

Jean Ramirez
General Manager
The Shops at Westshore

Civic Engagement:
A Call to Reconnect

How to Support
Parents in the
Workplace

The Importance of
Clarity Breaks

The Shops at Westshore: Innovating for the Future

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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

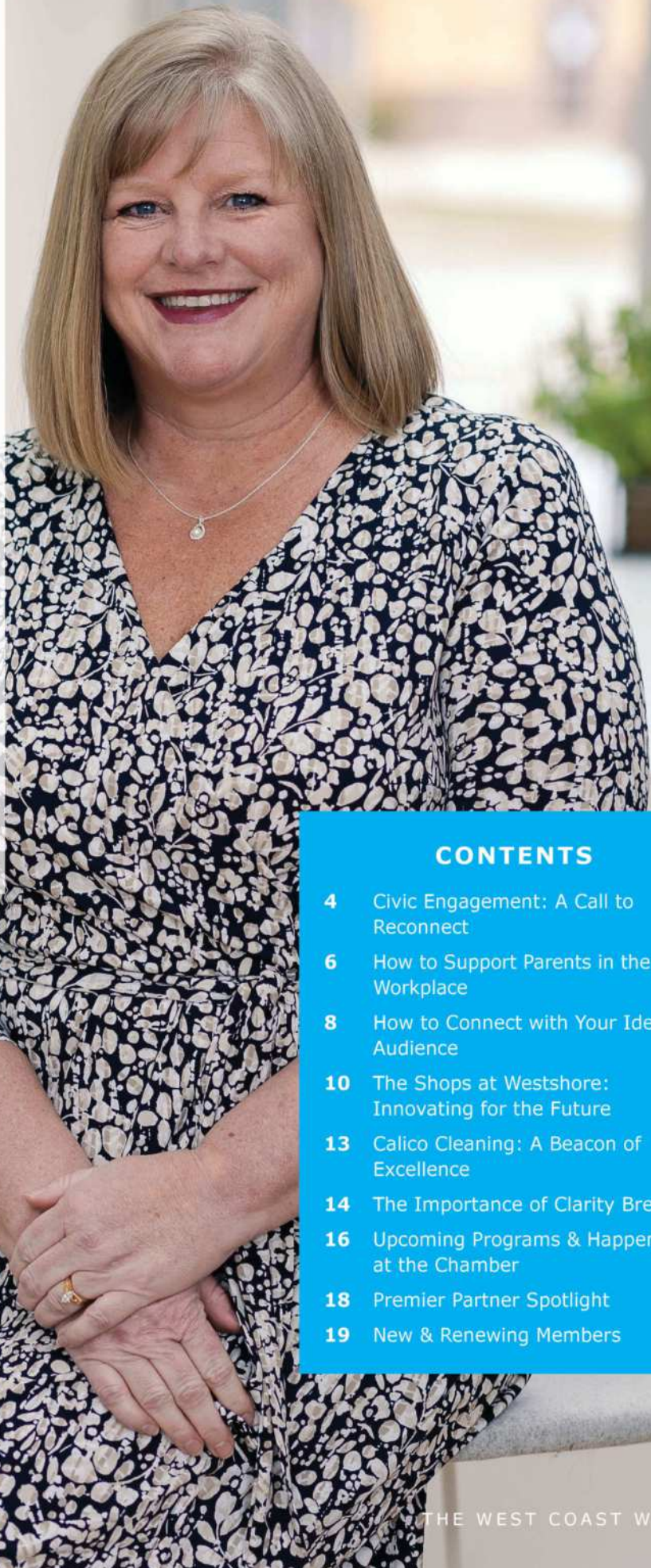
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One of the West Coast Chamber's Core Values is, "Learn, Innovate, and Share." This issue of The West Coast Way is a great representation of that core value. From a new way to encourage civic engagement, to a thoughtful approach to support parents in the workplace, to a fresh take on marketing — innovation abounds throughout.

There may not be a better representation of innovation than Jean Ramirez and the team at The Shops at Westshore. Many communities across the country are struggling with prime real estate that once was a traditional shopping mall that now sits empty. Thankfully, that is not our experience here. The reimagined property, in a prime corridor in our community, is bustling with activity. What's more, the plans for future expansion will only grow the impact and vitality.

I'm excited for you to be able to read more about our Innovation Award winner as well as other innovative work happening throughout our community. The future is bright!

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



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Civic Engagement: A Call to Reconnect

By Patrick Cisler | President/CEO, Community Foundation of the Holland/Zeeland Area

For every resident of the Holland/Zeeland area, there's a sense of hometown pride and gratitude for opportunities this community has provided. You will hear it in the way we introduce ourselves — a Zeeland Duck, a Hope Alumni, the founder of a local business — the list goes on. A legacy of a successful businesses and a large manufacturing base, the spirit of entrepreneurship, strong faith roots, great schools and healthcare, a strong nonprofit sector, and the beauty and draw of the lakeshore and our downtowns make a compelling argument for why this is such a uniquely special place to live, work, and play.

And yet, there's one key ingredient for our flourishing community that is often overlooked and underrated — a collective spirit for giving and serving. There are so many examples in our recent history of individuals, nonprofits, companies, faith institutions, and neighbors banding together around a common cause to improve the community for the better. We have benefited from churches collaborating to address human service needs, business making lasting investments in community infrastructure, nonprofits being formed to solve societal challenges, and generous donors who fund these initiatives that will create positive impact now and in the future.

However, our rich history built on these strong roots of giving and service do not necessarily promise a bright future. It is easy to take these gifts of time, talent, and treasure for granted and assume that people will continue to make financial contributions, volunteer for the causes close to their hearts, and serve in civic life where they can, but that may not always be the case. In fact, national data such as that provided by *Giving USA Report* shows evidence that charitable giving and volunteerism are on the decline. While the giving spirit of Holland/Zeeland has been uniquely robust, we must still pay attention to what is happening elsewhere.

“Civic engagement” isn’t a term I often hear these days, and yet it so is critical for the success of our collective future. Perhaps part of the reason for this is that we no longer teach Civics in our local schools, leaving younger generations without a clear framework of what it means to serve your community through gifts of time, talent, and treasure. Channeling my inner JFK, “it’s not just about what your community can do for you, but what can you do for your community.” There’s no one way to serve — volunteerism, philanthropy, voting, running for local office — all fall under the umbrella of civic engagement. When determining where to pursue your



Patrick Cisler is a community developer who has spent the last decade working in the nonprofit sector to help increase the quality of life for individuals in Ottawa County. Patrick currently serves as the President/CEO of the Community Foundation of the Holland/Zeeland Area (CFHZ) where he helps to build our Community’s Endowment to support high impact charitable projects as well as helps work with donors to achieve their charitable goals. Prior to that, Patrick served for 10 years as the Executive Director of two partner nonprofits — the Lakeshore Nonprofit Alliance and Community SPOKE.



career, raise a family, locate a business, or retire, it is crucial to ask both what that community can do for you, and what role you have in creating the community you want to see.

We must keep telling the story of what helped to make Holland/Zeeland the community it is today. And we should all do our part to lead by example while teaching the next generations of students, workers, and residents what civic engagement looks like in our schools, our families, our workplaces and in our social spaces. This is one of the reasons I’m a big advocate for the recently developed West Coast Connect program through the Chamber. The program provides a meaningful way to connect people who want to serve their community with opportunities that may align with their interests. That could be joining the Board of a local nonprofit or possibly running for City Council. This process of matchmaking is one of the many ways that I hope civic engagement will be reignited in the Holland/Zeeland area.

In closing, my encouragement is to always be looking for the ways that you can serve and give back to the community. This looks different depending on each person’s stage of life, skillsets, and interests, but it should be one of the questions we regularly ask ourselves. What am I doing personally to better my community?



A close-up photograph of two hands, one from the left and one from the right, reaching towards each other to form a protective arch. In the center, under the arch, is a white silhouette of a family consisting of a mother, a father, and a child holding hands. The background is a warm, blurred orange and yellow light.

How to Support Parents in the Workplace

By **Kimberly Bauer** | Talent Solutions Marketing Specialist, DISHER
By **Jenny Munn** | Talent Acquisition Manager, American Repair Maintenance
By **Shawna Vite** | Team Lead – Talent Solutions, DISHER

Life as a working parent has changed drastically in the last few years. The global pandemic and changing economic climate have made a significant impact, both good and bad. Parents are balancing more than ever before, and it's made the work-life relationship more stressful.

A recent American Psychological Association (APA) study found that 72% of working parents were stressed based on disruptions and uncertainty about school and childcare schedules.

In addition to childcare uncertainty, LendingTree reported that parents have also seen a 41% annual increase in childcare costs for center-based services. Other research shows that parents are more stressed than non-parents about other issues as well, including money (80% compared to 58% of non-parents), the economy (77% compared to 59% of non-parents), and housing costs (72% compared to 39% of non-parents).

With all these things considered, how do we support parents and keep them engaged on our teams? We've compiled our top tips for attracting and retaining parents in your workforce.

Top 5 Tips for Supporting Parents in the Workplace

1. Be flexible

Appointments, field trips, sporting events, sick days... parents are juggling a lot. Give them grace and space to take care of their responsibilities. If their work is getting done, provide the flexibility in how and when they get it done. If you're able to offer flexible hours, parents can be just as or even more productive outside of the traditional 9 to 5. Allowing parents to take off for a doctor's appointment or daycare pick-up makes a big impact and builds loyalty.

2. Get your priorities straight

Family is more important than work. When you as a company support this value, it encourages your employees and will help build a culture of trust and higher performance. When your employees don't need to choose between work and family, you will relieve a burden you may not realize is there.

3. Understand what matters

Ask the parents at your workplace how you can support them best. Each parent may have different preferences or may be in a different season of parenthood. For example, provide a comfortable mom's room for your team. By asking how you can be supportive, you can understand them better. A potentially small change could make all the difference to the parents on your team.

4. Be considerate of their time

When a parent is out due to maternity or paternity leave, vacation, or a personal/sick day, protect their time away. Don't bother them while they are trying to unplug. Often my coach has kicked me out of the office because of a sick child. She encourages me to be fully present with them. Another coworker on our team was on maternity leave. Our coach and team members divided up her responsibilities, so she could navigate this major life adjustment with her family uninterrupted.

5. Be Respectful

Honor the moms (and dads) on your team—not because they gave you life, but because they are awesome employees who bring new ideas and a solid work ethic. Don't disregard their contribution. While they may require more flexibility in this season of life, they bring a myriad of experience and skills to the table.

When you treat your moms and dads right while they need that extra support, I guarantee you'll have a much more dedicated and invested employee.



Kimberly Bauer serves as Talent Solutions Marketing Specialist at DISHER. She's passionate about helping organizations find their unique place in the market by discovering innovative ways to strengthen their talent brand. Kimberly earned her Bachelor's Degree in Nonprofit and Public Administration from Grand Valley State University. She and her husband live in Zeeland with their two children and golden retriever. When she's not working, she enjoys traveling, gardening, painting, and spending time with her friends and family.



Jenny Munn serves as Talent Acquisition Manager for ARM in Spring Lake. She's passionate about candidate experience and promoting balance and empathy in the workplace. She received her BFA from the University of Michigan and enjoys painting and ceramics in her free time. She also enjoys spending time with her husband, daughter, and two dogs, as well as gardening, art, and the outdoors.



Shawna Vite serves as Team Lead – Talent Solutions at DISHER. Her expertise is in talent recruitment, HR processes and strategies, talent branding, and culture coaching. Shawna earned her Bachelor's Degree in Business Management and Communications at Hope College and is a Recruiter Academy Certified Recruiter. She lives in Grand Rapids with her husband, two children, and dog. She enjoys traveling and looking for her next good cup of coffee.



How to Connect with Your Ideal Audience

By Hughes Integrated

In every purchasing decision, from the smallest cup of coffee to the largest home remodel, customers go on a journey. And they all use the same map.

The audience journey is the map that can lead them right to your business's doorstep. You just have to know how to understand the map and put it to work for you. When you use the power of the audience journey to make more connections, you'll find your clients coming back to you time and again.

The Audience Journey

Awareness. Awareness is when a prospect is first introduced to your brand. Maybe it's through a Google search, maybe it's through word of mouth, or maybe it's just from window shopping in downtown Holland. This is when your ideal audience learns your name and discovers what you offer. If they have a problem you can solve, they might search your business name on Google later on to learn more about you.

How to put Awareness into practice: Run awareness ads for your business on social media that address the problem your prospect is facing. Use the ad to direct them to your website to learn more.

Consideration. Your potential client has a problem, and they are looking for a solution. They could purchase from you or a competitor, or they could try to solve the problem on their own. But they haven't decided yet. Consideration is a time of growing familiarity. Prospects learn new things about your brand and puzzle over what that means for them. Each trip around the consideration loop is a step forward in trust and a lowering of risk. They may take one loop, or they may take 100.

How to put Consideration into practice: Offer a free download on your website when a prospect subscribes to your email list. Then, send the prospect helpful blogs and information to their email—information that nurtures them, engages their curiosity, and begins to establish trust.

Commitment. Commitment is when your prospect makes a decision—to buy from you. They've considered their options and they're ready to move forward and do business with you. Your potential client is now a client. And while you've earned their trust, this is still a big leap for a prospect to become a client. They're committing time and money to partner with you.

How to put Commitment into practice: A clear call to action (CTA) will help guide your prospect to their purchasing decision. The more complicated your CTA,



the less likely your prospect will know how to purchase from you.

Loyalty. While your client has made their purchasing decision, your relationship with them is far from over. You've earned their trust, and they want to partner with you. Now it's time to earn their loyalty. This loop is where you continue to serve your client, offering value and building an even deeper connection. This leads to repeat business, glowing referrals, and satisfied customers.

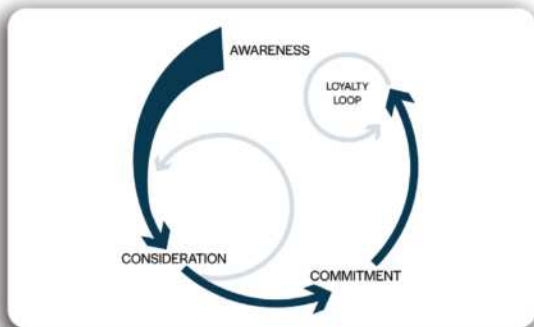
How to put Loyalty into practice: This is where you can promote special offers to repeat clients, encourage them to join a loyalty program, or introduce them to new products and services before anyone else.

Good marketing accounts for every stage of the audience journey.

It doesn't pretend that decisions are isolated but connects with your audience wherever they're at. It speaks to their specific needs and questions, walking with them as they go from first impression to raving fan.

Prospects don't often know that they are on a journey when making a purchase. But now *you* do. And using simple hacks at each stage of the journey, you can become the guide they want you to be, and they can become the client you've always wanted.

THE HUGHES INTEGRATED AUDIENCE JOURNEY



Hughes Integrated is a digital marketing agency based in Grand Rapids, Michigan. We're a team of creatives, business coaches, and digital strategists helping brands attract, connect with, and nurture their ideal audience. To learn more about our relationship-driven approach to marketing, email Rob@HughesIntegrated.com or visit www.hughesintegrated.com.



The Shops at Westshore: Innovating for the Future

By Jean Ramirez | General Manager, The Shops at Westshore



The Shops at Westshore was recognized as the West Coast Chamber's 2023 Innovation Award Winner at the Chamber's Annual Awards Celebration this past September. In just a few years, The Shops at Westshore was able to take a vacant mall and transform it into a vibrant and thriving community center for local residents to enjoy. And that's just the beginning. Preparations are well underway for further transformations that will benefit the community and future generations for years to come.

Tell us about The Shops at Westshore.

Formerly known as Westshore Mall, The Shops at Westshore has been redeveloped as an open-air, mixed-use project featuring fast-casual dining, health and

medical focused services, family entertainment, and soft goods. The redevelopment of the obsolete Westshore Mall is now a model for de-malling and has brought over 20 new businesses to the community. In addition, the redevelopment has been a catalyst for non-commercial uses, including providing a centralized location for Grand Rapids Community College's Lakeshore Campus (in the former JCPenney Department store, completed in 2020), the re-use of retail into a life skills center for the Ottawa Area Intermediate School District (OAISD — under construction), the development of a 118-bed skilled nursing center (soon to be under construction), and the much anticipated Holland Charter Township Community Center (in the former Younkers building, currently under construction).

How did The Shops at Westshore come to fruition?

Back in August 2012, Westshore Mall Investors LLC acquired the property when it was facing a significant vacancy challenge. Although the future was uncertain, the new ownership group led by Greg Erne recognized the property's potential, understanding that retail changes required adaptation. How exactly to adapt was yet to be determined.

Over the next couple of years, we delved into a comprehensive market analysis, examining regional and national trends, demographics, consumer behaviors, and competitive and environmental analysis. This process helped us form a broad vision for the property. Our focus was clear — we aimed to create not just a place, but a community that fosters a sense of belonging, guided by three key principles: sustainability, connectivity, and diversity.

Once we had a solid vision in place, we patiently waited for leases to run their course. While it was a trying period for many, it allowed us to explore other successful de-malled sites, identifying features that could be adapted to our project while recognizing aspects that might not fit.

Finally, in 2015, demolition began marking a new chapter for the property. Since then, progress has been steady, and our journey continues with a sense of excitement and optimism.

3 GUIDING PRINCIPLES

SUSTAINABILITY

Improve environmental quality.
Incorporate sustainable stormwater management practices.
Celebrate nature and the environment.

CONNECTIVITY

Actively pursue vehicular, transit, bike, pedestrian, green, and visual connectivity within the community and beyond.

DIVERSITY

Introduce and encourage mixed uses, mixed incomes, a broad demographic range, and people of various abilities.

What does the future have in store for The Shops at Westshore?

With most of the commercial space now leased at an impressive 99.8%, we are turning our attention to something exciting for the community — a proposed outdoor plaza and eco-park. We hope this will be a great addition to not only our site but the entire community.





The current conceptual plan calls for a plaza and eco-park which will provide a 9-acre neighborhood park amenity in the heart of Holland Charter Township. We are hopeful this initiative will help to address a 24-acre park deficit within the Township, while also presenting an opportunity to connect with the Macatawa Greenway system in the future. We're all about fostering better connections here!

The introduction of outside flexible spaces with multiple uses, additional connectivity with extra-wide trails and sidewalks, and areas for respite and mental wellness will not only provide a much-needed park for current community members but help to launch the construction of the adjacent 165 units of affordable and missing middle housing.

Working with our neighbors including surrounding businesses, area nonprofits, and the Township, the proposed plaza and eco-park will take an underutilized parking lot and overgrown retention pond and turn them into vibrant community spaces that celebrates nature and the environment, directly on the doorstep of commercial and residential populations.

We are also looking to bring new users to our commercial side of the property by introducing new structures specific to the user. Think drive-thru coffee shop which is our most highly asked for user. While we do not have any

names to announce, we are in active communication with a couple of potential tenants.

Finally, it's important to note that our plan has been and always will be fluid. As our community continues to grow and the landscape of commercial and residential users evolves, so will our proposed amenities and overall development strategy.

What does the 2023 Innovation Award mean to the team at The Shops at Westshore?

It means we have successfully achieved our initial objectives! Our diligent efforts have transformed an outdated mall into a dynamic and thriving commercial site. We are thankful for this recognition as it serves as validation of the collaborative work by numerous individuals who have contributed to the process thus far — from our dedicated ownership and invaluable consultants to former employees and current staff. This award is a testament to the collective contribution of all involved, reaffirming the old adage that “it takes a small village.”



Jean Ramirez was raised in Minnesota and graduated from Mankato State University in 1993 with a BA in Business Administration with concentrations in Marketing and Management. With over 28 years of commercial real estate management and marketing experience for top U.S. shopping center companies, Jean's career includes management capabilities at site and regional levels, as well as national recognition for marketing program excellence by the International Council of Shopping Centers.

Calico Cleaning: A Beacon of Excellence

By Kathy Merchant | CEO/Founder, Calico Cleaning

In the bustling world of cleaning services, Calico Cleaning stands out as a beacon of excellence with 15 years of unwavering commitment to quality and customer satisfaction.

Established in 2009, Calico Cleaning has become a trusted name in the commercial, vacation rental and residential cleaning industry. With a focus on professionalism, reliability, and a passion for cleanliness, the People First company has grown from a small venture from the trunk of Kathy's car for extra school clothes money one summer to a renowned cleaning service, now expanding its footprint to serve the vibrant community of Holland.

In the ever-evolving world of cleaning services, Calico Cleaning has not only built a legacy of excellence over 15 years but has also woven a thread of compassion into its fabric. This story goes beyond just spotless spaces; it delves into the heart of community service. As Calico Cleaning expands its reach to Holland, the company is not only bringing its unparalleled expertise but also a commitment to making a positive impact on the lives of those facing adversity.

Through a partnership with Cleaning for a Reason, a nonprofit organization dedicated to supporting individuals undergoing cancer treatment, Calico Cleaning is extending its services to provide free house cleaning for people undergoing cancer treatment, exemplifying the company's ethos of care and compassion.

Over the past decade and a half, Calico Cleaning has honed its expertise, specializing in both vacation rental and residential cleaning. The company has earned a stellar reputation for delivering impeccable results, ensuring homes and rental properties are not only spotless but also create an inviting atmosphere for occupants.



"I'm thrilled to consistently invest in training our dedicated team of cleaning professionals, equipping them with the latest industry knowledge and cutting-edge cleaning techniques" says Kathy. The company's commitment to excellence has garnered praise from clients, resulting in long-term relationships and word-of-mouth referrals.

In addition to its dedicated staff, Calico Cleaning utilizes eco-friendly cleaning products, showcasing a commitment to sustainability and the well-being of both clients, their pets, and



the environment. This responsible approach has further solidified the company's standing as a conscientious and reliable cleaning service.

In response to the growing demand for high-quality cleaning services in the Holland community, Calico Cleaning is excited to announce the opening of its second location.

The new location in Holland will provide the same level of expertise and professionalism that has become synonymous with the Calico Cleaning brand. Whether it's sterilizing commercial office space for new guests and employees or maintaining the cleanliness of residential spaces, Calico Cleaning is poised to become a trusted partner for the residents and businesses of Holland.

As Calico Cleaning celebrates 15 years of excellence, the expansion to Holland marks a significant milestone in the company's journey. With a rich history of delivering unparalleled cleaning services, Calico Cleaning is set to continue its legacy of excellence, providing the Holland community with the same level of professionalism and dedication that has defined the company from its inception. As the company looks toward the future, Calico Cleaning remains committed to exceeding expectations and setting new standards in the cleaning industry.

Calico Cleaning's newest location is at 675 E. 16th Street, Suite 250, across from Meijer. The office is open Monday – Friday from 8 am to 5 pm. For more information, visit www.calicocleaningllc.com/holland.





The Importance of Clarity Breaks

By Laurel Romanella | Certified EOS Implementer, EOS Worldwide

"One can choose to either step forward into growth or step back into safety." (Abraham Maslow)

We are regularly faced with opportunities to grow or elevate, either through external circumstances or internal realization.

I was recently faced with the opportunity to grow or elevate after recognizing the need for a full-time chief of staff for my business. And through the external circumstances of my son moving into his first apartment days before my other son got married, I was presented with opportunities for growth.

All of it stretched and pushed me. I felt emotions I wasn't prepared for. I could have clung to my comfort zone or behaved in ways that kept me safe. Instead, I chose growth. And I'm a different person because of it.

Managing through or recognizing the need for growth would be impossible without **Clarity Breaks**. Working with Leadership Teams, I've found this to be the most transformative tool for both individuals and companies.

A Clarity Break is an opportunity to rise above the tyranny of the urgent and engage in high-level thinking and reflection that often gets pushed to the wayside during busy days. Traditionally, thinking time isn't rewarded; doing time is. You may feel guilty for taking time to sit still and think. Or you've bought into busyness as status or a badge of honor. Maybe you've bought into the message that busy = valuable, productive, important. Or you're a victim of activity, such that your daily routines, work, and constant, unthinking motion keep you trapped, unable to focus on high-value activities like strategy, ideas, vision, goals, or prioritization. Leaders often have a bias toward action, a trait shared with soccer goalies. A recent study found that goalies who stay in the center of the goal, instead of lunging right or left, have a 33% chance of preventing a goal. Yet goalies stay in the center just 6% of the time because they feel better when they "do something." The same is true of many leaders. Reflection can feel like staying in the center of the goal and missing the action.



Yet making regular time to reflect on events or circumstances, rather than merely react to them, is one of the hallmarks of an agile thinker and effective leader. *"Great leaders have a habit of taking quiet thinking time ... after taking a Clarity Break, you will come back into the business clear, focused, and confident."* (Gino Wickman) Without Clarity Breaks, you'll miss the action. With Clarity Breaks, you'll see what you normally wouldn't — the moving parts, the opportunities, what's working and what's not. A Clarity Break helps you shift from DOing to THINKing and BEing, where your most creative ideas and useful plans emerge. They help clear your mind, keep your focus, and be more productive. It's a reset button, reenergizing and recharging you for what you need to accomplish going forward.



Take a moment to commit to Clarity Breaks. Put one in your calendar this week. Then find a place where you won't be interrupted or distracted (not your office). Instead of your laptop or cell phone, take paper and a pencil. Let your mind wander and write down what comes to mind. Or use questions to get started. Here are a few from my last Clarity Break:

- Where am I playing hero? Or victim?
- Who is capable of more?
- Am I overusing my strengths?
- Where am I stifling my team?
- Am I busy DOing and not BEing?
- Am I prioritizing and taking care of myself?
- What do I want?
- Am I spending my time on the most important things?
- What am I afraid of?
- Who or what have I been avoiding? Why?

"Thinking is hard work; that's why so few do it." (Albert Einstein) Be one of the few — start Clarity Breaks and step forward into growth!

Laurel Romanella is passionate about elevating people and helping them rise to their full potential. Her talent for introducing the right combination of perspective and process sparks people to start moving or move faster, with clarity and alignment. And her coaching, teaching, and facilitation help people consistently transform, getting what they want from their work and their life. Laurel spends her time directly engaged with entrepreneurial leadership teams as a Certified EOS Implementer—helping them implement EOS® in their own companies. She's also an Owner and Integrator of Entrepreneurial Leap, a company devoted to helping entrepreneurs build the life and business of their dreams.



Upcoming Programs



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

January 4, 2024

Leading Edge Workshop: Conversational Spanish Series

4:00 PM – 5:00 PM

Michigan West Coast Chamber of Commerce

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 of Commerce

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**

January 19, 2024

Power Lunch

11:30 AM – 1:00 PM

Howard Miller Library & Community Center

Grab your business cards and expand your network! At this fun and structured networking program, attendees will have the opportunity to make new connections during 3 rounds of table networking and have the chance to win a door prize while enjoying lunch.

Program Sponsor: **Gordeaux Consulting**

January 31, 2024

Leading Edge Workshop: Workplace Well-Being

1:00 PM – 2:00 PM

Michigan West Coast Chamber of Commerce

We spend as much time at work as we do within our homes. Our work environment affects both our physical and mental well-being, for the good or for the bad. This training will look at five essential components for workplace well-being and provide practical examples to assist you in making your work environment one which promotes well-being.

Lead Sponsor: **Fifth Third Bank**

February 13, 2024

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

Sometimes the most radical ideas are the most simple. Join us for Wake Up West Coast where guest speaker, Abbey Johnston of AG Collaborative, will help us tackle the dreaded D's — Distraction, Disengagement and Disconnection — through simply being a conscious leader.

Program Sponsor: **Corewell Health**

Morning Mingle Sponsor: **Opportunity Available!**



HAPPENINGS



EagleEye Performance Vision celebrated several large milestones including their 5 year business anniversary, the addition of a new optometrist, and the grand opening of their new location with a ribbon cutting ceremony.



Kelly Springer, Chief Executive Officer at Metal Flow Corporation, led an engaging group discussion during the launch of our brand new Manufacturing Network.



Up Leaf Café celebrated the grand opening of their new space located at 12371 James Street, Suite 40 on the Northside of Holland with a ribbon cutting ceremony.



Area nonprofits networked with engaged community leaders during our West Coast Connect LIVE event in partnership with Lakeshore Nonprofit Alliance.



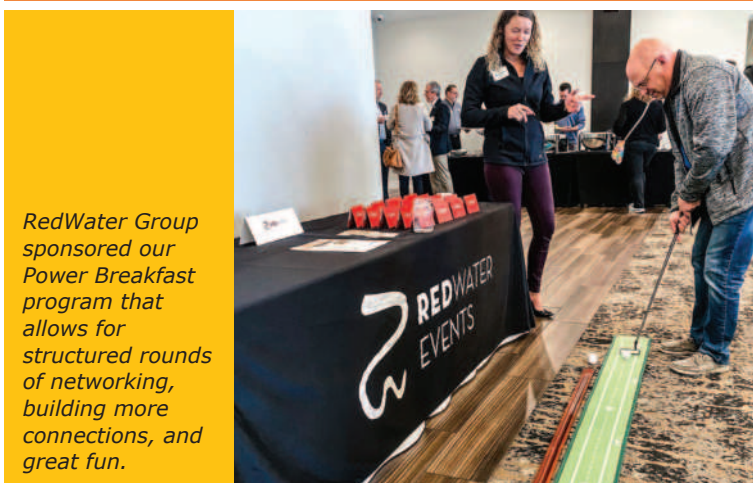
Brooke Oosterman, Executive Director at Housing Next, provided important affordable housing updates during our November Advocacy in Action event.



Rob Hughes, CEO of Hughes Integrated, presented to an engaged crowd during our Leading Edge: Marketing Your Business Workshop this past November.



Chamber President & CEO, Jodi Owczarski, posed for a photo with Certified EOS Implementer, Laurel Romanella, following our Women Inspiring Women event this past November.



RedWater Group sponsored our Power Breakfast program that allows for structured rounds of networking, building more connections, and great fun.



Wake Up West Coast guest speaker, Jon LoDuca of Playbook Builder, presented to an engaged crowd during our November program.

Premier Partner Spotlight

Metal Flow Corporation

Proud to be part of West Michigan's vibrant industrial landscape, Metal Flow Corporation stands as a beacon of manufacturing excellence and innovation. With over four decades of expertise in metal forming, Metal Flow has solidified its reputation as a premier partner in the automotive industry, delivering precision-crafted deep drawn metal parts used across the globe.

Founded in Holland, Metal Flow has expanded its footprint to become an international player without losing sight of its community roots. The organization takes pride in its state-of-the-art facilities, equipped with cutting-edge technology to meet complex engineering challenges. Metal Flow's commitment to quality is mirrored in their ISO/TS 16949 certification, ensuring they meet the highest standards in automotive part manufacturing.

Metal Flow's ethos revolves around a synergistic blend of tradition and transformation. By fostering a culture of continuous improvement, the company has embraced lean manufacturing principles and sustainable practices, ensuring eco-friendly operations. Their workforce, a skilled ensemble of craftsmen and



engineering, are the cornerstone of Metal Flow's success, encouraged to innovate and excel through ongoing professional development.

Metal Flow also recognizes its role in the community with support of time and treasure towards organizations and initiatives that are making West Michigan stronger.

Collaboration is at the heart of Metal Flow's business philosophy, evidenced by their tailored solutions that meet specific customer needs. Their ability to adapt and deliver with speed and precision has forged lasting partnerships with leading automotive manufacturers, earning Metal Flow a spot in the industry's elite circle of suppliers.

An advertisement for Independent Bank's "High-five for 5.00% APY" account. The background is split into a red left side and a dark blue right side. Two hands are shown in a high-five gesture, one from the left and one from the bottom right. The text "High-five for" is in a light blue script font, followed by "5.00% APY*" in large white bold font. Below this, "ONE ACCOUNT" is written in white bold font. On the right side, there is a QR code with the Independent Bank logo in the center. Text on the right includes "To get started today, scan the QR Code or visit IndependentBank.com/5", "Visit us in Holland! 12368 Riley St. 616.344.2470", and the Independent Bank logo at the bottom right.

High-five for
5.00% APY*
ONE ACCOUNT

To get started today,
scan the QR Code or visit
IndependentBank.com/5

Visit us in Holland!
12368 Riley St.
616.344.2470

Be Independent
BANK

Member FDIC. *Annual Percentage Yield (APY). Rate is accurate as of October 25, 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

3303 Property Source
ALDI, Inc.
American Dunes Golf Club
Axis Machine & Tool, Inc.
Biggby Coffee Zeeland
Boatwerks Waterfront Restaurant
Brenner Oil Company
Brickford Estates Condominium Association - **20***
C3 Technology Advisors - **5***
CDS Lakeshore Head Start
Children's Advocacy Center
Community Foundation of the Holland/Zeeland Area - **25***
Coppercraft Distillery - **10***
Cornerstone Real Estate Management, LLC
Cran-Hill Ranch
DSA International
Freedom Village Holland
Fresh Water Detailing
GDK Construction
Globe Design & Vision
GNS Holland

Gordeaux Consulting
Haworth Hotel
Holland Area Arts Council
Holland Community Aquatic Center - **25***
Holland Engineering, Inc.
Holland Screen Print
Holland Symphony Orchestra
Holland Terminal, Inc.
Hops at 84 East
Hungry Howie's - **20***
INONTIME
i-team North America - **5***
James Street Inn
Jubilee Ministries
KENCO
Lakeshore Advantage - **20***
Lakeshore Dentistry, P.L.C.
Legacy Leadership Consulting
Locale Nutrition
Macatawa Area Coordinating Council
Macatawa Golf Club - **10***
Mosaic Counseling
National Bulk Equipment



Nephew Physical Therapy
New Holland Blueberries Corp.
NFP
Nolan Kamer Agency / Farm Bureau Insurance
Nuvar Inc. - **5***
Oak Grove Campground Resort, Inc.
Picket Fence Floral & Design
Pine Creek Construction
Prein&Newhof - **40***
Rapid Shred, LLC
Ravines Golf Club
RedRock Grille / LiveGolf Simulator
Robert W Baird - Central Avenue
Rohde Construction
Salubrity Vida Day Spa - **10***
Shoreline Container
Shoreline Orthopaedics/Sports Medicine Clinic, PLC
SpinDance

Stripe A Lot Asphalt Maintenance LLC
Sun Island and Haircare
The Butler
The Frame & Mat Shop
The House Next Door
The Window Center
Uildriks Construction, Inc.
United Bank
University of Michigan Health-West
Vacuum Headquarters & Supplies
VanDenBerge Pest Control
Warehouse 6 Events
Watershed Strategies
WB Pallets - **10***
West Michigan Whitecaps - **30***
West Side Mobil
Wightman - **5***
Zeeland Christian School
Zeeland Public Schools
ZenBusiness

New Members

Welcoming these new members who recently joined the West Coast Chamber

Blueberry Realtors | Keller Williams Lakeshore
Jennifer Gradnigo
(616) 834-4828
www.blueberryrealtors.com
jennifer@blueberryrealtors.com

CorrPak
Mark Wright
(616) 535-0002
www.corrpakgroup.com

Culture Cheese Shop
Elizabeth Sluiter
www.culturecheeseshop.com
elizabeth@culturecheeseshop.com

Elwood Staffing
Bob Wingate
(616) 393-0200
www.elwoodstaffing.com
holland@elwoodstaffing.com

League of Women Voters Holland Area
Janet DeYoung
www.lwvholland.org
hollandleaguewomenvoters@gmail.com

Ottawa Animal Hospital
Shawna Groendal
(616) 396-7420
www.ottawaanimalhospital.com
oah@ottawaanimalhospital.com



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Holland, MI 49423



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