

Lakeshore Women Connect:
Meet the Honorees

How to Protect Your Business
Against Phishing Emails:
5 Things to Look For

Revolutionizing Workspaces:
GMB's Learning Hubs Model

Chase Kuyers

Co-Owner and PGA Professional
Pigeon Creek Golf Course &
Event Center

Beyond the Links: The Transformative Journey of Pigeon Creek Golf Course



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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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In this edition of The West Coast Way Magazine, we are thrilled to present an inspiring collection of stories that shine a spotlight on the remarkable adaptability of our region's leaders and businesses.

As you flip through the pages of this magazine, you'll have the opportunity to meet a diverse group of women who are boldly blazing a trail for others to follow. We'll also provide insights into how to safeguard your business from external threats, explore the evolving landscape of the workplace, and celebrate the enduring success of several area businesses that have stood the test of time.

We hope that the stories you encounter within these pages will inform, inspire, and engage. Each narrative is a testament to the incredible individuals and organizations making a lasting impact on our region.

Jodi Owczarski
President & CEO
Michigan West Coast Chamber
of Commerce



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Lakeshore Women Connect: Meet the Honorees

By **Hannah Bowen** | Program Manager, Michigan West Coast Chamber of Commerce

For the sixth year, the West Coast Chamber and Lakeshore Advantage have partnered to host the Lakeshore Women Connect program. Held in the beautiful atrium at Haworth’s Corporate Headquarters, this celebration is designed to welcome women professionals who are new to the area or have taken on exciting new roles at their organizations, while simultaneously strengthening ties within our business community. Both teams of the West Coast Chamber and Lakeshore Advantage are led by trailblazing women professionals, Jodi Owczarski and Jennifer Owens, respectively, who are passionate about building a network of inspirational peers that strengthen our community.

This year we honored six women across industries who have taken on new leadership roles within the West Michigan community. Please take a few minutes to get to know these remarkable women and join us in celebrating them!



Gina Chan
Chief Financial Officer
GHSP

Favorite Quote: “Less is More.”
I have learned that many situations take longer to solve because we have a tendency to overcomplicate solutions.

What is one thing people would be surprised to know about you?

I was born in 1 of 7,641 islands in the Philippines and English is my third language.

What has been the biggest challenge or lesson learned as a leader?

Biggest lessons were learned during the pandemic and managing the new normal in the last years. Most leaders have gone through critical situations, but none have had to lead through a long-standing pandemic. Balancing resilience

and vulnerability became front and center. I have learned what carries a team through difficulties is not perfect leadership, but one that is authentic, admits mistakes, provides transparency in the decision-making, and communicates consistently.

What advice would you give to the next generation of female leaders?

The beauty of life is all the surprises along the way. Van Gogh says it more eloquently: "Normality is like a paved road; it is comfortable to walk on but no flowers grow on it." Take your inner compass and be adventurous in your personal life and career. There are more open doors than closed, but you first have to walk up to it and knock.

What are you most excited about as you look toward the future?

I am most excited about building a life in West Michigan. As an immigrant for over two decades now, I consider Michigan my home. We are ecstatic to find a community on this side of the state. As they say "West is Best."



Lauren Davis
President West Michigan Region
Huntington National Bank

Favorite Quote: "I cannot change the world, but I can cast a stone across the waters to create many ripples." *Mother Teresa*

What is one thing people would be surprised to know about you?

I enjoy target shooting and would like to someday compete in the sport. I was introduced to it years ago to learn about how to safely handle a firearm and my interest grew along with my skill.

What has been the biggest challenge or lesson learned as a leader?

My biggest challenge and lesson are the same because transitioning from management to leadership moves you from focusing on tactical and things to people and possibilities. You learn to rely on behaviors and values when you lead people and when you manage you are focused on knowledge and skills. Management is focused on today and leadership is focused on the future. Leadership takes time and is a journey that you develop every day.

What advice would you give to the next generation of female leaders?

There are a few things I would share with the next generation of female leaders. First, don't be afraid to take calculated risks and don't be afraid of failure. You will learn the most from situations that do not go as planned and those lessons will make you a better leader in the future. Second, don't compare yourself to others instead focus on always learning and

improving yourself so that you show up better tomorrow than you did today. When you do this, you will separate yourself from others and demonstrate your "why." Finally, develop mentorship relationships who will listen to you, challenge you, and celebrate with you over your career. A mentor is key to helping you identify gaps and opportunities that you may not see.

What are you most excited about as you look toward the future?

I have two sons who will be joining the workforce in the next few years, and I am excited about how young people see the future full of possibilities, how they do not put limitations on their creativity, and they value purpose in their lives. This combination will continue to make a difference in our communities and our world.



Angie DeLost
President & CEO
Ready For School

Favorite Quote: "No matter what accomplishments you make, somebody helped you."
Althea Gibson

What is one thing people would be surprised to know about you?

I was part of a team that helped build a house in a week for a very deserving family as part of the ABC national television show Extreme Makeover: Home Edition.

What has been the biggest challenge or lesson learned as a leader?

One of the biggest challenges happened during the pandemic. I was leading a large team who was serving children and families in medical and school settings and we had to transition all services to Telehealth in ten business days. At the time Telehealth was not used in the organization at all. There were multiple barriers that occurred during this project but with the "right people in the right seats," aligned with a common goal and positive attitudes we were successful!

What advice would you give to the next generation of female leaders?

Find a mentor who believes in you and wants you to succeed so much that they will have tough and transparent conversations to help you reach your full potential.

What are you most excited about as you look toward the future?

Working with and collaborating with others in the community to increase positive impacts to the children and families we serve!



Val Gent
Communications Manager
LG Energy Solution

Favorite Quote: "We need women who are so strong they can be gentle, so educated they can be humble, so fierce they can be compassionate, so passionate they can be rational, and so disciplined they can be free." *Kavita N. Ramdas*

What is one thing people would be surprised to know about you?

Before I started working at LG Energy Solution, I didn't realize just how special the community of Holland is. Besides its obvious lakeshore beauty, I continue to be impressed by the leaders I have had the pleasure to meet and have appreciated the welcoming nature of community members.

What has been the biggest challenge or lesson learned as a leader?

I have been lucky to work with many excellent leaders throughout my career. Their self-awareness played an important role in their effective leadership.

What advice would you give to the next generation of female leaders?

There is power in positive thinking. Do what you enjoy, be confident in your abilities, genuine, and supportive of other women.

What are you most excited about as you look toward the future?

I look forward to connecting with more area business professionals. On a personal note, I'm the proud mother of two sweet and energetic young boys, so I will continue to enjoy watching them grow.



Maria Morales
Director of Workforce Development & Strategic Impact
Latin Americans United for Progress (LAUP)

Favorite Quote: "Fall in love with yourself, with life, and then with whoever you want." *Frida Kahlo*

What is one thing people would be surprised to know about you?

I am an introvert. Shocking, as I am assertive, forthright, and value candid communication and radical candor.

What has been the biggest challenge or lesson learned as a leader?

The biggest challenge I have experienced is having to self-sacrifice under organizational pressure to advance the goals,

wants, and cookie-cutter expectations of the organization. Great insight and self-realization, as I learned that making myself smaller, and unauthentic to who I am, is a toxic place. This has had a significant effect on how I empower and encourage everyone to bring their whole selves to work.

What advice would you give to the next generation of female leaders?

Align your personal and organizational values. Your values are important to who you are, and not only will this help you navigate actions and decisions but also bring a sense of inner peace, fulfillment, and workplace happiness.

What are you most excited about as you look toward the future?

I am excited for the impact of Educate, Elevate! the LAUP Workforce Development program and the continued collaboration with our corporate, educational, and community partners in developing solutions that reconfigure talent strategies, attract, retain, and strengthen tomorrow's workforce. By bridging fundamental gaps that overshadow the potential of each individual and prevent the success of scalable, and sustainable pipelines of talent.



Brooke Oosterman
Executive Director
Housing Next

Favorite Quote: "Fight for the things that you care about but do it in a way that will lead others to join you." *Ruth Bader Ginsburg*

What is one thing people would be surprised to know about you?

I am a triathlete-super sprint, but it still counts.

What has been the biggest challenge or lesson learned as a leader?

Two things can be true at once. You can be empathetic and strong. Often, criticism comes when you aren't aggressive enough, but it takes courage to be compassionate and collaborative when the world wants you to be competitive. Real change doesn't happen in isolation. It happens in partnership.

What advice would you give to the next generation of female leaders?

Every job I took, I felt unqualified for. Don't be intimidated by the things you don't yet know; your strength lies there. Having the courage to ask questions others haven't leads you to do things differently than everyone else.

What are you most excited about as you look toward the future?

Collaborating to create communities that we are all proud of. Where change is embraced to make our communities more connected, more full of life and accessible to all.

How to Protect Your Business Against Phishing Emails: 5 Things to Look For

By Tony Dykstra | Sales & Marketing Manager, Macatawa Technologies

In 2024, small and medium businesses continue to face a growing challenge: protecting their businesses from cyber-based threats. Email phishing is one of the most common and potentially devastating threats to your business. As it gets harder to detect phishing attempts because of Artificial Intelligence (AI), it is important to keep your guard up. Here are 5 things that can help you detect a phishing email attempt:

1. Urgency and Threats

Phishing emails use a sense of urgency or threat to manipulate the recipient to take quick action. Business owners and employees should both be skeptical of emails that are asking them to provide sensitive information quickly or threaten negative consequences for not doing something. Most legitimate organizations will communicate professionally and will provide different ways to contact them in case of an emergency or urgent requests.

2. Requests for Sensitive Information

A lot of phishing emails will request sensitive information like login credentials or financial information. Any email that asks for this type of information should cause you to pause. Businesses — especially banks and government entities — will rarely request sensitive information via email. Should you get an email asking for these things, DO NOT reply to the email. Reach out to the organization directly (with a phone call or a new email) to confirm the request is legitimate.

3. Unusual Sender Address

One of the primary ways to tell if an email is legitimate or phishing is to look at the sender's address. Not just the name listed in your email client, but the actual email address. Phishing emails will often disguise themselves as a legitimate organization like a bank, government agency, or even Microsoft or Google. Pay extra attention to the sender email address — especially if the email requests sensitive information or contains an urgent call to action. Most businesses use legitimate domain names so any variation from this is a red flag.

4. Random Attachments

Any email that contains a random attachment poses a significant risk to any business. Phishing emails can hide malicious software behind a seemingly harmless attachment, like a PDF or Word file. Anytime you receive



an email that contains an unexpected attachment — especially from an unfamiliar sender — use extreme caution. Even if the sender looks legitimate but the content seems unrelated to prior communication, be on the defense. Pick up the phone and verify the sender intended to send the attachment. If you are unsure, it is best to leave it unopened.

5. URLs & Hyperlinks That Don't Match

Many phishing emails will contain hyperlinks or 'buttons' that lead unsuspecting recipients to fraudulent or malicious websites. Anytime you get an email — even if the source seems legitimate — hover over the link or 'button' to preview the destination BEFORE clicking it. URLs that don't match, misspellings, or unfamiliar domain names are all red flags. Legitimate emails will always use secure and recognizable web addresses.

Email phishing threats are real and can have devastating consequences to any organization. By staying informed and pausing when something seems a bit off is more important than ever. Employee training and regularly updating security protocols are important steps to defending against the ever-changing landscape of cyber threats.

If you would like to discuss your organization's security and learn how to be better protected, contact Macatawa Technologies at (616) 394-4940 or sales@macatawatechnologies.com





Revolutionizing Workspaces: GMB's Learning Hubs Model

By David Bolt | President, GMB

In an era where traditional notions of workplace are being examined, many businesses are facing new challenges and choices when it comes to their physical spaces. What does the workspace of the future look like with so many moving variables like flexible workers and hybrid meetings? GMB has decided to explore some possibilities with our own office environments, including the newly renovated space on the 2nd floor of the Plaza Building at 85 East 8th Street in downtown Holland. We're calling this new type of space a "Learning Hub."

With a remote-first approach, teammates spread across 5 locations in 3 states, and teams providing services from architecture, engineering, planning, and marketing, our journey started with asking ourselves what purpose

physical space plays for our work and those doing the work. Through surveying our employees and gathering data on how people were now working in a new way, we built on the lessons we learned over the past three years, and developed several guiding principles to help us understand why a physical work location is still valuable.

Community Hub

Our office is designed as a communal space where people can gather and form community in person, with an equal opportunity for those who join remotely. We've eliminated traditional assigned desks and private offices, opting for a tech-intensive environment conducive to

hybrid meetings. Our group spaces are equipped for virtual participation, and we offer multiple breakout rooms for quieter meetings. Room and workstation booking is managed through software, optimizing our spatial footprint by reducing downtime and unused areas. This system also allows team members to see who will be on-site and where, removing the uncertainty about in-person collaborations.

Learning Environment

At GMB, we place a strong emphasis on continuous learning, especially as we work closely with educational institutions. This ethos is central to our Learning Hubs, which shift the focus from mere productivity to cultivating a culture of growth and development. The majority of our space is now dedicated to collaborative, adaptable learning areas. These serve as a platform for clients, students, and professionals to interact, share ideas, and develop together. Whether it's group sessions or private one-on-one discussions, every area is an opportunity for knowledge exchange among team members and clients.

Strategic Asset

Our office space transcends the traditional need for a physical work location. In a world where alternative venues like homes, libraries, and coffee shops can suffice for work, our real estate serves a greater purpose. We've opened our doors for clients to interact with our employees and use our space as an external learning hub. This approach not only enhances client relationships



David Bolt is the CEO of GMB, a 200-person professional services firm specializing in assisting Educational institutions plan, design, and operate their campus' in order to maximize their learner success. With a business degree from Calvin University and a Masters of Architecture from the University of Michigan, David has become an experienced leader within GMB. Using his background in both business and architecture, David assumed the presidency in 2015, having previously served the firm in a number of roles since 1999.



but also turns our office space into a valuable resource and benefit for our clients, beyond just being another workspace.

GMB's Learning Hubs represent a paradigm shift in how we view and utilize workspaces. By prioritizing learning, embracing flexibility, and maintaining adaptability, we are not just redefining the concept of an office but also nurturing a community where growth, collaboration, and innovation thrive. As we continue to expand and evolve our Learning Hubs, we invite the Holland business community to join us in this journey towards a more dynamic and enriching professional future.

Takeaways:

1. Embrace a workspace model that values learning and personal development as key drivers of professional success.
2. Adopt a flexible approach to workspaces that caters to multiple locations and communication styles, fostering a more inclusive and dynamic work environment.
3. Stay open to change and continuously adapt your workspace model to remain aligned with evolving business needs and employee workstyles.



Beyond the Links: The Transformative Journey of Pigeon Creek Golf Course

By Chase Kuyers | Co-owner and PGA Professional, Pigeon Creek Golf Course & Event Center

About the History of Pigeon Creek Golf Course

In the late '90s, as dairy farms faced bankruptcy, John and his brother Philip Kuyers made a transformative decision, converting half of their property into an 18-hole public golf course. They enlisted Mark DeVries to design a course catering to the public golfer, and the brothers, being farmers, personally implemented the design, planting trees, grass, and installing sprinkling systems. The second generation, with Mike as the superintendent, continued to perfect the course, while Chase pursued a career as a PGA Professional. In 2011, Philip invited Chase back, leading to the growth of game programs like Chasin' Birdies and Women Wine and Wedges. In 2018, the next generation purchased the course, expanding its offerings and adding an event space in 2023. The course and its programs are now recognized for its peak conditions and award-winning programs by the Michigan Golf Course Association.

Family Dynamics and Business Success

Pigeon Creek is now owned by the 2nd generation, with the land technically in its 4th generation of ownership. Owning a family business is both a gift and a challenge. While it offers the opportunity to set guidelines and ensure future success, assumptions and communication challenges can arise. Recognizing each other's strengths and weaknesses, as Mike and Chase did, transformed challenges into opportunities for self-improvement and business success.

The Pigeon Creek Golf Experience

Playing Pigeon Creek Golf Course guarantees a friendly welcome and personalized service. A family member feeling as a starter on the first tee, addressing any questions about the golf course. The course conditions rival elite country clubs, course layout demands the use

of your clubs due to each hole's unique challenges. Notable stretches, like 6-8 and 16-18, enhance the overall golfing experience. New amenities, including a bar, on-course beverage cart service, and a modern cart fleet with GPS screens, elevate the experience. After a round, patrons can enjoy a beverage overlooking the course, on the deck or the new patio off the event space.

Building and Sustaining a Successful and Loyal Customer Base

The foundation of our success lies in the well-respected roles of our fathers, John and Phil, in the community. My commitment to community involvement upon returning home further strengthened our ties. Active participation in local chambers and young professional groups has generated positive word-of-mouth, ensuring repeat business from those eager to return to Pigeon Creek.

Pigeon Creek's 24 Years of Innovation

Remaining innovative is crucial for Pigeon Creek's sustained success. Continuous listening to the community has resulted in sold-out golf programs focusing on women and kids, addressing a gap in the market. Additional staff, from check-in to cart attendants, ensures a seamless experience. The event center, added due to community demand, offers a multi-purpose space, seating 300, with state-of-the-art audiovisual systems, bridal and groom suites, a golf simulator, and breathtaking views of the golf course.



Inspiration Behind Pigeon Creek Event Center

The inspiration to elevate Pigeon Creek led to the creation of the Event Center. Some groups hesitated to host events due to the old space constraints, prompting Mike and Chase to invest in this venture. Collaborating with Lakewood Construction resulted in a successful and efficient space, with over 40+ bookings for 2024. The center caters to various events, from weddings to corporate parties, birthday parties, providing a beautiful setting overlooking the 18th hole and breathtaking sunsets.





Exploring Pigeon Creek Event Center

The main space of the Pigeon Creek Event Center accommodates up to 300 guests, offering a full-service bar and catering kitchen. The bridal suite is spacious, equipped with makeup mirrors, a full-body mirror, a private bathroom, TV, and a mini-fridge. The groom suite features a state-of-the-art golf simulator, mini-fridge, full-body mirror, and TV, providing a comfortable space for pre-wedding preparations. The center hosts a variety of events, from weddings to sports watch parties, utilizing its audiovisual features. The picturesque view of the 18th hole enhances the overall experience.



Greatest Achievement Over the Past 24 Years

Previously, the success of programs like Women, Wine and Wedges and Chasin' Birdies marked milestones. However, the completion and success of the Pigeon Creek Event Center stand out as the crowning achievement. Continuous growth remains a priority, fueled by attentive listening to customers and community feedback.

The Future of Pigeon Creek

The future holds immense opportunity for Pigeon Creek. Redesigned logistics, continued team growth, new short game and wedge areas, exploration of pickleball, and clubhouse renovations are on the horizon. The future of Pigeon Creek Golf Course promises ongoing innovation, community engagement, and an unwavering commitment to providing an exceptional golfing and event experience.



Chase Kuyers, Co-owner and PGA Professional, was born and raised in West Olive. He graduated from Ferris State and was elected into the PGA in 2011, and never planned to return home. Chase was blessed enough to work and gain knowledge at Pinehurst, Bandon Dunes, The Westin Mission Hills, Arcadia Bluffs, Kingsley Club, Bonita Bay Club, and the Old Collier Club. He is now using those skills to run Pigeon Creek Golf Course and Event Center. Chase currently lives in West Olive with his dog, Porter, and girlfriend, Chelsea, and is extremely excited to see what the future holds!

Buist Electric Celebrates 60 Years History

Buist Electric is thankful to celebrate 60 years in the electrical construction industry! Buist Electric was founded in 1964 by brothers Larry and Roger Buist. From humble beginnings and through God's faithfulness Buist Electric has grown, prospered, and served others. In the past 60 years, we have diversified our services and expanded our markets, however, our focus remains on taking good care of our employee-owners. We strive to provide the highest level of excellence, integrity, and reliability in our working relationships in order to deliver superior service to our customers and make a difference in our communities.

Since the start, Buist Electric's mission has been to honor God in all we do, consider employees' well-being as essential, provide customers with superior service, and share our resources with those in need. We contribute our years of success to upholding this mission statement and our core values.

Faith: We are guided by biblical principles.

Service to Others: We serve our co-workers, customers, and community with passion, care, and humility.

Strong Work Ethic: We work with enthusiasm, dedication, and a high standard of quality.

Integrity: We are honest, trustworthy, and dependable.

Continuous Improvement: We are raising the standard of ethics, productivity, competence, creativity, and service.

Capabilities

In the past 60 years, we have expanded our capabilities from only electrical contracting to a broad range of services for our customers. In addition to electrical services, Buist departments now include Audio Visual, Automation, Communications, Technology Solutions, Physical Security, and Testing. We serve customers from a wide variety of industries such as commercial, education, healthcare, industrial, and more. Our vast reach stretches across the lower peninsula from Muskegon to New Buffalo and everywhere in between. We are proud of and thankful for the work that we have been able to do in the West Michigan community and beyond.



Service

For the past 60 years, we have been committed to Raising The Standard in the electrical industry and caring for those in the community. We do so through the Buist Foundation, the Buist Community Assistance Center, service projects, and numerous employee-directed giving programs. We encourage employees to give back and spend time serving in ways that are important to them. Being able to share our resources within our community is the real reason we do what we do!

Future of Buist

Looking ahead, Buist Electric's future is bright. Our employees take tremendous pride in what they do and the work that they produce. Over 40% of employees have been on staff for 15-plus years and these employees do a fantastic job at leading the next generation. They are the backbone of Buist and help make us who we are. Buist is grateful to be part of the West Michigan Community in many ways, and we look forward to what the future has in store for us. If it is anything like the past 60 years, it is going to be remarkable.





Get to Know Your Senator, Gary Peters

By Gary Peters | U.S. Senator, State of Michigan

Why did you choose to get into politics?

Public service has always been an important part of my life. My dad served in WWII before returning home to become a public school teacher, and my mom led the charge to organize her workplace and became an SEIU union steward. Together, my parents showed me the importance of standing up for your community and living a life of service to others. After a career in business spanning more than two decades, I decided to run for office to be a commonsense problem-solver for my community, and this approach still guides my work in the Senate today.

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

As elected officials, we're at our best when we work together in a bipartisan way to deliver on behalf of our

constituents. I would encourage our future leaders to stay committed to working together to get things done that will improve the lives of all Michiganders.

How do you balance your personal and professional life?

For me, the best part of each week is coming home to Michigan. When I'm back in the state, I get to meet constituents where they are and connect on the issues they care most about, helping to guide the work I focus on during the week ahead in DC.

What has been your greatest achievement since being elected to the Senate?

I'm especially proud of what I've helped accomplish to protect our Great Lakes, which are a critical resource for Michigan's economy and part of our way of life. In the

Senate, I've led the charge to create the U.S. Coast Guard National Center of Expertise in Michigan to study the impacts of oil spills in freshwater environments and develop effective responses. I also helped enact the single-largest investment in the Great Lakes Restoration Initiative, which is helping preserve and strengthen the Great Lakes for future generations.

I was also honored to lead passage of the Postal Service Reform Act, which removed burdensome financial requirements to set the United States Postal Service on a more stable financial footing and support the goal of reliable mail service. This law improves USPS transparency by requiring USPS to publish weekly data on its website about your local rates of on-time mail delivery, and helps protect mail service into the future by mandating that USPS maintain its standard of delivering at least six days a week.

Finally, I'm proud to have been recognized as the most effective senator by the non-partisan Center for Effective Lawmaking in both the 116th and 117th Congresses. Getting big things done for Michiganders is a top priority of mine in the Senate, and I'll continue to work across the aisle to make important progress for our state.

Updates from Your Senator

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

In response to the COVID-19 pandemic, Congress made historic investments to help boost the economy and put Americans back to work. The bipartisan infrastructure law, which I helped enact, is rebuilding our infrastructure while creating jobs in communities across Michigan. I also helped pass the CHIPS and Science Act and the Inflation Reduction Act, both of which are helping boost our Michigan manufacturing and automotive sectors. While labor participation has rebounded significantly, we must continue to strengthen career and technical education programs that can help grow our workforce in these critical areas.

As Chairman of the Homeland Security and Governmental Affairs Committee, what is the government doing to ensure the security of our nation's borders?

As Chairman, one of my top priorities is ensuring that the Department of Homeland Security has the resources, tools, and personnel needed to secure our Northern and Southern borders. So far this Congress, my committee has passed more than six bipartisan bills to strengthen border security. These bills would help to fully staff our nation's ports of entry, ensure DHS is efficiently using resources and expanding available tools to stop the flow of illicit drugs like fentanyl, require Customs and Border Protection to increase the use of nonintrusive inspection systems, establish a Northern Border Coordination Center, and increase critical mental health resources for frontline law enforcement personnel. These are commonsense provisions to strengthen border security that both parties can support, and it's time we pass these provisions into law.

Artificial intelligence has quickly risen in popularity. What is the government doing to regulate aspects of the AI landscape to ensure appropriate security measures are in place?

Over the last three years, I have led five bills signed into law to lay the groundwork for the government to take advantage of the opportunities AI offers, while mitigating its potential risks. This includes bills to train the federal workforce to use AI responsibly and to ensure the public is notified when they are interacting with AI systems. As Congress continues to consider legislation related to this technology, we must ensure that efforts to adopt AI enhance our workforce and are used for the benefit of all Americans.



Upcoming Programs

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



March 1, 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 Mike Frederick, President at the Frederick Group, to learn about the implications of term limits in Lansing. You'll also have the chance to hear timely updates from our State Legislators. Attendees will enjoy a continental breakfast and ample networking time before digging into the program.

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

March 7, 2024

Power Lunch

11:30 AM – 1:00 PM

Boatwerks Waterfront Restaurant

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 three rounds of table networking and have the chance to win a door prize while enjoying lunch.

March 12, 2024

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel

This special edition of Wake Up West Coast will focus exclusively on education. We'll be joined by guest speakers Dave Tebo, Director of Innovation Services at the Ottawa Area Intermediate School District, and Travis Williams, CEO of the ODC Network. The pair will discuss their work to reimagine innovative education practices in Ottawa County. You don't want to miss it!

Program Sponsor: **GMB Architecture + Engineering**

March 19 – 21, 2024

D.C. Fly In Trip

Washington, D.C.

The Chamber invites you to participate in our first D.C. Fly In Trip that will allow participants to engage in vital discussions regarding the important issues impacting our business community with our congressional delegation and other federal officials. This is a must attend event for those interested in ensuring West Michigan's voice is heard.

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

April 23, 2024

Social Hour with the Chamber

4:30 PM – 6:00 PM

Tanglewood Winery

Get ready to make new connections at Social Hour with the Chamber. Join us at Tanglewood Winery to discover a beautiful venue, enjoy a delicious beverage, and expand your professional network in a casual and welcoming setting. All are welcome to attend!

May 15, 2024

Community Impact Day

1:00 PM – 4:00 PM

Various West Michigan Locations

Community Impact Day 2024 will be our biggest and most impactful yet! Our goal is to secure 1,500 volunteers to serve nonprofit organizations throughout our community. Will you be one of them?

Program Sponsor: **LG Energy Solution Michigan, Inc.**



HAPPENINGS



The Chamber launched its first ever Conversational Spanish Series in partnership with Estrellas Language Academy. Over 30 Chamber members participated in the first session.



Holland/Zeland Young Professionals teamed up with the Chamber to host a Social Hour at X-Golf Holland where members were treated to lessons on the golf simulators, a catered dinner, and fun giveaways. Thank you, X-Golf Holland!



Keith Van Beek, Holland City Manager, and Tim Klunder, Zeeland City Manager, shared important city updates at our sold-out Advocacy in Action program.



From Ground Breaking to Grand Opening Celebration, the Chamber team is thrilled to have celebrated Harvest Health Foods new location in Holland!



Feeling the Zeel? We sure were at our Power Lunch at the Zeeland Howard Miller Community Center. Over 60 Chamber members attended our structured networking program, sponsored by Gordeaux Consulting, and catered by Vitale's Pizza.



Dr. Paul Isely of GVSU's Seidman College of Business presented at Economic Forecast to help members make better, well-informed business decisions.



GMB recently celebrated the renovation of their office space with a ribbon cutting celebration – join us in congratulating them on their beautiful new space!



Jason Latham, Executive Director at the Macatawa Area Coordinating Council, provided important MACC updates during our February Advocacy in Action program.



Jean Holthaus, Regional Director at Pine Rest, lead an engaging workplace well-being workshop to a group of community leaders in our Learning Lab.



Calico Cleaning officially celebrated the opening of their new Holland Location with a ribbon cutting celebration – join us in congratulating them on this awesome achievement!

Premier Partner Spotlight

Holland Board of Public Works

Holland BPW is a community-owned, not-for-profit utility that provides infrastructure and services for electric, water, wastewater treatment, and broadband in the greater Holland area. Holland BPW is recognized as a Reliable Public Power Provider (RP3) and has some of the lowest utility rates in Michigan. Committed to reliable and affordable utility services, Holland BPW enhances the economic and environmental vitality of the community.

On August 2, 2022, City of Holland voters decided to invest in expanding Holland BPW's fiber internet infrastructure. Holland BPW is dedicated to essential utility services that allow our community to flourish. A community investment in fiber internet creates an opportunity for the businesses and residents of Holland to have access and choices in high-speed internet service providers.

The complete construction project will take 2-3 years and begins with building the passings network. Just as a water main needs to go past each property, a fiber-optic network needs to have passings that go down every street, so every address has the opportunity to connect. As the passings network is built,



neighborhood by neighborhood — rather fiberhood by fiberhood — service will roll out as it becomes available. The first two fiberhoods are expected to go live by early summer.

HollandBPW.com makes it easy for customers to find status updates about fiber internet service availability in their fiberhood. The Fiber Internet menu links to a web page with an interactive map where customers can look up an address and see the name of their fiberhood and its stage of construction. When a fiberhood is accepting applications or is fully connected, customers can initiate a service application.

Learn more about Holland BPW Fiber at HollandBPW.com.



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Renewing Members

It's All About YOU

The West Coast Chamber's **Why** boils down to this: It's All About You. Being a partner for you, a resource for you, and an ally for you. When you renew your Chamber membership, it tells us that we are being responsive to your needs and providing value, and that you trust us to be here for your business whenever you need us. Your renewal is the ultimate source of feedback on the positive impact the West Coast Chamber has on fostering strong businesses that support a thriving community. Thank you!

We appreciate our members who recently renewed their memberships:

* Indicates years of membership

1983 Restaurants
 Accurate Engineering & Manufacturing, LLC - **10***
 AD Bos Vending
 American Autocoat
 Anchorage Marine Service
 Apothecary Gift Shop
 Attorney Adam Zuwerink - West Michigan Law, P.C.
 Aukema & Company, P.C.
 Big Dutchman, Inc.
 Bosgraaf Homes
 Boys & Girls Club of Greater Holland
 Bradford Company
 Brewer's City Dock, Inc.
 Brown & Brown Insurance
 Buist Electric
 Camp Sunshine Inc
 Coldwell Banker Woodland Schmidt
 Compaan Door & Operator Company
 Compassionate Heart Ministry
 Consumers Energy
 Corewell Health
 Crazy Horse Steakhouse & Saloon
 Crestview Golf Club, LLC
 Cunningham Dalman, P.C.
 Cutting Edge Technologies
 DeLeeuw Lumber Co., Inc.
 DeNooyer Chevrolet, Inc.

Disability Network/Lakeshore - **30***
 Dykhuis Farms Inc.
 Eagle Design and Technology Inc.
 EDP Management
 Elite Dental
 Engedi Church
 Engedi Salon - Holland
 EV Construction
 Five Star Real Estate Lakeshore Dawn Van Kampen
 Fogg, a ProMach Product Brand
 Foster Swift Collins & Smith, PC
 GateHouse Media
 Greater Ottawa County United Way
 Haworth, Inc.
 Hemco Gage (H. E. Morse Corp.) - **20***
 Hoekstra Electrical Services
 Holland Hospital
 Holland Litho Printing Services
 Holland Ready Roofing Company
 Holland/Zeeland Young Professionals
 Hope Network - **10***
 Houting Computer, L.L.C.
 Innovation Education Services
 Kiekover Scholma & Shumaker, P.C.
 Koops Automation Systems - **10***
 KR Truck Sales
 Lake Trust Credit Union
 Lakeshore Commercial Real Estate



Lakeshore Family Chiropractic, PLC - **10***
 Lakeshore Grading & Excavating
 Lakeshore Memorial Services, Inc.
 Lakeshore Nonprofit Alliance
 Lakewood Construction - **50***
 Lamb Industrial Supply - **60***
 Lighthouse, An Alera Group Company
 Marv's Car Lot Inc. - **20***
 Meadow Springs Apartments
 Michigan Fosters
 MVS Ventures Corporation
 My House Ministry
 North Pointe Apartments
 Northwestern Mutual - Staat
 PADNOS
 Peachwave - Self Serve Frozen Yogurt
 Perrigo Company
 Perspective 3-D
 Planet Fitness - **10***
 PSG, Inc.
 RepcoLite Paints Inc.
 Rhoades McKee
 Royal Park Place/Royal Atrium Inn
 Russ Restaurants

Schippers Construction LLC
 Scott Aerator Co., LLC
 Semco Energy
 softArchitecture
 State Farm Insurance - Hammond
 Teddy's Transport
 Tennant Company
 The Shops at Westshore
 Thermotron Industries
 ThesisTech
 TNT Roofing, Inc. - **20***
 Trans-Matic Mfg. Co., Inc. - **40***
 Tulip Time Festival, Inc. - **40***
 Tulyp Hotel (formerly CityFlatsHotel)
 United Federal Credit Union - **5***
 USI Insurance Services
 Van Dam Auto Sales, Inc. - **25***
 Whit's Frozen Custard of Holland
 WJQK 99.3
 WOOD TV
 Zeeland Charter Township
 Zeeland Historical Society-Dekker Huis Museum
 Zordan Industries LLC

New Members

Welcoming these new members who recently joined the West Coast Chamber

Ash & Ko Creative
Tabatha Kwaske
 www.ashandkocreative.com
 hello@ashandkocreative.com

Championship Martial Arts
Rachael Anouthai
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 www.hollandmartialarts.com
 admin@hollandmartialarts.com

Ellis Coaching, LLC
Barb Ellis
 barb@elliscoaching.biz

Embrace the Journey Travel
Andrea Cassidy
 www.journeysbyandrea.com
 andrea@embracejourneytravel.com

Fettig.jobs - Holland
Meg Zoerhof
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 www.fettig.jobs
 meg@fettig.jobs

FocalPoint Coaching
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Gateway Spoon Café & Grill
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 gatewayspoon.com
 rtejada@creativedining.com

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 headwaterscounseling.net
 keith@headwaterscounseling.net

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West Coast Wellness & Physical Therapy
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