees may reduce earnings. \$10 minimum deposit is required at account opening. Subject to standard account opening guidelines.

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

AES
 AG Collaborative
 All State Crane and Rigging, LLC
 Alzheimer's Association Greater Michigan Chapter
 Artex Label & Graphics Inc.
 Astro Wood Stake Inc.
 Avflight Holland Corporation
 Baughman Capital Management
 Beeler, Stephen L PE
 Black River Pallet Company
 Blue Pond Marketing
 Boba Q
 Bosch Insurance Group
 Brewery 4 Two 4
 Business Intelligence Solutions
 Challenge Island
 Choice Machinery Group
 City of Zeeland
 Cold-Link Logistics Holland, LLC
 Community Action House
 Conversational Management
 Conveyability Inc.
 Creatively Centered LLC
 Critter Barn - **20***

Edge Insurance Group
 Edward Jones DeWeerd
 El Rancho Inc.
 Ensign Equipment
 Feeding America West Michigan
 Georgetown Harmony Homes
 Glenda's Lakewood Flowers
 Goog's Pub & Grub
 Holland Museum - **40***
 Hudsonville Creamery & Ice Cream Company
 Huizenga Redi-Mix Inc.
 In-Line Electric and Controls
 Ivy House
 Johns Dozing Service Inc.
 K-Line Industries, Inc.
 KNITit LLC
 Lakeshore Bankruptcy Center - Marcia R. Meoli, PLLC
 Lakeshore Comfort Solutions
 Lakeshore Custom Cabinets
 Lakeshore VoIP
 Lemonjello's Coffee
 Lifeline Ministries No 2
 Macatawa Bank



Magna Mirrors
 Mannes Body Shop
 Manpower
 Margie Witbeck - **10***
 Momentum Center
 Momentum Solutions LLC
 Motus Integrated Technologies
 Northland Lanes
 OEO Energy Solutions
 Old National Bank
 Ottawa Insurance Agency Inc.
 Port Sheldon Township
 Preferred Employment and Living Supports
 Pyramid Acoustics Inc.
 Residence Inn by Marriott - **20***
 Salt & Pepper Savory Grill and Pub
 Sloothaak Farms LLC
 Space by LS
 Sterling Rose Marketing & Communications

Straight Line Designs
 Supply Chain Solutions, Inc.
 Sure-loc Aluminum Edging, Inc.
 Sybesma's Auto
 The Farmhouse - **10***
 Townline Poultry Farm Inc.
 Transnation Title Agency of Michigan
 Tulip City Paddle Tours LLC
 Vanden Bosch Co., John A.
 Vander Meulen Builders
 Velo City Cycles
 Veronicajune Photography
 Vision Designs of West Michigan
 Whiteford Wealth Management, Inc. - **10***
 Windmill Restaurant Inc.
 Xtreme Auto
 Zeeland Board of Public Works
 Zeeland Farm Services, Inc.
 Zeeland Lumber & Supply

New Members

Welcoming these new members who recently joined the West Coast Chamber

Avflight Holland Corporation
Joe Meszaros
 (616) 392-7831
www.avflight.com
csrnholland@avflight.com

El Rancho Inc.
Martin Bernal
 (616) 786-9505
www.elranchoholland.com
martinbernal27@gmail.com

Space by LS
LS
 (616) 594-0046
www.SpacebyLS.com
lssalesgroup@gmail.com



272 E. 8th Street
Holland, MI 49423



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