

THE WEST COAST WAY

DECEMBER 2023

Chuck Geenen
Partner
GDK Construction
& Geenen
DeKock Properties

Doug DeKock
Partner
GDK Construction
& Geenen
DeKock Properties

GDK Construction:
Honoring the Past While
Building for the Future

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Elisabeth Marie Photography*



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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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The West Coast Way

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At the West Coast Chamber, one of our goals is to create a tidal wave of positive impact across West Michigan. We understand this work is more easily accomplished when we build intentional partnerships. We are grateful to have so many of our member organizations that join us on this important journey.

In this month's edition of the West Coast Way Magazine, we introduce you to our 2023 Impact Award Winner, GDK Construction. For nearly 40 years, GDK Construction has worked tirelessly to shape a bold future that will impact our community for generations to come. The organization has molded much of the Holland and Zeeland landscape, and we are honored to recognize them for their impactful work. Congratulations, GDK Construction!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



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An Inside Look at the West Coast Leadership Class of 2024 Opening Retreat

By Heidi Miller | Vice President of Employee Benefits, Buursma Agency

I recently had the opportunity to attend the West Coast Leadership Class of 2024 Opening Retreat alongside my classmates at Bay Pointe Inn in Shelbyville, Michigan, and I was not disappointed. The entire weekend was truly incredible and inspiring!

It was apparent the West Coast Chamber team put a great amount of thought and detail into the weekend as every moment was carefully planned to maximize our time together. From the very moment class members gathered to get on the charter bus and head to Bay Pointe Inn, activities were planned. While on the road, we engaged in an energetic and interactive game with

the goal of getting to know our classmates better. I immediately began to discover the uniqueness of each person in the class.

Once we arrived at Bay Pointe Inn, we got right to work with a deep dive session lead by Robert Heath. The goal of the session was to help each participant understand their "why." Why do we do what we do? Once we each identified our "why," we discussed how we accomplish our "why" and discussed what we each personally deliver. This exercise was spot on for me, bringing a lot of clarity to what drives me and how to communicate better based on what drives others.

Later that evening, after intense analysis of self and plenty of fun as well, we had the opportunity to share something with the group about ourselves while gathered around a cozy fire. Those moments, and the sharing that happened on that chilly starlight night, brought our group closer together than I thought would be possible in such a short time. After our time of sharing, the floodgates had been opened and it continued into the evening learning more about each of the unique members in the class. What drove each of us to seek out this leadership opportunity and thoughts of the future.

The next day, the self-reflection continued with a deeper dive into what makes each of us leaders, and what is important to us. During the session it was apparent that the leader is not always the one in charge, and a good leader needs to also know how to be a good follower. Leading by example is powerful, as is servant leadership. We all have strengths and weaknesses. This day taught us a bit about both and how to learn from both as well as how to connect with those who have strengths in other areas.

This two day marathon of leadership brought so many learning experiences to the table and set the foundation for the unbreakable bond that will become the West



Coast Leadership Class of 2024. It challenged each of us to get to know ourselves and each other better.

While I have been a part of many leadership programs and seminars, this was by far the most impactful one. If you have wanted to dig deeper into what it means to be a leader and become more active in your community, consider applying for the West Coast Leadership Class of 2025 when applications open next spring!

Heidi Miller works as the Vice President of Employee Benefits with the Buursma Agency in Holland. She has over 15 years of experience working with both large and small employers to meet their healthcare coverage needs. Heidi resides in Holland with her husband Kyle and their two daughters. She is an active part of the community volunteering and several local churches. When she isn't working or volunteering, she enjoys seeking out a good deal, canning produce from the Holland Farmer's market, reading, and gardening.





Fostering Economic Prosperity: How West Michigan Works! Bridges the Talent Gap

By Marco Rios | Business Solutions Assistant Manager, West Michigan Works!

The connection between talent and opportunity is at the heart of a thriving economy.

As the leading workforce development agency in the region, West Michigan Works! addresses talent gaps through innovative recruitment, training, and retention solutions. Our extensive programming, exemplified by initiatives like the Going Pro Talent Fund, Subsidized Employment program, and Retention Solutions Network, propel our lakeshore region towards sustained economic prosperity.

By deeply understanding employers' unique needs and goals, maintaining open communication, and building trust through tailored solutions, we foster long-term partnerships that withstand job market volatility.

As the global business landscape evolves, staying competitive requires a well-trained workforce. West Michigan Works! addresses talent gaps and creates positive outcomes for local employers and community members.

Harnessing the Power of the Going Pro Talent Fund

The success of the Going Pro Talent Fund underpins the value of investing in training and upskilling current employees. This initiative connects local employers with essential training funds to upskill their workforce. Over the past two years, we've directed over \$47 million into training funds, fostering an environment where businesses thrive, and employees benefit from higher wages and enhanced skills.

The upcoming Cycle 2 application window, slated to open in Spring 2024, is a chance to secure essential training funds to empower your business and employees. Our team is ready to answer your questions about the application process, ensuring you're well-positioned to leverage this transformative opportunity.

Supporting Community Integration through Employment

Additionally, we support our communities' refugee population secure employment while they create homes in our communities.

In the case with Zeeland-based INONTIME Logistics, we collaborated to fill a truck driving position with a new American from Ukraine. The West Michigan Works! Subsidized Employment program was pivotal in ensuring a smooth transition for the employee while alleviating financial pressures on the employer during the training period.

Addressing Core Retention Challenges

Our Retention Solutions Network model tackles central retention issues, pinpointing the hurdles posed by



Marco Rios has over five years of experience in workforce development and more than six years in sales and management. Born and raised in West Michigan, Marco graduated from Grand Valley State University with a Bachelor of Science in Advertising and Public Relations. He enjoys connecting and actively participating in the growth and development of West Michigan. Currently residing in Holland, Michigan, Marco cherishes quality time spent with family and friends. His love for nature and the outdoors is reflected in his passion for activities like biking, hiking, and various sports.



economic instability and the need for technical and workplace skills so that employees retain their positions and thrive.

Tommy's Car Wash Systems recently completed construction on its new headquarters in Holland and were planning on expanding its team. Our Retention Solutions Network program was instrumental in supporting their growing workforce by proactively addressing potential retention concerns and ensuring a seamless workforce expansion, which were critical elements in maintaining their vibrant workplace culture.

Measurable Success and Future Economic Growth

The numbers speak volumes of the efficacy of West Michigan Works! employee retention services. Employees utilizing our services exhibit a remarkable retention rate of 85 percent. Additionally, a sense of stability and security is reported by 9 out of 10 employees after using our services, a testament to the substantial positive impact created.

Our approach at West Michigan Works! is centered on building a community where businesses flourish, individuals realize their potential, and economic vitality is sustained. Through programs like the Going Pro Talent Fund, Subsidized Employment, and Retention Solutions Network, we respond to immediate needs and create a future where the employment landscape of West Michigan is robust, inclusive, and poised for growth.

Contact West Michigan Works! to explore how our customized programs can fortify your business's foundation and unlock opportunities for you in our lakeshore region and beyond.

West Coast Cash: The Perfect Gift This Holiday Season

By Michelle Rottschafer | Marketing & Communications Coordinator, West Coast Chamber



If you're anything like us, you're probably frantically crossing items off your to-do list in an effort to get ready for the upcoming holiday season. Don't stress! We can help with your gift giving needs for everyone on your list. Just purchase West Coast Cash, a form of community currency redeemable at over 100 local businesses throughout West Michigan! The program is intended to support area businesses while keeping dollars right here in our community. The Directory of West Coast Cash Merchants is always growing, which provides endless redemption opportunities for recipients. Check out some of our merchants below!

Le Bon Macaron



Tell us a little bit about your business.

Le Bon Macaron is a family business that began in 2010 in East Lansing, Michigan. We specialize in uniquely crafted French macarons with over 100 flavors available. We have three

locations throughout Michigan in Grand Rapids, Ann Arbor, and Holland. We strive to offer a Parisian experience in our cafes where our customers can enjoy espresso, French press coffee, high quality tea, lattes made with our handcrafted syrups, delicious French and Italian sodas, and of course our macarons!



How long have you been in business?

We started Le Bon Macaron in 2010. We opened our first cafe in 2015 in Grand Rapids, our Ann Arbor cafe in 2017, and finally our Holland cafe in the spring of 2023.



Why did you choose to become a West Coast Cash Merchant?

We appreciate that the West Coast Cash program supports local small businesses and the community. It's a win-win!

What's one item in your store that would be perfect to buy with West Coast Cash?

French macarons, of course! But honestly no one should leave without trying one of our drinks. They are amazing! We make all of our own syrups for our lattes and sodas. If you love tea or want to try it our tea is phenomenal and we are one of the only places in the country where you can enjoy Sloane Fine Tea. We place a very high importance on serving high quality products.

Out of the Box



Tell us a little bit about your business?

Out of the Box originally opened selling only games and puzzles, but we are now one of the largest toy stores in the Midwest with three locations. We also run Escape Rooms for both personal and corporate events at our Zeeland location.

How long have you been in business?

We've been in business for 15 years! Our Zeeland location opened in October of 2009, our Kentwood location opened in November of 2015, our Escape Rooms opened in January of 2016, and our Holland location opened in July of 2021.



Why did you choose to become a West Coast Cash Merchant?

We love rewards programs, and think it is a great way for businesses to reward their employees while also helping other businesses.

What's one item in your store that would be perfect to buy with West Coast Cash?



The most commonly purchased items with West Coast Cash are board games, but we also have thousands of choices in crafts, toys, and puzzles!

Robinson's Popcorn



Tell us a little bit about your business?

Robinson's Popcorn is a family business, which means you'll be treated like family the moment you place an order, visit our shop, or choose us as a wholesale partner. We offer 14 original popcorn flavors in our online shop and over 20 different options in our Holland location. Each season brings a limited-edition flavor approved by every family member so you know it's taste-tested and perfected just for you!

How long have you been in business?

Robinson's Popcorn celebrated five years of business in October 2023.

Why did you choose to become a West Coast Cash Merchant?

Becoming a West Coast Cash Merchant aligns with our commitment to community engagement. It allows greater accessibility to our popcorn, fostering stronger connections with our local community. Our community is who helped



us raise over \$10,000 to purchase new equipment and renovate our popcorn shop. Our community is who enabled us to organize events for small businesses that have helped other entrepreneurs grow.

What's one item in your store that would be perfect to buy with West Coast Cash?

Our Original Caramel Popcorn! It's the perfect mix of sweet and salty with our classic caramel popcorn and queso cheese popcorn blended together. It's been a fan-favorite since Robinson's Popcorn began!

GDK Construction: Honoring the Past While Building for the Future

By **Doug DeKock** | Partner, GDK Construction & Geenen DeKock Properties and
Chuck Geenen | Partner, GDK Construction & Geenen DeKock Properties



Tell us about GDK Construction.

The roots of GDK Construction and Geenen DeKock Properties began as a real estate development company primarily with supermarkets and retail stores. As the company grew, it made sense to expand into commercial construction as well so as to control not only the development portion of the business but also the construction. Chuck Geenen and Doug DeKock were brought together as partners by Chuck's father, Adrian over 38 years ago. Together they co-managed and built GDK Construction and Geenen DeKock Properties into the companies they are today.

Since those early years, the companies have continued to grow and flourish with GDK now performing 80% of its volume with third party clients. Geenen DeKock Properties has continued to develop, manage, invest in and lease properties throughout the Midwest and even has properties in Florida and Texas. Over the years the company has developed over 7,000,000 square feet of space including shopping center retail, single purpose retail, residential condominiums and plats, urban retail and apartments, industrial facilities, and various specialty properties. We continue to hold over a million square feet in our portfolio.

What makes GDK Construction different from other organizations?

The GDK group has always been a little unique because we started as developers and then transitioned into construction management. We believe this has given us the ability to be particularly aware of our client's needs because we build for ourselves too. We believe that as long term owners, we are more aware of the need to consider building methods, systems, and materials for the long run as we do when we build for our own portfolio.

Because retail development has changed significantly over the last two decades, Geenen DeKock Properties has remained flexible and has changed as well.

We began primarily developing grocery anchored shopping centers. Later we began developing power centers throughout Michigan and Indiana. When that business changed significantly due to online shopping, we started developing more single tenant stores such as drug stores and restaurants. While we continue to develop in the retail sector on a smaller scale, we are now focused closer to home and on our local communities.

Much of the change to a more local focus occurred due to changes in the retail business but it also was affected by our decision in 1998 to move our offices to downtown Holland. That move created an opportunity for us to become more involved with our community. Although it seems unusual for a construction company to be located on 8th Street in Holland, we found it to be a tremendous



benefit and it has allowed both companies to do their part in helping to improve, grow, and stabilize our downtown community.

What does the future have in store for GDK Construction?

Our future is bright. Many members of our team have been with us for 10, 20 or even 30 years or more and they continue to lead and mentor others. They are experienced professionals who take tremendous pride in their work and enjoy the challenges of problem solving that often is a big part of construction management. Our property management, leasing, and finance team handles a significant volume of transactions, tenant





calls, maintenance coordination, and leasing efficiently with the goal of offering great service to our tenants. Together they serve 96 commercial, industrial, and office tenants and soon to be 145 residential tenants.

We have been blessed in so many ways to be a part of the West Michigan Community. As we continue to dream, build, and develop in our downtown communities, we take seriously our role in the design process to honor the past while building for the future. We are especially pleased that we have been able to continue to do our part with the redevelopment of West 8th Street, the renovation of the Civic Center, the development and construction of River Place by Rest Haven, and the renovation or construction of several other iconic buildings downtown and throughout West Michigan. We are pleased to see more and more people and businesses moving downtown and be a part of the fun, active, and thriving community downtown has become. We will complete our renovation and conversion of the Sligh Apartments & Townhomes in Zeeland next spring and we expect this will bring more people and businesses to that community as well. Of course, our next big project that we hope to start within the next couple of years will be our planned Waterfront Development that will finally connect Holland's beautiful downtown to the waterfront.

What does the 2023 Impact Award mean to the team at GDK Construction?

The Impact Award means so much to us and our team. We take it as affirmation of jobs well done and it encourages us to continue to dream and do our part to positively impact our community. We have had many mentors in our community along the way who showed us what it means to take pride in your community and be involved in making a difference for good. We are but one of many companies, organizations, and individuals that, in big and small ways, impact the West Michigan community we all love so much. We are truly blessed to live and work here, and we are humbled and honored that you have selected our team to be the recipient of the Impact Award this year.

Doug DeKock and Chuck Geenen have been business partners for over 38 years, building together GDK Construction and Geenen DeKock Properties. Both reside in Holland and have a heart for the people and projects in the West Michigan community. GDK Construction and Geenen DeKock Properties pride themselves on being a small company that provides the highest quality work by a friendly and honest team. "First we build quality relationships, then we build quality buildings," has been the duo's motto since the beginning.





Mindset Matters: Engaging with People of All Abilities

By Camp Sunshine Michigan

This year at Camp Sunshine we incorporated a new segment of training for our volunteer counselors that we are calling "Mindset Matters." This training is designed to be a foundational base to have when entering into relationships with people of all abilities. We believe that all human beings should be treated with love, kindness, and a mutual respect for one another, and we have come up with these four mindsets to help do so.

Mindset #1: With, Not For

This is the idea that counselors should be participating in and experiencing camp WITH their camper, not FOR their camper. We invite our counselors to come *alongside* their camper in all activities and advocate for camper independence as much as possible. It is essential that our counselors treat our campers as the adults they are!

Mindset #2: Presuming Intelligence

Presuming intelligence is based on the understanding that the ability to communicate is NOT equivalent to the ability to understand. Language production and language comprehension happen in two different parts of the brain (Broca's area — production, Wernicke's area — comprehension) and therefore are not mutually exclusive events. We teach our counselors to assume competence in our campers and believe that all people are inherently capable, they just need the right support and systems to help them succeed. This means that even if a camper may not use traditional language to communicate, we presume that they are still fully able to understand the world around them!

Mindset #3: Dignity-Based Communication

At Camp Sunshine we emphasize the importance of speaking to our adult friends as adults. This involves both the content of the conversation AND the tone of the conversation. We encourage our counselors to chat with their campers about adult-based content — living arrangements, family, jobs, etc. and use an adult-based tone when doing so. We advise against "baby talk" and any condescending tone that is typically not intentional, nevertheless hurtful. We encourage our counselors to talk with campers as they would talk to any other friends or adults they have in their life!

Mindset #4: Celebrating Diversity (+ Disability!)

Camp Sunshine is an affirming, inclusive organization of all abilities, all genders, all races, etc. and we ask our counselors to embrace this mindset while they are at camp with us. We believe that disability is a normal part of our human family and should be celebrated! We are learning from many disability advocates the importance of embracing the word disability itself and joyfully reclaiming it as a positive term. We embrace and celebrate the diversity of bodies and minds in the disability community!

We are continuously working towards our vision: *to make the world outside of Camp Sunshine a more affirming and inclusive place by inspiring agents of change with transforming experiences and relationships.* We are grateful for the opportunity to train and equip hundreds of high-school and college-aged students each summer with disability etiquette and knowledge that they can take with them beyond the "walls" of Camp Sunshine!

Special thanks to Josie Rund for the development of this training program for Camp Sunshine, and thank you to the many Disability Advocates doing beautiful work, including training from Benjamin's Hope, Disability Network Southwest Michigan, and Michigan Disability Rights Coalition.





Get to Know Ottawa County Clerk, Justin Roebuck

By Justin Roebuck | County Clerk and Register of Deeds, Ottawa County

Last month, Ottawa County voters hit the polls to exercise their right to vote. While 220,000 people are registered to vote in Ottawa County, few understand the complexities of executing a successful election. We sat down with Ottawa County Clerk and Register of Deeds, Justin Roebuck, to better understand this detailed process.

What led you to become the Ottawa County Clerk?

I've always been interested in the political process. During my high school and college years, I had the opportunity to serve on a number of political campaigns. One of those opportunities was working with Former Secretary of State Terri Lynn Land. Working with Secretary Land taught me so much about the process of election administration and what good customer service looks like in government. I realized that while I enjoyed politics, I really loved the administrative side of helping people vote. That led me to the position of Elections Coordinator with the County Clerk's Office in 2009. I was appointed to the position of Clerk in 2014 after the retirement of my boss and mentor, Dan Krueger. I've subsequently been elected in 2016 and 2020, and it's been a privilege to serve in this role.

What is the role of the Ottawa County Clerk?

The County Clerk and Register of Deeds serves as the Clerk of the 20th Circuit Court. Our team is responsible for all the records of the Court. We record and preserve all land records within the county, as well as vital records such as marriage, birth, and death records. We are responsible for the issuance of Concealed Pistol Licenses (CPL), Business Licenses, and also take all notary public applications for residents within the County. I'm the Clerk to the County Board of Commissioners and the Chief Election Officer for the County overseeing the voting process in conjunction with our 23 City and Township Clerks across the County.

As you mentioned, one of the largest roles of the Ottawa County Clerk is to oversee local elections. How do you manage such a complex process?

I'm grateful to work with a team of incredible people every day! Michigan's elections are very decentralized, and each City and Township Clerk has a significant portion of election responsibilities. The County Clerk's main election responsibilities include oversight of campaign

finance information for all candidates within the County, programming and printing all ballots, maintenance of all election equipment and training and certification of nearly 1,200 election workers in every two-year cycle. But our local clerks are truly the front line of our elections as they manage voter registration, issuing ballots, hiring, and scheduling election workers, and so much more. Together we make a strong team that offers a lot of mutual support, and our decentralized election system allows for many checks and balances that can give voters confidence knowing there are many eyes on each step.

Elections can be extremely costly. Where does the funding come from for election administration in Ottawa County? How do you run a smooth election when funding resources are limited?

Our clerks are incredibly responsible leaders who continue to take on more responsibility in their daily work, often without significant increases in funding. Elections are funded at the local and county level, with intermittent funding coming from the state, and occasional grant funding from the federal government. For decades, our elections system in Michigan and really around the nation, has been chronically under-funded. Here in Ottawa County, I've been very fortunate to work with leadership that has invested in our election infrastructure both at the county and local level. But across the nation as our election administrators have dealt with the growth of communities, the use of more complex technology, and a significant increase in the



Justin Roebuck has served as the Clerk and Register of Deeds for Ottawa County since 2014. Since that time, he has made customer service a priority, with a focus on utilizing technology to solve problems, improve access, and increase transparency for county residents. Justin is actively involved in advocating at the state and national level for policy and law changes that make our elections more secure, our court records more efficient, and our land records process more streamlined. He was chosen by his colleagues in 2021 as the "Michigan County Clerk of the Year."



scrutiny of the process, the funding has not caught up. I believe we need a sustained source of federal funding for our elections that still enshrines the model of state and locally run elections, but also funds important security measures and inter-state standards that would help all voters.

What has been your greatest achievement since becoming Ottawa County Clerk?

The incredible relationships that we've built with our team and our customers. Our office has a simple but critical mission: To help our customers and encourage their trust in government. Trust must be earned, and I believe it's earned through transparency, and a willingness to go the extra mile to solve problems and serve our customers well. I'm incredibly thankful to our entire staff in the Clerk and Register's Office for the work they do every day to build trust in our community.



Upcoming Programs



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

December 6, 2023

Leading Edge Workshop: Unlocking the AI Advantage

8:00 AM – 9:30 AM
Zoom Virtual Meeting

The Leading Edge Workshop: Unlocking the AI Advantage is designed to help you create more time in your day by leveraging the power of Artificial Intelligence. We'll be joined by Jonathan Mast, Founder of White Beard Strategies, to learn tips and tricks to take back your time and make AI work for you.

6 de diciembre de 2023 (December 6, 2023)

Social Hour con la Red Hispana (Hispano Network Social Hour)

4:30 PM – 6:00 PM
Los Ranchos Mexican Grill & Bar

¡Únase a nosotros en Los Ranchos Mexican Grill & Bar para ponerse al día con viejos amigos y hacer nuevas conexiones mientras apoya a una empresa local! Compra una bebida y prepárate para hacer nuevos contactos, ¡todo en español!

(Join us at Los Ranchos Mexican Grill & Bar to catch up with old friends and to make new connections while supporting a local business! Purchase a beverage and be ready to make some new contacts – all in Spanish!)

December 11, 2023

Breakfast with Our Congressman

7:30 AM – 9:00 AM
Haworth Hotel

Don't miss your chance to hear updates from Washington, D.C., ask questions of United States Congressman Bill Huizenga, and participate in discussions about issues that affect you and your business. Register for Breakfast with Our Congressman today!

Program Sponsor: **Corewell Health**

December 14, 2023

Social Hour with the Chamber

4:30 PM – 6:00 PM
X Golf Holland

Join us for our next Social Hour with the Chamber in partnership with Holland/Zeeland Young Professionals at X Golf in Holland! Attendees will have the opportunity to make plenty of new connections, enjoy a beverage and tasty snacks, and participate in a round of golf on the simulator. We hope to see you there!

Program Sponsor: **Gordeaux Consulting**



Robinson's Popcorn celebrated their fifth business anniversary with a ribbon cutting outside their store located at 12330 James Street on the Northside of Holland.

January 4, 2024

Leading Edge Workshop: Conversational Spanish Series

4:00 PM – 5:00 PM
Michigan West Coast Chamber

The Leading Edge Workshop: Conversational Spanish Series is designed to help English speaking Chamber members learn Spanish so they can better connect with Spanish speaking professionals in the Holland and Zeeland areas. Please note: participants must be available to attend all six sessions in this series – January 4, January 18, February 1, February 15, March 7, and March 21. All sessions will take place at the Michigan West Coast Chamber from 4:00 pm – 5:00 pm.

January 5, 2024

Advocacy in Action

7:45 AM – 9:00 AM
Michigan West Coast Chamber

Join us for Advocacy in Action as we're joined by Holland City Manager, Keith Van Beek, and Zeeland City Manager, Tim Klunder, to hear important and timely updates. You'll also have the opportunity to hear updates from your locally elected officials and will enjoy networking time with other Chamber members. Register today!

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

January 9, 2024

Economic Forecast

7:30 AM – 9:00 AM
Engedi Church

Forecasts are crucial for helping businesses make important decisions including strategic planning, investing, and hiring. Join us as we welcome economist Dr. Paul Isely of Grand Valley State University as he analyzes data and explains what it means for the West Michigan business community. You don't want to miss this highly informative event!

Program Sponsor: **Huntington National Bank**



Ted Talk Speaker, Drew Dudley, posed for a photo with Chamber team members following the conclusion of his Leading Edge Workshop – More Than Words: Defining the Things that Define Leaders.



Gateway Spoon Cafe and Grill celebrated the grand opening of their restaurant located at 631 E 24th Street in Holland with a ribbon cutting.



President & CEO of the Small Business Association of Michigan, Brian Calley, posed for a photo with Chamber President & CEO, Jodi Owczarski, following the conclusion of October our Advocacy in Action event.



Small business owners collaborate during the launch of our Small Business Network.



MediLodge at the Shore celebrated renovations to their facility located at 900 S Beacon Boulevard in Grand Haven with a ribbon cutting.



Quincy Place Senior Living celebrated the grand opening of their new facility located at 12300 Quincy Street on the Northside of Holland with a ribbon cutting.



West Coast Chamber Board Members gathered at Boatwerks Waterfront Restaurant for our 2023 Board Social.



Engaged community members enjoyed networking at the Critter Barn in Zeeland during our October Zeeland Networking Meeting.



Pigeon Creek Golf Course celebrated the grand opening of their new Event Center with a ribbon cutting.



Engaged community leaders participated in a brainstorming session at our Forward Together: A Forum on Inclusivity program in October.



Community members posed for a photo while networking at Social Hour with the Chamber this past October.

Premier Partner Spotlight

Scott Patchin – Certified EOS Implementer

Scott Patchin has a core belief that managing transitions is the key to success. For individuals, leaders, teams, and organizations, transitions contain great opportunities and great risks. As a Certified EOS (Entrepreneurial Operating System) Implementer, Scott has found EOS to be an extremely effective system to help leadership teams establish vision, create traction, and build a healthy organizational culture. He brings vast personal experience to important conversations in a wide variety of professional and organizational transitions.

He's a huge proponent for personal learning and reflection with a firm belief that great conversations start with questions. In particular, there are a few he regularly finds himself asking. First, in three years, what three things do you want to be true about your business or organization that isn't true today? Second, in three years, what three things do you want to be true about your personal, non-work life that aren't true today? Finally, how confident are you that the people and discipline are in place in your life to make these dreams a reality?

Life-changing answers come from asking the hard questions, as Scott knows incredibly well. He's seen the impact the EOS system has in helping organizations achieve their goals, while



providing leaders the opportunity to pursue other passions and find balance in their lives.

Over his years of coaching, Scott has gained significant experience working with entrepreneurial leaders across many industries, including local government, IT services, education, software, healthcare, manufacturing, insurance, banking, not-for-profit, construction, professional services, and more. He has published over 50 videos—and counting—on his YouTube channel, Scott Patchin, to support individuals in their personal leadership and EOS journeys. He lives in Holland, Michigan with his wife and four children, and loves heading out on fishing excursions whenever he can.



Young Professionals Spotlight

Getting HYP: Meeting Holland/Zeeland Young Professionals



Chad Mesbergen

*Director of Events and Operations –
Holland Tulip Time Festival*

What's one of your favorite hobbies?

Growing up, traveling was never high on my priority list. However, ever since I met my wife, it's all we think about! Some of favorite places that we have been to together are Costa Rica, Italy, and Portugal.

What's your role at the Holland Tulip Time Festival?

I'm the Director of Events and Operations for the Holland Tulip Time Festival. I have the privilege of overseeing all Tulip Time events from international exhibits to our headliner performers to the world-famous Dutch Dancers. It takes us months to think through every road closure, emergency plan, and event to ensure we create the fun when the Tulips Bloom!

What is your vision for our community?

The Holland/Zeeland Community is an amazing place to live, work, and play. There are so many different organizations in the area that are working to provide resources, promote tourism, recruit new businesses, and so much more. Collaboration and innovation are what drive this pocket of West Michigan, and what will propel us forward for continued success.

Why are you excited to be a part of HYP?

Holland/Zeeland Young Professionals is the perfect starting point for those looking to be more active in their community. I love being a part of HYP and serving on the Board because I get to connect and learn from peers facing the same professional nuances and struggles as me. HYP is a place for young professionals to get an up-close, behind the scenes view at all this community has to offer. HYP often invites guest speakers and industry leaders to share their experiences and insights. This exposure allows members to stay informed about the latest trends and challenges in the business community. Being a part of the Holland/Zeeland Young Professionals is not just about professional development but also about creating a supportive community that enriches both personal and career aspects of life.

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

Above & Beyond Catering
 Accident Fund Insurance Company of America - **25***
 Advantage Benefits Group - **20***
 Alliance Home Health Care Services, Inc.
 Alpine Events/The Rental Company
 Anderson Keegin & Associates, Inc.
 - OI Global Par - **5***
 Annie Lane Bridal
 ARIA Leadership Coaching & Consulting, LLC
 Auto Body Xperts Holland
 Autumn Ridge Stone & Landscape Supply, Inc.
 blu perspective
 Bosch's Landscape Specialists LLC
 BuhlerPrince, Inc.
 Capitol Group Consultants LLC
 Carini & Associates, Realtors
 Central Park Law
 ChoiceOne Bank
 Comprehensive Ear & Hearing
 CopperRock Construction
 Coral Gables Yachts
 Costa Oil 10 Minute Oil Change Holland

Crane's Pie Pantry Restaurant and Winery
 Crown Motors Toyota/Volkswagen - **25***
 Crust 54
 DC Battery Hub-MI, LLC
 DeLong & Brower, P.C.
 District Five Schoolhouse
 First National Bank of Michigan
 Flash Bridge Co., Inc.
 Glik's Mens
 Hamilton Community Schools
 Harbor Wear
 Health Alliance Plan (HAP)
 Holland Charter Township
 Holy Smokers BBQ
 Homescapes Design Inc. - **5***
 HR Solutions Group
 Hungry for Christ - **5***
 Impres Engineering Services, LLC
 Jaqua Realtors
 JMB Property LLC
 Junior Achievement of the Michigan Great Lakes, Inc.
 King & Partners, PLC
 Lakeshore Cleaning & Facility Services
 Lakewood Family Medicine, PLC



Law Office Kenneth A. Puzycki, PLLC - **25***
 Law Office of Gregory VanderWoude, PLC
 Lokers Shoe Company
 Love's Travel Stops
 Macatawa Technologies - **20***
 Magna Engineered Glass - **10***
 Mailloux Dentistry
 Major Brands Oil Company
 Meijer Inc. - 16th Street
 MOKA - **5***
 Muskegon Community College
 Nederveld, Inc.
 Olivia Grace & Company
 Ottawa Kent Insurance Agency, Inc.
 Parkview AFC
 Permaloc Corporation
 Phares Family Dentistry
 Photo Images by Carl
 Precision Packaging Systems Inc.
 Profile Tool, Inc.
 Redmon Heating & Cooling, Inc.
 SA Mason LLC

Sara Schipper Russell
 Smith Haughey Rice & Roegge
 Soccer Stop Sportsplex
 SolidCircle (d/b/a Solid Design Software Solutions
 Superior Cutting Service - **10***
 The Anderson Group
 The Village at Appledorn
 Thoroughbred Fulfillment
 Top Line Equipment
 Two Men and a Truck/Lakeshore, Inc. - **30***
 United Manufacturing, Inc.
 US Army Recruiting Company - Grand Rapids
 VentureSource Solutions
 VerHage Motors
 West Michigan Marriage Center
 Westside Service - Holland
 Wonderland Tire Company
 X Golf Holland - **5***
 Yacht Basin Marina

New Members

Welcoming these new members who recently joined the West Coast Chamber

C12 West Michigan
Danielle Whah
 (269) 876-2357
www.c12westmichigan.com
danielle.whah@c12forums.com

Calico Cleaning, LLC
Kathy Merchant
 (269) 637-6006
www.calicocleaningllc.com
kathy@calicocleaningllc.com

Cyber Rescue
Stephen Opoku
 (269) 459-1484
www.scrmichigan.com
info@cyberrescue.us

Emergency Veterinary Care Centers
Paul Kernstock
 (616) 344-5600
www.evcc.com/holland
referrals@evcc.com

Great Lakes Charcuterie Company
Anna Mitchell
 (440) 781-8497
www.greatlakescharcuteriecompany.com
anna@greatlakescharcuteriecompany.com

ITC Incorporated
 (616) 396-1355
www.itc-us.com
hr@itc-us.com

Kerri Bosma
City2Shore/Impressions Group
 Kerri Bosma
 (616) 218-0859
www.kerribosma.com
kerri.bosma@city2shore.com

Modales Wines
Jim Gonzalez
 (847) 312-4459
www.modaleswines.com
j.gonzalez@modaleswines.com

Professional Solutions Coaching
Samuel A Beals
 (616) 204-4330
www.ps.coach
sam@ps.coach

Second Story Counseling
Lauren Puckett
 (616) 426-9034
www.secondstorycounseling.com
admin@secondstorycounseling.com

The Center For Physical Rehabilitation
Matthew Zitny
 (616) 344-1664
www.pt-cpr.com
matt.zitny@pt-cpr.com

Tulip City United Soccer Club
Matt Davis
 (616) 994-2401
www.tulipcityunited.com
staff@tulipcityunited.com

WAM Print Mail, Inc.
Brian Carter
 (616) 957-6245
www.wamgr.com
bcarter@wamgr.com



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Holland, MI 49423



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