

Candice Grant,
Owner, Ivy House
Weddings & Events

Holland Charter
Township: Moving
Forward

Three Critical Phases
in Moving the DEI
Work Forward

Entering the Danger:
Difficult Conversations

Welcome to
Ivy House,
Where You're
Immersed in Nature



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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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The West Coast Way

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The Meetings, Weddings, and Events Industries contribute greatly to West Michigan's economy, yet they can also be one of the biggest industries that are overlooked by us locals. Weddings and other events make a significant economic impact by bringing in visitors who fill our local hotel rooms, eat in our restaurants, and spend money throughout our community.

In this issue of The West Coast Way, we meet Candice Grant, the visionary and owner of both Port 393, a luxury wedding venue in Holland, and the new Ivy House venue in Saugatuck, an elegant greenhouse and event space.

For those working in the events industry, event planning is a rewarding, yet frenetic role, which involves extensive coordination, planning, and people management to do it well. Being a successful events entrepreneur brings together risk, reward, perseverance, and drive. After reading about Candice, you will see that she is a fearless leader, who offers her wedding and event clients the venues of their dreams.

Summer is here. I hope you create your own "Pure Michigan" moments that become lasting memories. And the best part — our wonderful community provides the perfect landscape for your next adventure.

Jane Clark

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce

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Leadership Week 2022: Building Impactful, Shared Connections

By Hannah Town-Bowen | Program Coordinator, Michigan West Coast Chamber of Commerce

The Week of May 8th was a record-breaking, “out of the ballpark” kind of week for all of Holland/Zeeland and its surrounding areas. Tulip Time brought an unprecedented number of visitors who in turn poured dollars back into our local community and brought that well-loved feeling of community-wide togetherness alive again. And here at the Chamber, we challenged our West Coast Leadership alumni and Chamber members to step up, volunteer, and make an impact.

We kicked off Leadership Week 2022 with Leadership Live featuring guest speaker Kevin Brown. Kevin travels around the world sharing his message on the Hero Effect® and is now known as “the best speaker the Chamber has ever had” to most of our members. Over 200 people joined us to learn how they can be better every day by choosing to be

extraordinary. “People don’t notice normal,” says speaker Kevin Brown and here at the Chamber, we try to exemplify that mentality with one of our Core Values being to Deliver Remarkable Experiences.



Guest Speaker, Kevin Brown

The next day was Leadership Launch Day for our 2022 West Coast Leadership Class as they wrapped up their 9-month long program with some hearty personal reflections, a discussion with Mike Novakoski on how to Become Unmistakable® and donating their time for Community Impact Day. “West Coast Leadership and Community Impact Day have been absolutely awesome. Great experiences, learning and relationships that have helped me become the greatest version of myself I can be,” said Ada Delgado, a 2022 WCL graduate.



WCL Class of 2022

Community Impact Day was where the Chamber really shattered our glass ceiling of expectations. “It’s the best day of the year,” said Chamber VP, Jodi Owczarski. With 22 local nonprofits hosting volunteers, we experienced a 130% increase in volunteers from the 1st Community Impact Day in 2019 to now in 2022. “With the help of these volunteers, we were able to accomplish a lot of projects that our staff haven’t been able to. It took a big load off our plate!” said Evan Geels, the Director of Events & Hospitality at Geneva Camp & Retreat Center.

Clocking in at 230 volunteers across 22 nonprofits with a combined total of 390 volunteer hours, the Chamber team was humbled and inspired by how many of our members were able to donate their afternoons to make an impact. Some volunteers even called the day “enriching”, “necessary”, “uplifting”, and “inspirational”. One local company, Macatawa Technologies, went so far as to shut down their offices for the day so that their team could participate and raise awareness for this great cause. “It was great to come together as a community and do some work that really benefits our nonprofits that often struggle to get people to help out and put in many, many hours themselves,” remarked a West Coast Ambassador, Robin Bartells. Visit our website or YouTube page to see the Community Impact Day Recap Video and see the impact we all made together!



Creative Dining volunteered at Compassionate Heart Ministries

22 Participating Local Nonprofits:

1. Arbor Circle
2. Benjamin’s Hope
3. Boys & Girls Club of Greater Holland
4. Camp Blodgett
5. Children’s Advocacy Center
6. Community Action House
7. Compassionate Heart Ministries
8. Critter Barn
9. Escape Ministries
10. Gateway Mission: Resale Store
11. Geneva Camp & Retreat Center
12. Harbor Humane Society
13. Hope Pkgs
14. Kids’ Food Basket
15. Lakeshore Habitat for Humanity
16. Michigan Fosters
17. Nestlings Diaper Bank
18. Outdoor Discovery Center
19. Positive Options
20. Renew Therapeutic Riding Center
21. Tulip Time
22. Zeeland Historical Society



Chamber Ambassadors (Linda Kaiser, left, Dan Robertson, right), Chamber VP, Jodi Owczarski, and Zeeland Historical Society Director, Katelyn Bosch VerMerris, on Community Impact Day

These two-jammed packed days wrapped up our Leadership Week 2022 with a celebration party back at the Chamber! It was 85 degrees, but you never would have known that with all the shared experiences buzzing around, yummy StrEATS Tacos, an icy treat from Peachwave Frozen Yogurt, and refreshing beverages from New Holland Brewing. And for someone so new to working at the Chamber, it was truly inspiring to see all of you — our members and sponsors — engaging and interacting across sectors of our community to unite behind a prosperous, thriving community. A heartfelt thank you to our Leadership & Talent Mission Sponsors, especially our Program Sponsor, Fifth Third Bank, for enabling such a joyous and impactful week. Our cups truly “runneth over” here and it is our honor to serve as your Chamber of Commerce Team.



Holland Charter Township: Moving Forward

By Steve Bulthuis | *Holland Charter Township Manager*

Did you know that Holland Charter Township is the most populous (38,276 people), most diverse (58.3% of residents were White alone, non-Hispanic) and has the largest tax base (\$1.XX billion) of the nine local units of government in the Holland-Zeeland area? Established in 1847, the Township has transitioned from an agricultural community to one of the economic engines of the area. In addition to being an employment center, it is home to a wide array of locally-owned restaurants (Salt & Pepper, Havana Grill, Rock "N" Thai, Crazy Horse, Beechwood Grill, Kelly's) and familiar restaurant chains (KFC, Culver's, Applebee's). Likewise, retail shopping ranges from the sole-proprietor variety

to the national big boxes. The Township makes room for all types of housing options (apartments, single family homes, condos, assisted living), giving residents choices based on taste, income and life stage.

Vibrant Park System

When residents are ready to venture outdoors, the Township has 70 miles of paved pathways that allow users to take a walk or bike ride near their home. Some pathways connect to the Township's seven parks. Encompassing 368 acres and ranging in size from 1 to 159 acres, Township parks offer amenities to support

many activities. Helder Park and Quincy Park (located in the northeast and northwest corners of the Township respectively) have a wide range of amenities for active recreation such as softball, baseball (youth and adult), soccer, basketball and volleyball. Dog lovers will find a place for their pet to roam in the enclosed spaces at these parks as well. For pickleball enthusiasts, courts are located at Beechwood and Helder Parks.



Along the north shore of Lake Macatawa (a little west of the Unity Bridge), you will find Dunton Park. Within its 21 acres are boardwalks, places to picnic and fish, and playgrounds to let the kids burn off some energy. It also provides one of the two public boat launches (fee required) at the east end of Lake Macatawa.



Comprehensive Plan Implementation — Looking to the Future

In May, the Township Board approved expending \$3 million in federal funds received through the American Rescue Plan Act (ARPA) to advance the vision contained in the Township's Comprehensive Plan. The Comprehensive Plan seeks to enhance commercial/ retail areas along US 31, North River Avenue, and 8th Street (that's right, the portion of 8th St. from Russ' restaurant to DeNooyer Chevrolet is in Holland Township — readers who send the "official" name of that stretch of road to me at steveb@hct.holland.mi.us will be entered in a drawing for one of two \$25 West Coast Cash certificates).

The Beechwood/North River area was one of the first impacted as development spread beyond the core city of Holland. The Plan seeks to improve this area through the greening/ landscaping of underutilized parking areas, encouraging development/redevelopment of a mix of residential, recreation, and commercial uses creating a distinctive sense of place.

Visit www.hct.holland.mi.us for more information.



Steve Bulthuis has been working with local units of government for 30 years, the last four as the manager of Holland Charter Township. When not attending to work duties with his fantastic board and coworkers, he enjoys bicycling, snorkeling, traveling, and spending time at/in/on Lake Michigan with his family.

Premier Partner Spotlight

Community Champion

Gentex recently celebrated hiring its 100th team member for its Limited English Proficiency (LEP) program. In 2020, the company embarked on an exciting inclusion initiative to support a second language in its workforce. In the West Michigan area, Spanish is the second most popular language spoken, so it piloted the LEP program for Spanish-speaking individuals.

A project team went to work on this idea, and it soon became a reality. They set up a coalition of bilingual team members to support new Spanish lines including managers, trainers, and technical support. They also established translation processes so all company materials were available in Spanish.

What started in one facility on one shift, now runs at two facilities on all three shifts. The company is preparing to start the LEP program at a third facility later this year. To support



Congressman Upton celebrating his last West Coast Chamber Advocacy in Action program of his longtime career.



ZAG is Back! After 2 years, Chamber Members gathered again for our Zeeland Affinity Group meeting.

this exciting growth, human resources has been holding internal and external job fairs to find more bilingual leaders to join the manufacturing team. If you are interested in a bilingual position at Gentex, please check out its careers page to apply.



Ribbon Cutting at Goodwill, celebrating their new southside Holland store location.



Did you know that Macatawa Technologies closed down their office to participate in Community Impact Day 2022?!



Michigan
**West Coast
Chamber
of Commerce**

HAPPENINGS



Ribbon Cutting at the Kyle Geenen Group, celebrating their grand opening on River Ave.



Leadership Live Speaker, Kevin Brown, sharing his message on The Hero Effect®.



Backstage for Leadership Live at Engedi Church – where the magic happens!



Chamber Board Member, Mitch Bakker, working with his Zeeland-based business, StrEATS Taco Kitchen, to serve Community Impact Day volunteers at our After Party Celebration.




IVY HOUSE
 WEDDINGS & EVENTS

Welcome To Ivy House, Where You're Immersed In Nature

By Linda Shipman | Corporate Events & PR Manager, Ivy House & Port 393

At the new Ivy House garden venue in Saugatuck, you'll experience events that bring out all the senses. While walking through the spacious 7-acres, you'll see a kaleidoscope of colors and textures with the alluring gardens, the Greenhouse, The Ivy House with Open Air Patio; and the Hawthorn & Juniper Suites.

The Newest Garden Event Venue in the Midwest

Ivy House is organically designed to host everything from corporate events, executive retreats, business meetings, fundraisers, weddings and parties of all kinds for 20-400 attendees. By embracing the natural surroundings, our venue provides a drastically different feel than any other venue in the Midwest.

Upon arrival, the landscape and greenery encompassing the venue immediately draws you in. Once you step foot inside the main Ivy House, the open space surrounded by expansive windows connects you to the outdoors. This entices you to the open air patio just outside — a perfect place to enjoy fresh air during social hour and admire the Greenhouse just across the way. Keeping the land's original roots as a tree nursery intact, the Greenhouse exhibits the natural light streaming in with twilight views when the sun goes down. Even the Hawthorn and Juniper suites are wrapped in gardens, exposing the elegant farmhouse feel.

Here you'll see the textures of the green foliage against the crisp white architecture; you'll smell the fragrant flowers and fabulous food and you'll hear the wildlife among and the drums of live music.

Meet the Dream Team

The moment you meet Ivy House owner Candice Grant, you'll know you're in exceptional hands. You'll instantly feel welcome and be invigorated by her energy and passion. Candice and her team are experts at creating one-of-a-kind events with dedicated corporate event planners, world class sommelier, charcuterie curator, decor manager; wedding managers and professional bartenders.

"We are blessed to have smart; kind; talented professionals that elevate event experiences — they are always thinking bigger and better." says Grant.

Candice's approach to leadership is at the heart of her success. "When you have the right people for the job, and they are excited to come to work every day, our clients feel it too." says Lauren Mouw, Client Experience Manager.

Charming Saugatuck

With miles of Lake Michigan shoreline, one of Condé Nast Traveler's Top 25 Beaches in the World," the Saugatuck/Douglas region shines all year long. And the




IVY HOUSE
 WEDDINGS & EVENTS

LAKESWOOD
CONSTRUCTION

cozy downtown neighborhoods are brimming with unique retail and dining experiences.

We are thrilled to be part of this delightful community. "At this point we have over 125 events booked" says Grant. Seventy five percent of those guests are from out of town, bringing tourism dollars to this community year round.

"Ivy House will be an amazing asset to the Saugatuck area," says Lisa Mize, Executive Director of the Saugatuck Douglas Area Convention & Visitors Bureau. "This gorgeous, sprawling space is such an elegant and unique venue for special events, as it truly showcases the seasonal beauty of our area."

To book a tour at Ivy House, or inquire about career opportunities, visit their website ivyhousemi.com.

Meet Candice Grant

Q: What made you choose Saugatuck for this new venue?

Feeling the charm of the Saugatuck community, we knew we wanted to become deeply rooted in it. We've fallen in love with the cultural experiences, beautiful lakeshore and so many talented, friendly people. Honestly, we explored properties in towns all along the lakeshore but we kept coming back to Saugatuck. We knew when we toured this special property, which used to be a plant nursery, that it would be the perfect place for our new venue.

We're excited to make a difference in the community — both in the form of tourism dollars and being a valued member. We have several non-profit events planned this summer including one benefiting the Douglas Park Project as they raise funds for an all-abilities playground.

We are thrilled that people trust us and see our vision, even during construction. At this point, we have over 125 events booked, with about 75% of guests attending from as far as Texas; Alaska; Illinois and throughout Michigan.

Q: What's your hidden talent?

I've been told that we deliver an event experience that has all the special touches — many you'll see in our decor department. So you might say that my special talent is shopping, Candice says laughing. I love to curate unique

items like our reclaimed wood high-top and farmhouse tables, vintage goods, greenery, chargers, and more. Our clients like renting because they have a beautiful event without the stress of set-up, maintenance, and tear-down at the end of the day.

One of my favorite rental items is our multicolor vintage glassware in smoke; blush and ivy tones. We love to mix traditional and modern things with a touch of farmhouse. This has always been my passion, as my husband and I started a wedding décor rental business initially which quickly expanded into our first venue, Port 393 in Holland and now Ivy House.

Q: Who has been your greatest inspiration?

I grew up watching my dad, Jim, run Lambert's Poultry & Seafood in Holland. He taught me many things, most importantly how to work hard. Through him, my deep love for business, West Michigan and the people in our community began to grow.

And of course, my husband, Brian. His unique perspective; execution and incredible support has made Port 393 and Ivy House come to life. I'm the visionary and he helps me execute everything meticulously.

“We are blessed to have smart, kind, talented professionals that elevate event experiences — they are always thinking bigger and better.”



Sponsored Content

Newly Remodeled Walmart Supercenter Provides Holland Customers with a Better Way to Shop

Holland store improvements complement retailer's vision for an innovative and convenient shopping experience

Holland residents will soon get a first look at the newly remodeled Walmart Supercenter at 2629 N. Park Drive, as the much-anticipated project is now complete. The store celebrated its re-grand opening on Friday, June 10.

The celebration included a grant presentation to Hope College's "Step Up" program that helps middle school students succeed in school and develop their future potential by caring for their social, emotional, and academic needs. Starting at noon Monster will be offering product tastings and giveaways. Wandering Cow and Smoke 'n' Joes will have their food trucks on site as well.

"Nearly every department in this store was refreshed in one way or another and our customers will notice the exciting updates as soon as they walk through the door," said Store Manager Zach Bossick. "These improvements will not only offer a fresh, new look, but also help customers save time and money."

Customers will enjoy the following store improvements:

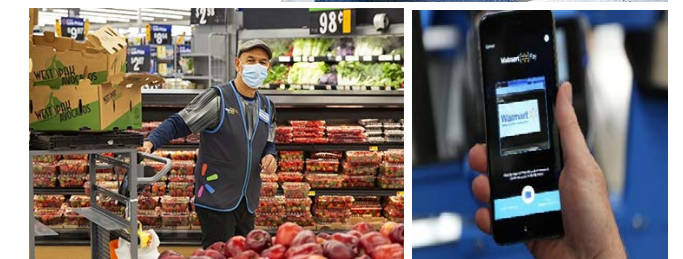
- **Expanded Grocery Department:** The grocery department has been expanded to provide customers more of the delicious foods they love including expanded produce and dairy sections to provide even more fresh fruits and veggies.
- **New Location for the Pharmacy:** From its former location in the middle of the grocery department, the pharmacy has moved to the front of the store so customers can get their prescriptions, vaccinations, and other supplies in a more convenient fashion.
- **Improvements at Checkout:** The front end of the store received an exciting new look and layout.
- New \$1 Shop Area at the front of the store
- Online Grocery Pickup is being moved to a more convenient location
- New Grab & Go Deli/Lunch Items at the front of the store

Walmart will continue to innovate to help customers save time and money by giving them the option to shop when, where, and how they want, including:

- **Pickup** – Busy customers love Walmart's pickup option. It gives them the convenience of shopping online and the ease of quickly picking up groceries without leaving their cars. The best part: there is no fee to use Walmart Grocery



Examples of the Walmart Pay touchless payment app and Online Grocery Pickup service now available at the Holland Supercenter.



Pickup. Customers using SNAP also have the option to use pickup services in most states.

- **Pharmacy Curbside Pickup** – Customers may pick up their prescriptions safely and efficiently without needing to unbuckle their seatbelts. At no additional cost, curbside pickup is another way to help customers save money and live better.
- **Delivery** – Walmart's convenient delivery service is also a hit with customers. Even more, Walmart has now made both pickup and delivery contact free.
- **Express delivery** – customers now have the option to have their deliveries made in under two hours.
- **Walmart Pay** – a touch-free way to pay.

Walmart+

This membership program is designed to save customers time and money with free, unlimited deliveries, member prices for gas, use of the Scan and Go app, allowing the scanning and payment of products while shopping for quicker checkout and exclusive access to select deals before the general public. Walmart+ costs \$98/year (\$12.95/month) and includes a 15-day free trial period (Available for sign-up at walmart.com). Items available for free delivery include groceries, electronics, toys, and household goods.

To take advantage of Walmart's new shopping features, customers can download the Walmart app through Apple Store or Google Play.

Three Critical Phases in Moving the DEI Work Forward

By Dr. Sandra Upton | Founder and Chief DEI Strategist, Upton Consulting Group



Diversity, Equity, and Inclusion (DEI) is all about change. We are trying change individual behaviors and systems that undermine efforts to create inclusive work environments. This transformation isn't easy. In fact, research by Change Management Guru and Harvard Professor John Kotter tells us that 70% of organizational change efforts fail. This is astonishing. But what are the 30% doing differently? If you want your organization's DEI efforts to be substantive and stick, there are three critical stages you must go through. No avoidance. No quick fixes. No shortcuts.

Phase One: Unfreezing the Current State

Potential Client: "Can you come and facilitate unconscious bias training with our employees?"

Me: "Ok, let's discuss it. How do you know your employees need unconscious bias training and how does this fit with your broader DEI Strategy?"

Potential Client: "Well we think it is an important topic. We don't have a strategy yet, but we wanted to at least get some training started."

This is a common scenario. Is unconscious bias being an important topic? Absolutely! However, facilitating any training without a clear understanding of your current state as it relates to DEI often doesn't produce the expected result or impact. As a first step you need to conduct an assessment. What is the data telling you about DEI at your organization? How do your employees, especially those who are underrepresented, perceive the organization's commitment to DEI? What systems, processes or practices are barriers to the work. After the analysis is complete, create a DEI Vision and Strategic Roadmap that will help unfreeze the current state or status quo. Use the data to obtain buy-in and demonstrate to others, across the organization, why the work is necessary and urgent. How well and consistent you communicate with employees during this stage of the work is critical.

Phase Two: Introduce New DEI Practices

Even the best developed strategy means nothing if not put into action. Stage Two requires successful implementation of the DEI Strategy and new practices. The work should be shared by everyone, not just the CDO or DEI Committee. But before you assign others to join in the work you must empower them with the skills, resources, and confidence needed. This includes your passionate DEI Champions and Allies. Passion is good but it doesn't necessarily translate to competence in this space. It's also important to keep people motivated by creating and celebrating short-term DEI wins. For example, in the first year of your strategy roll-out you might create Employee Resource Groups (ERGs) or develop an Executive Sponsorship Program for historically excluded groups in your organization and as a result you are able to diversify top leadership. Celebrate and communicate these wins.

Dr. Sandra Upton is Founder and Chief DEI Strategist with Upton Consulting Group (UCG), an innovative team of strategists who work with DEI professionals and organizations around the globe to design and implement proven strategies that create inclusive work environments. Using a research-based change management framework and culturally intelligent strategies, UCG supports organization's efforts to create behaviors and systems that support diverse, equitable and inclusive work environments. They have worked with organizations such as Starbucks, Alexion Pharmaceuticals, Saks Fifth Avenue, Amway, Spectrum Health Systems, Bissell, SpartanNash, McDonalds, Perrigo, Harvard, MIT, University of Michigan, just to name a few.

She and her husband Robert are the proud parents of two amazing adult children, Alexis and Devin.

Dr. Upton can be reached at Sandra.upton@uptonconsultinggroup.com. More information on UCG can be found at www.uptonconsultinggroup.com.



Phase Three: Make the DEI Changes Stick

Two of the most important questions you should be considering as you go about this work is "How will we measure impact? And how will we sustain our efforts?" There are multiple ways to measure impact. They can include KPIs such as increasing the number of historically excluded people in influential leadership roles or developing a Supplier Diversity Program. The key thing to remember is that every strategy (as part of the Strategic Roadmap created in Stage One) should have a metric and some accountability tied to it.

Sustaining the DEI work requires ongoing and consistent leadership engagement and regularly assessing, communicating, and celebrating progress. Show people the before versus after impact. Build in accountability and, when necessary, make adjustments to the Strategic Roadmap.

Creating a culture where DEI is a core part of the DNA of the organizational culture takes time. But it's possible and it's the only way to authentically and effectively create an inclusive organization where everyone thrives. milestones, one thing at a time," Estrada said, "you'll be surprised."



Entering the Danger

What Does That Even Mean?

By Ken Kooistra | Certified EOS Implementer

Is your stomach in knots? Are you having trouble sleeping?

It was there last week, and now it's Monday morning, and it's still there — that elephant in the room. That problem could have been there for weeks, months, or even years, smoldering under the surface, growing, and spreading throughout the organization. It's always going to be there until you have that tough conversation. We hem and haw, turning ourselves inside out, hoping to avoid it, hoping it will go away. Like fire, it will continue to grow until we put it out.

We must be willing to be courageous. Having the courage and Entering the Danger often relates to having difficult conversations. Entering the danger with someone on your leadership team or one of your employees means that you have that open and frank conversation with them. I may be very uncomfortable, and you may passionately disagree with each other, but it is the only way to move forward.

Having that tough conversation is always a face-to-face meeting, never text or email; the worst-case scenario would be a zoom meeting. It all starts with you; no resolution can begin until you have that tough conversation.

More than likely, it's a personnel problem. That problem could be that you have that right person in the wrong seat. That person may align with your company's core values, but they do not have the skills and talent to be great at their job. It could be that they would be a better fit in a different

position if you have an opening. Or it could be that you have the wrong person in the right seat; this person may be good at their job, but they are poking holes in your core values at every turn, damaging the company culture in ways that you can't even see.

In his book *Good To Great*, Jim Collins says, Do whatever you can to get the right people on the bus, the wrong people off the bus, and the right people into the right seats

It usually comes to this: Am I asking the right questions?

- Why do I have this conflict?
- Does this person share our company's core values? (Right People)
- Do they have God-given ability, skills, training, and talent to do the job the right way? (Right Seats)

Even though you would rather avoid confrontation and don't want to hurt the person's feelings, there is a feeling of relief and clarity when you finally have that dreaded conversation.

I encourage you to *Enter the Danger* for your company's organizational health. Yes, it is difficult, but it is always worth the pain of having that conversation. Your employees, your company, and you will ultimately benefit from having that much-needed discussion. Don't be afraid to enter that danger!



Ken is an experienced entrepreneur with over 35 years of business experience. He has a passion for helping leaders learn how to run their businesses, build healthy teams, drive growth, and live a balanced life. Using the EOS Process® and tools, he helps entrepreneurial leaders clarify their vision, become more disciplined and accountable, and create healthy and cohesive teams.

West Coast Chamber Board of Directors Spotlight

Meet Paul Brinks, President & CEO, Koops Automation Systems



Paul Brinks is the President and CEO of Koops, Inc., a 100% employee-owned company head quartered in Holland, MI and having additional locations in, Greenville, SC, Irapuato, Mexico, and Saginaw, MI. Koops specializes in automation systems and designs and implements solutions for manufacturers all around the world. Paul serves on the BOD for

AMT's Custom Automated System Group, is an active member in the ESOP community and is a BOD member of the West Coast Chamber. Paul also serves on the BOD of 2 ESOP companies in West Michigan. Paul received a bachelor's degree from Grand Valley in Mechanical Engineering and an MBA from Cornerstone University.

Q: What excites you about joining the Chamber Board of Directors?

When I think about joining the Chamber Board of Directors, I get excited to connect with great leaders in the community and in those connections, help elevate the impact of local business and Koops Automation Systems. It is important to get your hands dirty to understand what is going on around you. This parallels well with the Community Impact Day that the Chamber recently sponsored, 230 volunteers were able to spend an afternoon serving local non-profits and see firsthand what makes them special.

Q: What do you hope to accomplish as a board member?

One of the areas that I would like to influence as I serve on the board is helping our business community collaborate well. Recently the Koops team took part in a leadership

event led by Mark DeRoo titled "All that Jazz and Leadership" and learned that we must listen, adapt, and respond well without losing sight of who we are. Something we can all reflect and work on.



Paul & His Family

Q: What is your top career accomplishment?

It has been a real privilege to collaborate with an outstanding team at Koops over the last 25 years. In that time one of the rewarding activities that we have been able to conduct was transitioning the organization to an employee-owned company. We are coming up on our 10-year anniversary and looking forward to the next 10 years.



Koops Automation Systems 2022 Summer Co-Ops and Interns

Q: What's one thing that people would be surprised to know about you?

One surprising fact was that I had the opportunity to join a church group and spend the night in the Amazon jungle with a native tribe. It was a great learning experience to see how distinct cultures live, work, and thrive in a totally different environment.



Paul & His Family at the Zeeland Turkey Trot 2021

Q: Best piece of advice you have ever received?

I have found a couple of pieces of advice to be helpful.

- If you are facing a challenge tackle it, don't wait.
- It never hurts to talk.
- How does the decision you are making today align with your core values? It is relevant to every decision and conversation.



Koops Machines

Shop Floor at Koops

Upcoming Programs

To register, visit <https://business.westcoastchamber.org/event-calendar>

August 17, 2022

Golf Outing

7:30 AM – 2:30 PM

Ravines Golf Club, Saugatuck

It's time to tee-up for our 54th Annual Golf Outing! This is a great annual summer event that allows members to get together and enjoy the great outdoors. Teams will tee off every nine minutes from 7:30 AM – 2:00 PM. Get ready to golf!



Tournament Sponsor:
Gentex Corporation

September 29, 2022

Annual Awards Celebration: An Evening with the Chamber

6:00 PM – 8:30 PM

Holland Civic Center Place

At this year's Annual Celebration, the West Coast Chamber invites you to join us as we recognize and celebrate the collective success of our business community. In addition to entertainment and chamber updates, this joyous event will include the presentation of a number of awards to remarkable



organizations that have made exceptional contributions to our community over the past year. Visit our program page for a full list of awards to submit your nominations today!

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

- | | |
|--------------------------------------|--------------------------------------------|
| 730 Eddy Studios | Hamilton Mobil |
| Advanced Architectural Products | Holland 7 - GQT Movies |
| AdvisiaCare Home Health and Hospice | Holland Community Theatre |
| Allegra Marketing/Print/Mail | Holland Medi Center |
| ATA National Title Group | Holland Special Delivery, Inc. |
| Atrio Home Health Lakeshore | Hudsonville Public Schools |
| Beechwood Grill & Catering | Impact Fab, Inc. |
| Blain's Farm & Fleet of Holland | JMS of Holland |
| Boar's Head Provisions Co., Inc. | Joe2Go |
| Borr's Shoes | Keller Williams Realty Holland - Lakeshore |
| Buiten & Associates Insurance | Kendall Electric |
| Buursma Agency | Kenowa Industries, Inc. |
| Carolyn Stich Studio, LLC | Kids' Food Basket |
| Charter House Innovations | Knight Transfer Services, Inc. |
| Chromatic Graphics, Inc. | Koele Godfrey Investment Group |
| Consumers Energy | Konica Minolta Business Solutions |
| CS Erickson | Lakeshore Grading & Excavating |
| DD Wind Trucking, Inc. | Landscape Design Services, Inc. |
| Ditto Upscale Resale | Mercantile Bank |
| Diverse Dimensions Inc. | Michigan First Credit Union |
| Doubletree Hotel & Conference Center | Michigan State University |
| EBW Electronics | Michigan West Shore Nursery, LLC |
| Eikenhout - 5* | MVP Athletic Club |
| Executive Design & Engineering | Next Creative Co. - 5* |
| Express Employment Professionals | Northland Lanes - 10* |
| GDW Farms | Olive Exxon |
| GJ Properties - 5* | Parkhurst Chiropractic/Lakeshore |
| Glenda's Lakewood Flowers | Wellness Center |



- | | |
|----------------------------------------------|-------------------------------------------------|
| Peerbolt's, Inc. | The Stow Company |
| Port Sheldon Township | Trendway Corporation |
| Redwood Zeeland | Tric Tool, Ltd. |
| Request Foods, Inc. | Trigon Steel Components, Inc. |
| Residence Inn by Marriott | Tulip City Exxon |
| Russell's Technical Products, Inc. | Village Inn |
| Sales Heating, Cooling & Refrigeration, Inc. | Visser Farms |
| Salon Cheveux | Volta Power Systems - 5* |
| Shoreline Technology Services | Vriesland Country Store |
| Spectrum Business | Warner Norcross + Judd LLP |
| Spine Align, Inc. | Welch Tile & Marble Company |
| Starbuck Machining, Inc. - 20* | WelchDry |
| Stone Plastics | West Coast Eyecare |
| T2 Construction | West Michigan Lakeshore Association of Realtors |
| The CBD Store North | West Michigan Office Interiors, Inc. |
| The City Delicatessen | Western Tel-Com, Inc. |
| The Curragh Irish Pub & Restaurant | Westshore Financial Services |

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New Members

Welcoming these new members who recently joined the West Coast Chamber

Ace Communications
Andrea Kozal
616-399-6666
info@acecommi.com

Beltone Hearing Center
Jessica Steffes
1-800-522-9588
beltone.com
jsteffes@beltone-westmich.com

Daily Potager
Shannon Schultheis
914-844-0164
www.dailypotager.com
shannonschultheis@dailypotager.com

Dwelling Place
Chris Bennett
616-855-0423
dwellingplacegr.org
cbennett@dpgr.org

Employers Association of West Michigan
Samantha Follett
eawm.net
samanthafollett@eawm.net

Key Bank
Kirk Koeman
www.key.com/businesses-institutions/solutions/banking/commercial.jsp

Yellow Lime Creative
Alexandra Tillard
616-795-9145
yellowlimecreative.com
hello@yellowlimecreative.com



272 E. 8th Street
Holland, MI 49423



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