

How to Radically  
Improve Employee  
Performance

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Community Mental  
Health Millage —  
Impacting You, Now

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Holland Museum's  
D.E.I.A. Journey

## A Solid Foundation, A Bright Future: Thank You, Jane Clark

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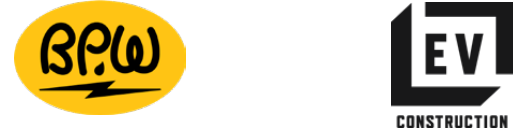
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## Catalyst, Convener and Champion

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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Passion is energy. I challenge you to find someone with more passion for the community and the businesses that create it than Jane Clark. Her energy is contagious, and she has played a key role of influence in making the business community in Holland/Zeeland one that we can all take pride in.

As Jane moves to the next chapter in her impressive career, she has left an imprint that will continue with leaders she has mentored and the innovative ideas she has brought through the Chamber's programming, including this magazine.

In this issue of the West Coast Way, we remind ourselves of the role that community leadership plays in the foundation of a business community. Jane's career journey and her ability to embrace change as the needs of businesses ecosystems transform makes her a community leader that will long be admired.

Her ability to set goals and strategy and achieve them at the highest level is a trait that all leaders can learn from. I am personally grateful for the opportunity to gain experience and grow from my time spent with Jane.

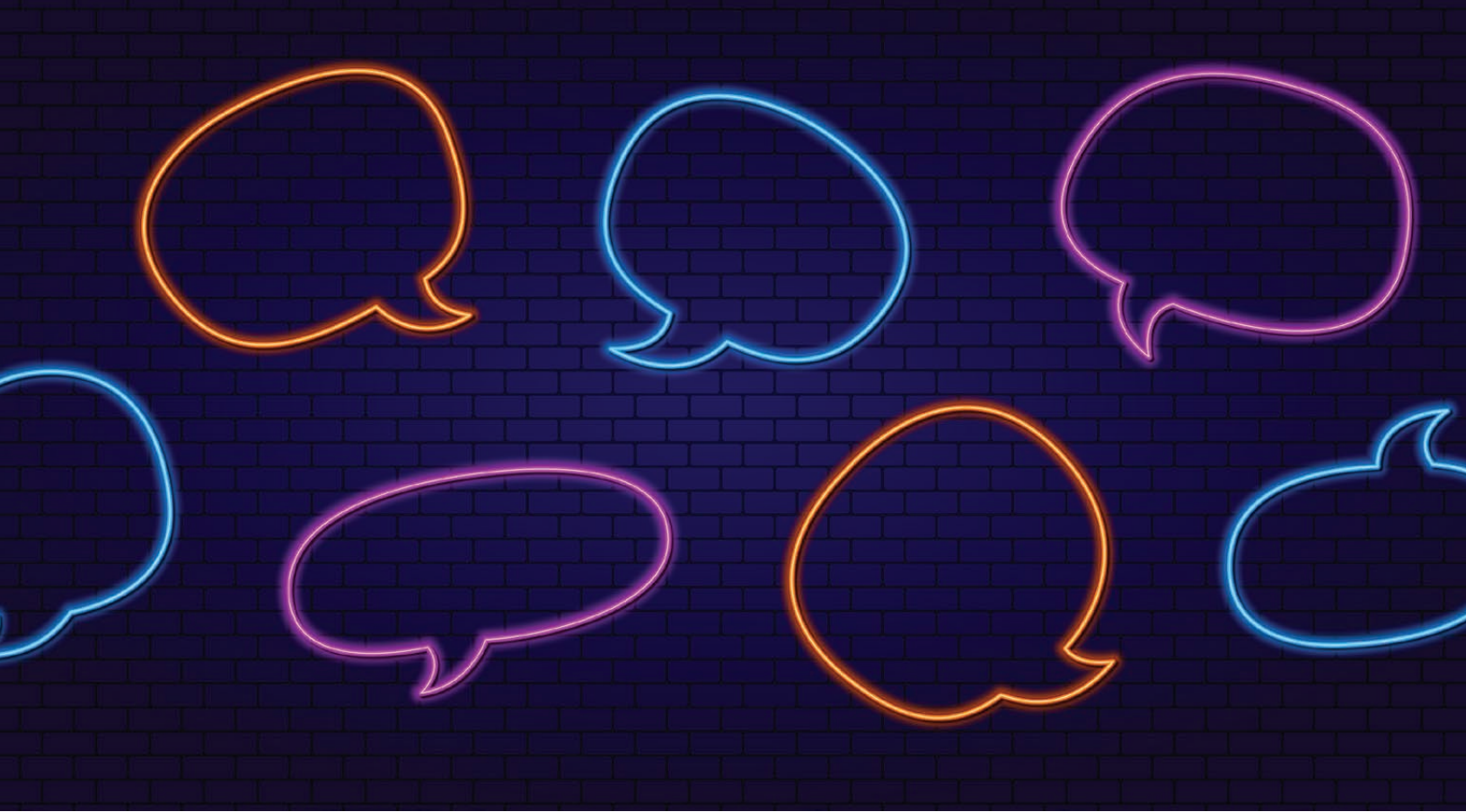
Thank you, Jane, for showing us what best in class looks like.

### Kelly Springer

Board Chair  
Michigan West Coast  
Chamber of Commerce

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# How to Radically Improve Employee Performance, TODAY!

By Tim Cosby and Mike McGervey | Conversational Management

Employee Performance will always be a top priority for managers, no matter what crisis we're in. How can you improve it? Performance is a WHAT, HOW, and WHY issue for managers. Pursuing WHAT, HOW, and WHY questions in daily conversations with underperforming employees will radically improve their performance, as soon as TODAY.

## 3 Essential Questions Every Manager Must Ask

### 1. Does the employee know WHAT he or she is expected to do?

According to Ferdinand Fournie's research in "Coaching for Improved Work Performance," not knowing the manager's performance expectations is the most frequent reason for underperformance. The employee may not be clear about...

- Specifically, what they are supposed to do.
- The full scope of the job requirements.
- How high a priority it is, especially when other things compete for their attention.

### 2. Does the employee know HOW to do it right?

This is Fournie's second most frequent reason for underperformance. It typically results from assuming the employee has adequate knowledge, skill, and expertise to do the job right. There are several reasons why they might not be equipped to do it right:

- They were never trained to do it right.
- Those who trained them were not up to the task.
- The employee was not clear about what he or she needed to learn.

- An experienced employee was asked to "teach" them, but all they did was "show" them.

### 3. Does the employee know WHY it needs to be done, and done right?

This goes to the heart of the problem. There are several possible reasons for this issue ...

- The employee is new on the job or is facing changes in what they have been doing.
- The employee doesn't understand how what he or she does relates to, and impacts the unit's workflow, the efforts of fellow workers, other work units, external customers, and the organization's mission.
- It was assumed that employees share the same commitment to the mission, vision, and goals as management. They rarely do.

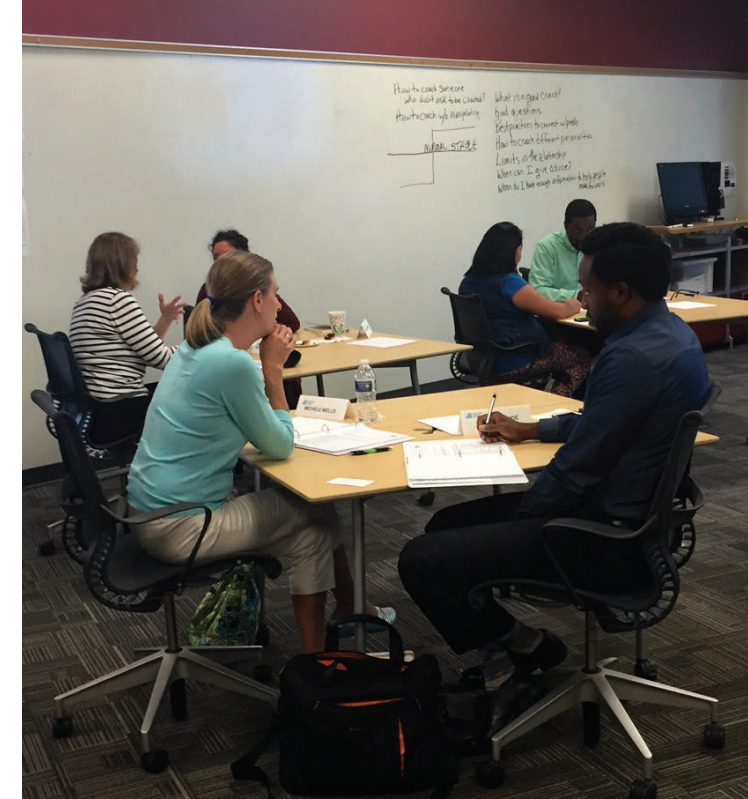
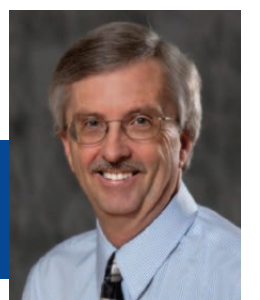
## Use Coaching Conversations to Help Underperformers Improve

What is the most effective way for managers to address underperformance issues?

Managers need to master engaging coaching conversations with employees around the WHAT, HOW, and WHY questions. What is a coaching conversation? It's not athletic coaching. We define coaching as the process of "helping people to change without telling them what to do." When you take a supportive, coach approach to addressing WHAT, HOW, and WHY issues, you empower your employees to close their performance gap without having to tell them what to do. Instead of "telling, yelling, and selling," try listening and asking. Employees want to



Tim Cosby is the Co-founder and Chief Empowerment Officer at Conversational Management, and an Advisory Board Member for Coaching and Mentoring at HR.com. As a professional executive and life coach for over 12 years, he has personally worked with thousands of managers and leaders to help transform their cultures into collaborative and empowering environments where employees thrive.



succeed and coaching them is the best way to help them succeed. Don't tell them; coach them.

At Conversational Management we believe managers develop people by coaching them. This is the pathway to engagement and commitment, which inevitably leads to better performance throughout an organization. Conversational Management has helped thousands of managers clear the pathway to better performance through regular coaching conversations.

Go to <https://clients.conversationalmanagement.com/test-drive-new> to register for an online Conversational Management "Test Drive" and learn the transformational power of Conversational Management.



# Community Mental Health Millage – Impacting You, Now

By Lynne Doyle | Executive Director of Community Mental Health of Ottawa County

In 2016, Ottawa County voters passed the very first dedicated Mental Health Millage in Michigan. The successful passage of this millage provides ongoing evidence of our community's recognition and understanding of the importance of mental health. Millage dollars have allowed Community Mental Health of Ottawa County (CMHOC) to provide critical support and services to individuals with developmental disabilities, substance use disorders, and mental illness as well as prevention and early intervention programming for the greater community. Millage programming has reached thousands of people and supports collaborative efforts with other community partners.

## What is the role of Community Mental Health of Ottawa County (CMH)?

CMH is the public provider of behavioral health services for people of all ages with intellectual/developmental disabilities, mental illness, and substance use disorders. We provide a variety of services and supports to meet

people's needs as identified in their individual plan of service. If you are interested in learning more, contact our Access Center at 877-588-4357. We also provide 24/7 crisis intervention services for people in a mental health emergency. To access this service call 866-512-4357.

## What is the most pressing mental health need in our community?

We are facing an unprecedented Direct Care Worker (DCW) staffing shortage. DCWs provide essential supports to the most vulnerable people in our community with intellectual/developmental disabilities and severe mental illness. CMH is advocating for DCWs by working closely with our providers to determine ways to attract and retain these essential workers. CMH is working with Grand Rapids Community College to develop a certificate program to elevate DCWs to a career someone can work in long term. This partnership will help us grow the pool of DCW's available to provide essential services to the people we serve.

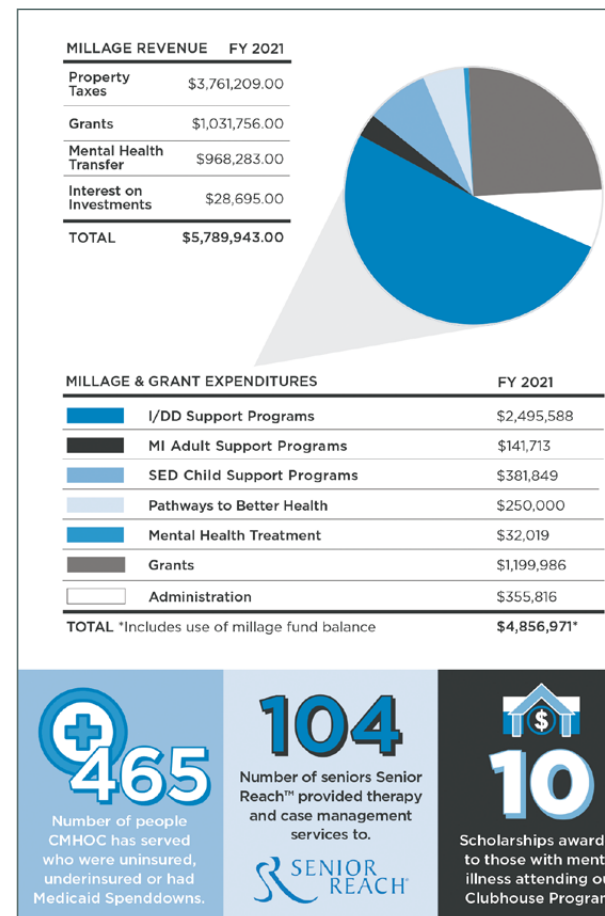
## In 2016, the voters of Ottawa County approved a Mental Health Millage, how is it improving the mental health of our community?

The successful passage of this millage provides ongoing evidence of our community's recognition of the importance of mental health. Millage dollars allow CMH to provide critical support and services to individuals with intellectual/developmental disabilities, mental illness, and substance use disorders as well as prevention and early intervention programming for the community.

Millage programming has reached thousands of people and supports collaborative efforts with community partners.

Millage programming includes:

- Ottawa Pathways to Better Health (OPBH):** Partnership with the Ottawa County Department of Public Health providing community health workers who assist people with accessing community services to improve health outcomes and decrease unnecessary hospitalizations and emergency department visits. Since OPBH's inception 1,434 people have enrolled; of those 45% reported a history of mental illness, 53% reported being stressed, and 12% reported issues with substance use. Many enrolled in OPBH have at least one behavioral health concern. OPBH provides early intervention and referrals to appropriate services to help address these issues.
- Social Recreation Programs:** Four social recreation programs exist for adults with disabilities who live in Ottawa County. Social recreation activities that enhance an individual's health and wellbeing are important in bringing meaning to one's life. CMH collaborates with the Momentum Center, Heritage Homes Inc., Ikus Life Enrichment Services, and Pioneer Resources to offer activities throughout the county. Since the millage started 1,376 people have enrolled in these services.
- Residential Infrastructure Stabilization Program:** The DCW staffing shortage has significantly impacted our local residential providers as they struggle to continue provided necessary services in shift staffed homes for people with intellectual/developmental disabilities and mental illness. These



funds help providers fill gaps in funding short falls to maintain staffing coverage. In 2021, this funding helped 130 individuals remain in their communities and maintain their housing.

- Law Enforcement and Jail Services:** The Crisis Intervention Team (CIT) is a partnership with the Holland Police Department, Ottawa County Sheriff, and CMH. Clinicians and officers work together to co-respond to people who are in a mental health crisis offering needed resources, mental health assessments and/or evaluation to prevent people from being incarcerated or hospitalized. CMH works with the Ottawa County Jail to provide mental health and substance use assessments, therapy, case management, medication reviews, and psychiatric evaluations to inmates identified as needing mental health services.



Lynne Doyle is currently serving as the Executive Director for Community Mental Health of Ottawa County. She received a Master's degree in Counseling Psychology from Western Michigan University and a Master's degree in Public Administration from Grand Valley State University. She has been employed at Ottawa County for 29 years working at both Community Mental Health and Public Health.



# Holland Museum's D.E.A.I. Journey

By Ricki Levine | Executive Director, Holland Museum

In early 2017, when I was interviewing for the position of Executive Director with the Holland Museum, I made a point to visit the galleries and see what was on display. What I found were beautiful paintings and decorative art from the 15th-17th century Netherlands, and some wonderful artifacts depicting some of the rich history of Holland, Michigan, focusing on agriculture, manufacturing, and religion. Most of the history gallery was presented from the perspective of the Dutch European Immigrant. Where was, I wondered, the stories of other members of the community? I had done research and knew from the census that there was a large Latinx community in the area. I also knew there is an African American community, and the Asian population was only briefly mentioned in the History Gallery. Where was the full story of the Indigenous Population, whose words and names are on street signs and businesses all over? Where was

my story? I am a descendant of East European Jews, and although a newer resident to the community, I was familiar with the multi-generational Padnos company family, who are from similar origins and are an important part of the history of Holland.

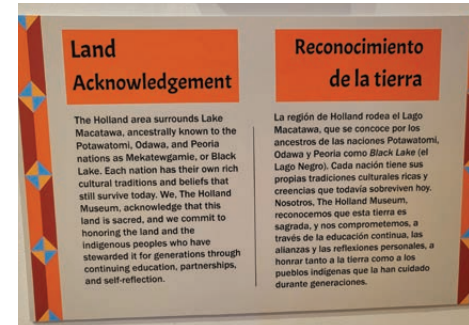
In my interviews with the board of directors, I made it clear that if I were to be hired, that this lack of inclusive representation had to change. That was the beginning of my journey to make the Holland Museum represent the community more fully. The diverse stories, cultures, and experiences make this community unique, vibrant, interesting, and successful. These contributions need to be known. The voices of these individuals must be heard, not from the white European descendant's perspective, but from the people of these cultures and groups themselves.



Day of the Dead celebration from 2021



Program in 2019



Land Acknowledgement



MLK Day in 2022



MLK Day in 2020

Another important step for the Museum's focus on Diversity, Equity, Accessibility, and Inclusion, (D.E.A.I.), is to make everyone feel welcome. Part of that comes with sharing everyone's story. Another aspect is making people feel welcome by having representation on the board, staff, committees, and volunteers. Seeing someone that looks like you when you walk into a cultural organization can transform how you feel, particularly if historically you have felt unwelcome in those spaces. Labels/signs should be offered in languages in addition to English. Providing forms of communication that provide access to people in wheelchairs, or those with visual or hearing challenges, is a part of being truly equitable as well.

Knowing what is missing does not make me an expert in how to implement change. That is why our journey is taking staff and volunteers through training and exploring a variety of important resources to expand our understanding. This has become part of the Museum's mission and vision. Celebrating our diversity is one of the key values incorporated into our strategic plan.

Recognizing our own personal and collective limitations was instrumental in creating a D.E.A.I. committee made up of a variety of community members, with different backgrounds to help guide us through the work.

The Museum knows this is no small undertaking. Particularly for a small, non-profit organization that has not undertaken this kind of transformation before. We know it is going to be a significant financial expense, require research, and clear communication, as well as community engagement. We do not want to deliberately alienate anyone with this focus, in fact we want to do just the opposite. We strive to be a cultural organization that welcomes everyone, with different perspectives and knowledge, providing a chance to share, learn and celebrate the entire community.

We know that doing this work is not only the "right" thing to do. It will make the Holland Museum more relevant, more impactful, and more sustainable for generations to come.

Ricki L. Levine has been the Executive Director of the Holland Museum for almost 5 years. She has worked for almost two decades in West Michigan non-profit cultural organizations, including the Frauenthal Center in Muskegon, St. Cecilia Music Center in Grand Rapids, and Mason Street Warehouse in Saugatuck. Prior to that, she worked in the for-profit sector in major metropolitan areas where her focus was on merchandising, sales, and marketing. Originally from the New York metropolitan area, Levine came to the Holland area from Los Angeles. She holds a BA from George Washington University, and a certificate of completion from the University of South Florida Muma College of Business Diversity, Equity, and Inclusion in the Workplace program. She is a 2019 graduate of West Coast Chamber Leadership program and serves on the board of directors of Lakeshore Non-profit Association. Levine spends much of her time pursuing her personal journey in diversity, equity, accessibility, and inclusion. She believes that a future with social justice and equity is possible, but it requires everyone working towards that end. Connect with Ricki at [www.linkedin.com/in/rickilevine](https://www.linkedin.com/in/rickilevine)





Photo Credit: Fergy Pix, Matt Ferguson

Retiring Chamber President and CEO, Jane Clark, and incoming Chamber President and CEO, Jodi Owczarski.

# A Solid Foundation, A Bright Future: Thank You, Jane Clark

As they say, all good things must come to an end, and with this issue of The West Coast Way, we are celebrating the remarkable 32-year Chamber career of Jane Clark.

Jane joined the Holland Chamber in 1990 as Membership Director, became Chamber President in 2004, and will retire on August 31, 2022. Current Chamber Vice President/COO, Jodi Owczarski, has been unanimously selected by the Chamber Board of Directors to succeed Jane as President/CEO with the start of the Chamber's new fiscal year on September 1.

During Jane's 18 years as Chamber President, the West Coast Chamber has been recognized as a Five-Star Chamber, an honor held by fewer than 1% of chambers of commerce nationwide. She was instrumental in leading

the merger of the former Holland and Zeeland Chambers of Commerce to form the Michigan West Coast Chamber of Commerce, implemented the Chamber's commitment to the Entrepreneurial Operating System (EOS), championed the robust renovation of the Chamber's 8th Street office in Downtown Holland, and led the Chamber's response to the COVID-19 pandemic.

Jane has served our community and the chamber industry extensively as a member of the Board of Directors in a long list of organizations including the Association of Chamber of Commerce Executives (ACCE), Black River Public Schools, Holland Hospital, Holland Museum, Holland PSD, Housing Next, Lakeshore Advantage, Michigan Association of Chamber Professionals, Model Community, Now for the Next, Riverview Group, Tulip Time Festival, and Zeeland SARB.

Jane's career with the West Coast Chamber will be celebrated as part of our Annual Awards Celebration on Thursday, September 29. Additional details and a registration link can be found here: <https://bit.ly/3wfu0yi>.

## Q + A With Jane

### Q: What has been the Transition Process?

As much as I love my work with the Chamber, I knew the time was quickly approaching for my ultimate retirement. I'm 59 years old and the Chamber has never been stronger. We have an amazing staff team and an exceptionally strong Board of Directors in place. The selection of Jodi Owczarski as the next Chamber President meant that I could rest easy knowing that the strong foundation we have in place will only prosper and grow in the years ahead.

Nearly a year ago, Chamber Board Chair Kelly Springer, Jodi Owczarski, and I worked together to craft a thoughtful succession action plan that has unfolded seamlessly over the last four quarters. The existing team is ready to go and I'm excited to support them as Senior Advisor through the end of the calendar year.

### Q: What are you most proud of?

I have been honored to work at the Chamber since 1990, including the last 18 years as Chamber President. I have been fortunate to work alongside dozens of committed, passionate, and wonderful volunteers, staff professionals, and board members. I am most proud of the positive impact we have made for our 1200+ business members and our community-at-large. The West Coast Chamber truly serves as a Catalyst, Convener, and Champion for our businesses and community.

## Chamber Board Chairs during Jane's tenure as CEO

- 2004: Lynn Kobes, Lokker Rutgers
- 2005: Bret Docter, Property Quest
- 2006: Rodger Price, Leading by DESIGN
- 2007: Scott Spoelhof, Bayside Capital Management
- 2008: Tony Castillo, Milagro Six/McDonalds
- 2009: Philip Koning, West Michigan Community Bank
- 2010: Dale Sowders, Holland Hospital
- 2011: Robert Ellis, RVE, Inc.
- 2012: David Slikkers, Tiara Yachts
- 2013 Co-Chair: Mark Bouwman, DSA International
- 2013 Co-Chair: Ann Harten, Haworth, Inc.
- 2014: Shawn Pacanowski, CapTrust
- 2015: Tamara VanderArk-Potter, Spectrum Health Zeeland Community Hospital
- 2016: Mike Hill, Total Control Health Plans
- 2017: Doug Vos, Don's Flowers & Gifts, Inc.
- 2018: Kurt Wassink, HR Solutions Group
- 2019: Mike Dykstra, Zeeland Lumber & Supply
- 2020: Jennifer Remondino, Warner Norcross + Judd LLP
- 2021: Mike Novakoski, EV Construction
- 2022: Kelly Springer, Metal Flow

### Q: 32 Years in one job! What's kept you at the West Coast Chamber for so long?

Chamber work is both exciting and challenging, and every day is different. I have absolutely loved being a part of all that is happening around the community.

With each new fiscal year, I got a new "boss," as a new Board Chair came into office each September. I have been blessed to work alongside 20 amazing board chairs over the years and have learned and grown from each and every one.



Jane and Former Chamber President, Lou Hallacy



Jane on stage at Annual Meeting 2019



Wake Up West Coast March 2020



Chamber Team Members: Britt Delo (left), Jodi Owczarski (middle), and Jane Clark (right)



Jane's Early Years at the Chamber in the Tulip Time Parade

I'm also driven to always make everything better. I hope I've transformed the organization over the last three decades in a way that has provided value to our members and set a solid foundation for the future.

**Q: What will you miss the most?**

I've been privileged to not only do work I love for an organization that makes a huge difference, but I have worked with incredible people I truly love being around. Our staff team is second to none. They are incredibly talented, dedicated, energetic, and uplifting, and I will miss spending my days surrounded by their contagious positive energy.

**Q: What's next in your journey?**

My husband, Robert, and I will be staying in the community. Holland is our home. I'm looking forward to a little rest, a

little travel, and some extended time during the winter months in Naples, Florida. I also have launched small consulting firm, On Track Strategies Group, and plan to do a limited amount of coaching and consulting for chambers of commerce, nonprofits, and small businesses. I'm also exploring for-profit board work.

**Q: What is your hope for the Chamber moving forward?**

Knowing that the future of the West Coast Chamber is in the very capable hands of Jodi Owczarski, our dynamic staff team, and a committed Board of Directors ensures that an exciting future awaits the West Coast Chamber. I will be their biggest cheerleader as they trailblaze an exciting path for the West Coast Chamber into the future.

Sponsored Content

# Advancing Businesses and the Community Through the Power of Automation

By Chris Dolbow | Vice President of Marketing

For over 40 years, JR Automation has been helping businesses of all sizes optimize their manufacturing through the power of automation. The company has ushered in transformative changes for its customers through its proven expertise and history in providing advanced robotic, dispensing, high-speed assembly, vision, and digital technology systems, making it the leading automation integrator in the country. Since its founding in 1980, JR Automation has grown from a local, Holland-based business to an international leader in the world of automated manufacturing and distribution technology. Along the way, the company has made significant investments in facilities and cutting-edge technology, all the while remaining committed to helping organizations create custom solutions to increase output with safer work environments.



combined with being a Hitachi Group Company, truly makes JR Automation a global force in robotics systems integration.

Visit a JR Automation facility and you will witness world-class innovation across a variety of markets. Every new project offers a chance to advance long-standing industries or disrupt markets with bold solutions. JR Automation has worked alongside leading global companies in nearly every industry including aerospace, healthcare, consumer products, logistics and automotive. In recent years, this included streamlining vehicle production, manufacturing medical masks, building battery assembly lines for electric vehicles, even using robotics to build pizzas to order. With a talented team of experienced professionals, the company walks alongside its customers from initial concepts through their long-term maintenance and upgrade needs. This end-to-end partnership allows companies to rely on JR Automation for all their system needs.

These investments have allowed JR Automation to continue investing in its greatest strength—its team of skilled professionals. From engineering and development to human resources and sales, JR Automation offers immense opportunities for over 2,000 employees with the skills, curiosity, and passion to bring automation solutions to life. And with its expansion into digital solutions and product development, JR Automation continues to provide its employees with exciting challenges in the Industry 4.0 space. With its tremendous growth, JR Automation is always looking for new team members ready to bring innovative solutions to life.

Relationships are key to JR Automation's success, and they extend far beyond their customers. The local communities and cities in which the company operates are integral to its growth and development. Holland and the surrounding lakeshore community continue to feel the impact this growing corporation provides. In the past year alone, JR Automation has opened new facilities on Waverly Road and East 64th Street in Holland, resulting in hundreds of new job opportunities. But JR Automation's reach extends far beyond West Michigan with 28 total facilities across Michigan, Tennessee, South Carolina, and Utah, plus internationally in France and Singapore. All of this,

If that wasn't enough, the team at JR Automation is also making an impact in their communities outside of the office. The company has donated hundreds of thousands of dollars and countless volunteer hours to local organizations through its JR Community Care Fund, internal committees, and extracurricular groups. The company also encourages its team to stay active, sponsoring dozens of athletic teams that help support local parks and trails.

To find out how JR Automation can help transform your business, or to see what opportunities there might be to advance your career, visit [jrautomation.com](http://jrautomation.com) today.



## 32 Years at the Michigan West Coast Chamber: Jane's Chamber Journey



# New Kid on the Block at Holland Public Schools, Nick Cassidy, Superintendent



## Q. What Made You Decide to Pursue a Career in Education?

By the end of high school I had no idea what I wanted to do with my life. My high school girlfriend (now my wife) was going into education and she told me that I would be a great teacher and encouraged me to pursue a degree in elementary education. She has been, and continues to be, my biggest supporter.

## Q. What Drew You To This Community/ District?

I graduated from Saginaw Valley in 2003 and there was such a surplus of teachers that I couldn't even get an interview in Michigan. My wife and I moved to Atlanta, GA for 10 years where I taught Middle School Social Studies and then worked as an Assistant Principal at an Elementary School and then a Middle School. Once we had our oldest daughter we wanted to move back to Michigan and there was an opportunity with a Principal position at Holland East. Holland was very similar to the school I was leaving the north of Atlanta. We came up here on spring break that year to visit the community and we fell in love with it.

## Q. What Are Your Top Three Priorities as You Kick Off the New School Year?

My first priority as a new superintendent is to make sure everything is in place when our staff and students return this fall. We have been through a lot of change over the last year and our staff deserves to have everything set and stabilized on day one. The other two priorities, as stated by Andrea Mehall, our new Principal at Holland High, we are going to have fun and do great things. That will go for staff and students.

## Q. Where Do You Hope to See the District in 5 Years?

In 5 years we will have significant improvements to our facilities and the renovations will be complete. We will have programming that meets the needs of our kids and this community. We will also be THE place where staff want to work because they feel valued, respected, and appreciated.

## Q. What's the Best Piece of Advice You've Ever Received About Working in Education?

The only pieces of advice that are consistently valid are to keep it all about the kids and to focus on relationships. Those are the things that have always been important to me.

## Q. Where Did You Earn Your Degree(s):

- Bachelor's Degree in Elementary Education from Saginaw Valley State University, Minors in Language Arts and Social Studies
- Master's Degree in Educational Leadership from Georgia State University
- Specialist Degree in Educational Leadership from Georgia State University

## Q. What Is Your Favorite Book or Quote?

"Make it a great day. The choice is yours." When I was a teacher, my principal signed off of her morning announcements every morning with that quote. When I started as Principal at Holland East K-7 I thought it was important to do the Pledge of Allegiance and announcements everyday. When I wrapped up the announcements the first morning, that quote slipped out. I didn't plan it. Several teachers told me that I needed to say that every day, so I did. I used that quote every day of my 9 years as a building principal. Mrs. Bair now is using it everyday after taking over the middle school.

## Q. Favorite Memory From Your Time In the Field of Education?

My favorite memories in education all center around events and extra opportunities we have created for kids. Playing dodgeball with students. Organizing a running club. Taking the kids to Camp Geneva. Coaching Quiz Bowl. Taking 3 busloads of students to the Latino Leadership Conference in Atlanta. Our end of the year awards ceremonies. My biggest reservation about moving into this position is that I will be further removed from the stuff that really matters.



**CURRENT SCHOOL DISTRICT:** Holland Public Schools  
**PRIOR SCHOOL DISTRICT:** Fulton County Schools, Georgia  
**NUMBER OF YEARS IN EDUCATION:** 19

## West Coast Chamber Board of Directors Spotlight

# Meet Mike Ellis, Chairman, SpinDance



## Q: What is your top career accomplishment?

I have worked the last 22 years leading SpinDance, an IoT software consultancy in Holland Michigan. Early in my career I held roles in software development, project management, and product management. Now I fill a role as visionary and try to encourage our team to craft software that delights our customers and can empower people for good. Although I leave the coding to others these days, I enjoy being part of a passionate and talented team of software engineers.

In addition to SpinDance, I have been part of starting several other companies. I have always enjoyed creating new ventures. I created EnCyc, a marketing encyclopedia company in 1995. I started SpinDance in 2000. I started InfiniteKey, a phone-as-a-key for cars company in 2016. I was part of starting Cylidify, a cyber security focused IT services company in 2018. I started Trifecta Ventures, a venture builder in 2020. I started Cubi Market, a curbside pick-up service for local food buyers and sellers in 2021.

## Q: Best piece of advice you've ever received?

Someone once told me there are two leadership styles. One style tells your team exactly what to do and another style that tells your team what not to do and encourages them to figure things out for themselves. They told me that both styles are valid, but they thought that choosing that later style was more rewarding. I took this advice to heart and I always prefer to lead with empowerment and collaboration. As I have learned and gained more experience, I am ever more grateful for this advice. I am continually impressed by the creative ideas and amazing work that people do that I could never have envisioned.



## Q: Who has been your greatest inspiration?

My parents divorced when I was young and my mother moved us to my grandparents' home in Holland. So, I grew up living with my grandfather, G.W. Haworth. He was my role model and biggest inspiration. He encouraged me to seek quality education and to be a lifelong learner. He showed me how to run a business and support a family. He modeled the life of a Christian. I believe I inherited his love of business and his entrepreneurial spirit. But, the biggest attribute I hope that I can replicate was his deep care and concern for people.

## Q: How will the Chamber benefit from your involvement as a board member?

I hope that I can encourage our Chamber to continue to learn, innovate, and share. These are core values of the Chamber that really resonate with me. I think our business community will continue to thrive if we can learn, innovate, and share with each other. The recent pandemic has accelerated changes to the way people want to work. This has impacted different businesses in profound ways that we are just starting to understand. It creates a scarcity of labor for many and at the same time creates opportunity to connect and work with people remotely. For our community, the specific topics important to me are recruiting and retaining technology workers and starting new businesses that empower people, help the planet and prosper our community. These are areas that I hope to learn from and encourage through my contributions at the Chamber.







**Hometown:** Holland, MI  
**Alma Mater:** Grand Valley State University  
**Hobbies:** I love to experiment with new recipes, shop the streets of downtown Holland, lounge at the state park, and spend time with my family.  
**Fun Fact:** I absolutely adore animals. Species does not matter. I want to be its friend.

## Get to Know Marketing & Communications Coordinator, Michelle Rottschafer

Hello! My name is Michelle Rottschafer, and I'm the new Marketing & Communications Coordinator at the West Coast Chamber. While I was born and raised right here in Holland, Michigan, I have been living and working in the Greater Grand Rapids area for the past eight years. I'm so excited to join the West Coast Chamber and return to my beautiful hometown!

Prior to joining the West Coast Chamber, I spent several years with the Grand Rapids Chamber working as an Events Project

Manager. I quickly developed a passion for the Chamber community and the businesses that call West Michigan home. I also spent time working as a Marketing & Communications Manager at Wolverine Building Group. In this role, I continued to support local businesses through groundbreaking ceremonies, ribbon cuttings, and client appreciation events.

I'm so excited to make my return to Holland while supporting the businesses that make West Michigan a great place to live, learn, work, and play. I look forward to meeting you soon!



EV Construction joined our Ambassador Team for their Summer Celebration — complete with their new ice cream truck!



Ambassadors meeting at Evoqua Water Technologies — what an energetic bunch!



Ribbon Cutting at Crumbl Cookies, celebrating their grand opening with some sweet treats.

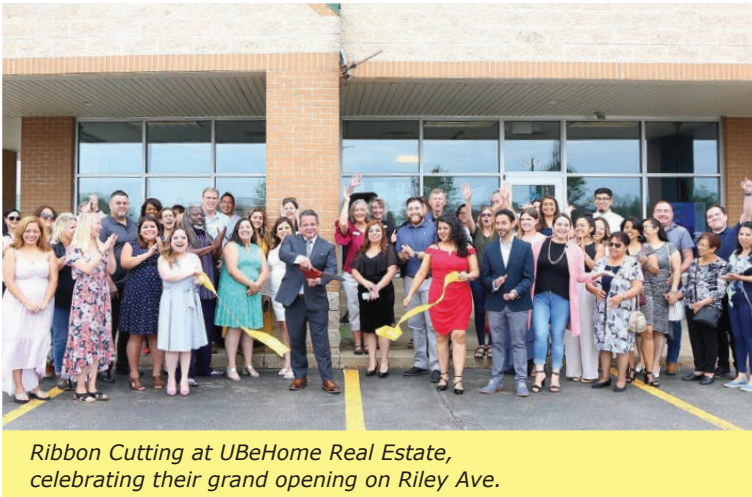


Ambassadors enjoying their Summer Celebration at Tulip City Brewstillery.

Michigan West Coast Chamber of Commerce

**HAPPENINGS**

DP Creative Audio & Video, LLC is helping to bring something exciting for our Annual Meeting in September! Do you have your tickets yet?



Ribbon Cutting at UBeHome Real Estate, celebrating their grand opening on Riley Ave.



Ribbon Cutting for Holland Museum's newly renovated Railcar at the Padnos Transportation Center.



Chamber Staff enjoying Happy Hour with our members.

## Premier Partner Spotlight

### Leading the Way in the Construction Industry

EV Construction is a leading provider of construction management, general contracting, and design-build services. Headquartered in Holland, the company specializes in delivering high-quality services to a wide variety of industries across the U.S.

Since its founding in 1945, EV Construction has always been just as proud of the people behind the work as the buildings they construct. Leadership works hard to help the team, its clients and local communities thrive by believing that every good endeavor is Built Around People. As a result of this commitment to people and a world-class safety program, EV Construction is consistently rated a top place to work in the country.

Together, the company is leading the way toward a construction industry that doesn't see people as numbers or



trade contractors as less than equals but sees people as the true foundation for any successful build. The team the business is built around brings unique professional experience and the drive to deliver an unmistakable experience. EV Construction's commitment to building relationships as they manage a project has allowed them to retain and partner with some of the best professionals in the country. Their expertise and professionalism will give you the support to complete your project with confidence.



## 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

Altogas, Inc.  
At Home Realty Lakeshore  
Baymont Inn & Suites  
Bayside Capital Management  
Better Business Bureau of Western Michigan  
Brewery 4 Two 4  
Carpe Latte  
Carpet Bonanza  
Cascade Apartments  
Code Blue Corporation  
Collective Idea - **10\***  
Comcast Business  
Composite Builders  
Cusack Music  
Diamond Springs Golf Course  
DUCA, LLC  
Dynamic Corporation  
EcoBuns Baby + Co.  
Edward Jones Franken  
Edward Jones Workman  
Elevations by Standard Kitchens / Lumber  
Elite Metal Tools  
Engedi Salon - Zeeland

Escape Ministries  
Facility Management Consulting, Inc.  
Faith Reformed Church  
Five Star Real Estate Lakeshore, L.L.C.  
Geenen and Kolean  
Gill Staffing  
Global Concepts Enterprise, Inc.  
Greenridge Realty - **5\***  
Heritage Homes, Inc. - **5\***  
Hoesch & Vander Ploeg PLC - **20\***  
Holland P.T. Corp.  
Holland Town Center, Inc.  
Home2 Suites by Hilton  
Horizon Bank  
Howard Miller Library & Community Center  
ITC  
Laketown Township  
Lankheet Pool & Spa, Inc.  
Latin Americans United For Progress  
Laurel & Co.  
Laurie Birkholz MD & Associates  
LVS CPAs & Associates  
Mac Adventures LLC  
Market Zero



Michigan Manufacturing Technology Center - West / The Right Place  
Nelson Steel Products  
Next Generation Services, L.L.C.  
OnStaff USA Group - **5\***  
Oranje Boven Marketing  
PeopleIT  
Pivotal Blueprint  
Rankin Recruiting LLC  
Seventy x Seven Life  
Sloothaak Farms LLC  
Soils & Structures, Inc. - **20\***  
Strikwerda Family Dentistry  
Summit Point Roofing  
Sybesma's Auto  
The Bridge Youth Center  
The Kingsley House Bed and Breakfast  
Tip Toes

Town & Country Group  
Turning Pointe School of Dance  
United States Navy Recruiting Station Holland  
Unity Christian High School  
VanDerKolk Plumbing, LLC  
VanSlambrouck Family Dentistry  
VantagePointe Financial Group/Nate Volkema  
Velo City Cycles  
Vikstrom Accounting Service PC  
Vork Brothers Painting, LLC  
Wells Fargo Advisors - Stob  
Wesco, Inc.  
Western Michigan Fleet Parts Inc.  
Wild Chef Japanese Steakhouse  
Zeeland Board of Public Works

MICHIGAN WEST COAST CHAMBER OF COMMERCE

# ANNUAL AWARDS CELEBRATION

AN EVENING WITH THE CHAMBER

THURSDAY, SEPTEMBER 29, 2022 | 6:00 P.M.  
AT THE HOLLAND CIVIC CENTER

### New Members

Welcoming these new members who recently joined the West Coast Chamber

**B2 Outlet Store**  
**Rebecca Smith**  
(616) 422-2927  
www.b2outlets.com  
marketing@b2outlets.com

**Beauty ReNew, LLC**  
**Kara Draayer**  
(616) 209-9990  
www.mybeautyrenew.com  
degkara@gmail.com

**Blue Jay Floral Studio**  
**Brittney Martinez**  
www.bluejayfloralstudio.com  
bluejayfloralstudio@gmail.com

**Calder Capital**  
**Parker Schaap**  
(616) 610-4340  
www.caldergr.com  
parker@caldergr.com

**Cold-Link Logistics Holland, LLC**  
**Richard Mellema**  
(616) 419-6779  
www.cold-linklogistics.com

**Crumb Cookies**  
**Tami Lemay**  
(616) 344-1488  
www.crumbcookies.com/miholland  
mi.holland@crumb.com

**Edge Benefits Group LLC**  
**Tyler Kamer**  
(616) 218-4176  
www.edgebenefitsgroup.com  
tyler.kamer@edgebenefitsgroup.com

**Garsnett Beacon Candle Co.**  
**Sabastian Garsnett**  
(812) 575-7387  
www.garsnettbeacon.com  
sabastian@garsnettbeacon.com

**Joy Family Health**  
**Christa Murphy**  
(616) 422-4900  
www.joyfamilyhealth.com  
cmurphy@joyfamilyhealth.com

**Lake Homes Realty**  
(616) 215-2404  
www.lakehomes.com  
Tantzi Habsburg  
Tantzi@lakehomes.com  
Sandi Beelen  
sandi@lakehomes.com

**Marigold Family Dentistry**  
**Alexander Cabor**  
(616) 288-4777  
avcabor@gmail.com

**NovaCare Rehabilitation**  
**Charlese McMore**  
(616) 416-1001  
www.novacare.com  
chcmcmore@novacare.com

**P.I.E. Management, L.L.C.**  
**William Phillips**  
(616) 975-0132  
www.piemanagement.com  
wphillips@piemanagement.com

**PMS Products, Inc.**  
**Peter Schwarz**  
(616) 355-6615  
www.boeshield.com  
sales@boeshield.com

**The IMK Group**  
**Scott Pierce**  
(616) 813-3961  
www.theimkgroup.com  
scott@theimkgroup.com

**Ziggi's Coffee**  
**Cherese & Dan Gordon**  
(616) 633-9295  
www.ziggiscoffee.com  
westparkway@ziggiscoffee.com



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Member  
**FDIC**