

Meet Your New
Chamber Board
Members

MACC's Vision For
Transportation
Improvements

Critter Barn:
Going Inclusive!



Jodi Owczarski & Chamber Team: Trailblazing Into The Future, Together

West Coast Chamber Premier Partners

PLATINUM PARTNER



GOLD PREMIER PARTNERS



SMALL BUSINESS FINANCE PARTNER



COMMUNITY CHAMPION PREMIER PARTNER



SILVER PREMIER PARTNERS



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.

CHAMBER STAFF

Jodi Owczarski
President & CEO

Britt Delo
VP of Membership
& Marketing

Jessica Lynch
Member Engagement Manager

Michelle Rottschafer
Marketing & Communications
Coordinator

Colleen Schipsi
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Michigan West Coast Chamber of Commerce

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The West Coast Way

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Leaders can leave a variety of legacies in their wake. West Michigan will fondly remember Jane Clark for her energy, creativity, and excellence in leading the Chamber. It became a top chamber in the country and a true lynchpin in the local business community.

She did it by building a great team and growing leaders like Jodi Owczarski. Jodi is an absolute natural to take over the Chamber. Transitions are often predicted to be seamless, but rarely does it happen. As Jane has been handing off leadership to Jodi and the team, it became clear that much of her legacy will be the tremendous abilities of those behind her.

Jodi is already leading and energizing the Chamber and continues the solid team-building heritage. The team is rallying to find new ways to convene, champion, and be a catalyst for the entire community.

It's a blessing to be part of the graceful, thoughtful transition they have orchestrated. Rather than resting on the previous momentum, Jodi and the team are already peddling hard to create even more. It will be fun to watch them go, honoring Jane and her legacy of leadership as they do.

Jon Lanning

Board Chair
Michigan West Coast Chamber of Commerce



CONTENTS

- 4** Meet Your New West Coast Chamber Board Members
- 6** MACC's Vision For Transportation Improvements
- 8** Critter Barn: Their Journey To Inclusivity
- 10** Jodi Owczarski & Chamber Team: Trailblazing Into The Future, Together
- 13** Young Consumers Embrace Direct Mail with Holland Litho
- 14** Happenings at the Chamber
- 16** Upcoming Programs
- 17** Your Ambassador Team: Here To Serve
- 18** Premier Partner Spotlight
- 19** New & Renewing Members



Left to right: Kyle Mayer, Patti VanDort, Jack "JL" Johnson, and Scott Lubbers

Meet Your New West Coast Chamber Board Members

The West Coast Chamber Board of Directors is a diverse group of volunteers from our business community that serve as the Chamber's literal and figurative guides. Our Board ensures that we are delivering our Core Values to our members and making a positive impact. We are excited to welcome four new Board Members this coming Program Year to continue our mission. Learn more about your new Board Members!



Dr. Kyle Mayer

Superintendent, Ottawa Area Intermediate School District

Years at Current Company: 14 Years

Favorite Quote:

"If your plan is for one year, plant rice.
If your plan is for ten years, plant a tree.
If your plan is for one hundred years,
educate children." – Confucius

Hobbies: Reading, biking, traveling to places of outdoor natural beauty

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

The Chamber is a catalyst for the kinds of relationships and collective efforts essential for our community to prosper. I am excited to contribute to Michigan's West Coast continuing to be one of the very best places to live and learn in all the world.

Q. Who has been your greatest inspiration and why?

My mother, Sharry. She inspired me with her kindness, patience, determination, and service to others. Even as she lost her battle to cancer, her focus was on faith and the needs of others before self. Mom found joy in making the world a better place for all those that she came into contact with, and I strive to follow her example.



Patti VanDort

President, Holland Hospital

Years at Current Company: 35 Years

Favorite Quote: "Culture Eats Strategy for Lunch" – Peter Drucker

Hobbies: Avid sports fan, golf, reading and travel

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

The Chamber is truly living out its' mission to be a catalyst for business growth, a convener of leaders, and a champion for a thriving community. I am so excited to be a part of this mission and hopeful I can contribute in a meaningful way. As a lifelong resident of this area, it is a privilege to be a part of the Chamber's ongoing work.

Q. Who has been your greatest inspiration and why?

I have had many people who have inspired me both personally and professionally over the years. Currently, I would submit that the staff at Holland Hospital inspires me on a daily basis. Their dedication and commitment to serving our community in the past couple of years as we navigated through the pandemic is truly amazing. They rise to whatever challenge they face selflessly and I am honored to serve with them.



Jack "JL" Johnson

Founder CTO, CMO, CSO, Co-founder, Volta Power Systems & Jolt Energy Storage Technologies

Years at Current Company: 8 Years

Favorite Quote: "Success is where preparation and opportunity meet."
– Bobby Unser

Hobbies: Automotive restoration, racing, and travel

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

Networking within our community, sharing my knowledge and experience, and helping to give back.

Q. Who has been your greatest inspiration and why?

To become an engineer: Kelly Johnson former head of the famous Lockheed Skunk works. He designed the P-38, SR71, U2 spy plane and many more aeronautical wonders in his career.

To become an entrepreneur: My father Jack M Johnson; small town man with big ideas, my father's nickname was "Action Jack". He taught me hard work, how to build relationships, how to make money, problem solve, and make yourself invaluable to others. He made me take a \$75 loan from the bank when I was 11 years old to buy a lawn mower and then he made me solicit customers and figure out what I needed to get paid to pay off the mower and cover operating expenses.



Scott Lubbers

Lakeshore Market Executive, Fifth Third Bank

Years at Current Company: 20 Years

Favorite Quote: "Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are." – John Wooden

Hobbies: Golf, coaching my children's sports teams, and spending time outdoors as a family

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

The Chamber is such an impactful organization for our community. The Chamber team continuously improves and consistently delivers valuable programming to members. Participating in Chamber programs and events has resulted in new friendships, business connections, and learning throughout my career. The West Coast Chamber is rising the tide in our region and I'm excited to serve as a board member.

Q. Who has been your greatest inspiration and why?

Many people have inspired me both personally and professionally over the years. Family, friends, and co-workers have all been there with a word of encouragement or advice that have shaped me. Early on in my career my friend and predecessor, Larry Koops, went above and beyond to challenge and help me learn daily. He helped me see beyond what I thought was possible — all while having fun and leading with a positive spirit. Larry's leadership style is something I still admire, benefit from, and try to replicate in my own life.

MACC's Vision For Transportation Improvements

By Jason Latham | Executive Director for MACC



The Macatawa Area Coordinating Council (MACC) was formed in 1988 out of recognition of the need for greater cooperation among units of government in the Holland/Zeeland area. The MACC's membership currently includes 15 members. Of the 15 members, there are seven townships, two cities, two county road commissions, two county commissions, and two agencies. As a result of the 1990 Census, the Holland/Zeeland area was designated as an urbanized area with a population of greater than 50,000. Federal law requires that metropolitan areas with an urbanized area population of greater than 50,000 establish a

metropolitan planning organization (MPO). The MPO ensures that the area has a continuing, cooperative, and comprehensive transportation planning process. The MACC's planning process covers the area within its metropolitan planning area (MPA). The current MPA is approximately 200 square miles.

There are many transportation planning activities that the MACC, as the MPO, is required to perform. One such task is the development of a Transportation Improvement Program (TIP) for the MACC planning area. The TIP, which covers four years, outlines the most

City of Holland	Holland Charter Township	Ottawa County Board of Commissioners
City of Zeeland	Zeeland Charter Township	Allegan County Board of Commissioners
Port Sheldon Township	Fillmore Township	Ottawa County Road Commission
Olive Township	Laketown Township	Allegan County Road Commission
Park Township	Macatawa Area Express	Michigan Department of Transportation

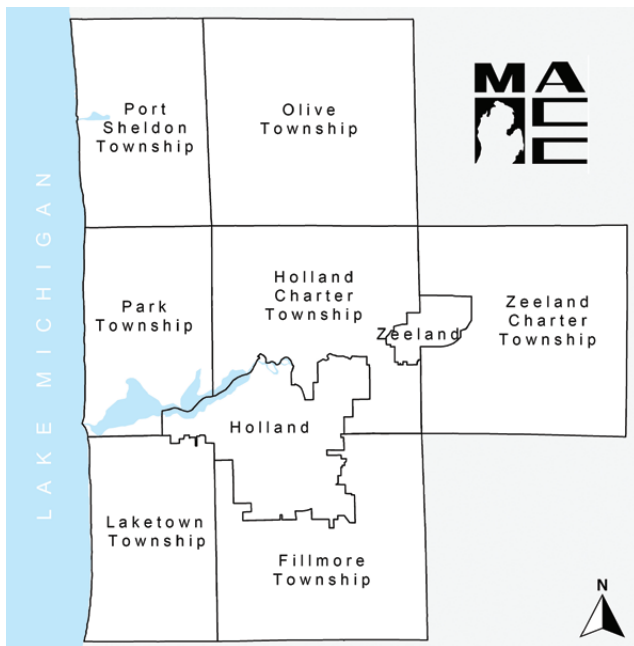
immediate implementation priorities for transportation projects and strategies from the MACC's Long Range Transportation Plan (LRTP). This TIP cycle is from Fiscal Year 2023 to 2026.

- FY23-26 has 104 total projects. Not all of these are true road construction projects — only 25 of them are. The other 78 jobs are either transit capital, planning and design research, or traffic safety lane marking projects.
- When combining all 104 FY23-26 projects, they amount to a cost of \$75,037,958!
- Each year, the MACC receives approximately \$2.8 million in federal funding, which will be distributed among the local agencies.
- The Macatawa Area Express (MAX), the public transit agency within the MACC area, receives approximately \$1.8 million in federal aid transit funding each year for capital and operating expenses.



From left to right – Eric Dykstra, Jason Latham, Judy Visscher, and Alec Miller

- Even though the MACC receives the federal funding, we do not make executive decisions as to how the funds are divided up between our members. We have the Technical Advisory Committee (TAC) to help us with that. The TAC consists of usually one person from each of our members. Generally, these people are road commissioners, planners, or engineers. We hold monthly meetings to discuss funding splits, new projects, and anything transportation related! These monthly meetings are held at the MACC office and we encourage the public to attend. If you are interested, the details can be found on our website: <https://www.the-macc.org>



Jason has over 30 years of experience in the road industry — having worked for the Maryland State Highway Administration, Michigan Department of Transportation and as the first Director of the Berrien County Road Department. Jason is known for his ability to collaborate and find innovative ways to solve difficult transportation challenges. Jason is well versed in MDOT's transportation planning process and the project development process used by County Road Commissions. He looks forward to further working with an amazing team of professionals to help the MACC member communities continue to achieve their goals. Jason believes infrastructure improvements that support all users can create a sense of Place that supports safe and vibrant communities.





Critter Barn: Their Journey To Inclusivity



By Mary Rottschafer | Executive Director, Critter Barn

Our guest at a traveling event is looking forward to the new farm.

The Motive

A group of Ottawa Area Center students, who were wheelchair users, came to the Critter Barn for a field trip. I admired their patience because the bus lift lowered each student one by one. It took time.

We introduced our guests to chicks, bunnies, and little goats, but the bus driver's words ended our fun too soon, "It's time to start loading." Tube-feeding, diaper changes, and personal needs demanded a timely return to their school.

The Problems

Before we designed our new farm, I met with faculty from Ottawa Area Center to learn about where they take their students. They explained there were no public places that accommodate their students' needs, so all outings had to

return to the school in time for their eating and bathroom routines. ADA, the Americans with Disabilities Act, does not work for everyone.

I also met with Lucia Rios' friends, *the Able Body Bloggers*, who shared their ADA troubles. From automatic door buttons for a man with vision impairments to the awkwardness of a barely accessible bathroom stall for a woman who needed other people to assist in that small space to a woman with quadriplegia, explaining how a shorter drinking fountain only gives her a shower... Each person told me about what does not work for them.

The Commitment

While teaching how farmers raise our food is our educational goal, it's the connection with animals and nature that touches people's hearts.

Our Mission states: Critter Barn is an educational farm dedicated to teaching about farming and agriculture while inspiring people of all ages, and all abilities, through the miracles in nature found at the farm.

Animals helping people with disabilities is not a new concept. Doctors and therapists have reported on the social and emotional benefits of animals for humans for decades (Fine, 2010; Ormerod, Edney, Foster, & Whyham, 2005; Raupp, 2002).

In the 1990's we began our Barnyard Crew, enabling hundreds of young people and adults with a disability, yet who were mobile, to volunteer. Working with animals is beneficial. Human-animal interactions improve intellectual and social outcomes in youth including their capacity for directed attention, increased problem-solving, communication, and behavioral management (Annerstedt & Wahrborg, 2011). Along with the fact from the CDC that one-in-four people in the US have a disability that impacts mobility, cognition, vision, or hearing, we prioritized accessibility.

The Plan

Michael Perry, from Progressive AE outlined the requirements for Universal Design while ideas and direction came from Lori's Voice, Lakeshore Disability Network, Mary Free Bed Guild, Junior Welfare League, and the Christopher & Dana Reeve Foundation.

"Universal Design is the design and composition of an environment so that it can be accessed, understood, and used to the greatest extent possible by all people regardless of their age, size, ability or disability."

www.universaldesign.ie/what-is-universal-design



One of our new barns.

By combining the benefits of Universal Design at our new farm, along with a Resource Room, sidewalks everywhere, adaptive equipment from the Rifton Company, and inclusive playground equipment from Game Time, Critter Barn is creating a first-of-its-kind facility.

My name is Mary Rottschafer. I'm a teacher who uses a farm, animal interactions and daily farm chores to enrich people's lives. I have a BA in music and elementary education from Hope College, taught 3rd and 4th grades, vocal choirs, instrumental groups, and coordinated music programming.

Critter Barn is an educational farm offering hands-on experiences to people of all ages and all abilities. It's a unique, welcoming destination that teaches about agriculture while reconnecting people with the natural world. Growing attendance and a commitment to accessibility have fueled a major expansion, supported by philanthropists and Agricultural organizations.



This is a photograph of some of the Adaptive Equipment from the Rifton Equipment company that will be available at our new farm.



"Why are we doing something as far reaching as Universal Design? Actually, why not? And when others see and understand the blessing of no barriers... hopefully we'll inspire others to go the extra mile and create a better environment at their facility for those who need our help." – Mike Rotman, Teacher leading the class above

"All individuals want the opportunity to participate in their communities, and individuals with significant disabilities are no exception. The decision by Critter Barn to construct space and programs that incorporate universal design features is monumental. Individuals with disabilities, living in and visiting western Michigan now have greater access to an interactive learning and recreational opportunity."

— Stacey Trowbridge, Lakeshore Disability Network

The Result

We anticipate a mutually beneficial opportunity, shared by all through learning, hands-on experiences, and enjoying the world of nature at a farm, whose facility serves everyone in the spirit of unconditional acceptance.





Jodi Owczarski & Chamber Team: Trailblazing Our Future, Together

Over the last year as our organization has been working through the leadership transition, we have been intentional about fostering a culture that welcomes open and honest discussions. We expected that this would allow us to address any questions or concerns while keeping us all on the same page throughout the process. What we didn't expect, was the excitement and new sense of ownership that it brought to the team. There is a brand-new energy about the impact that each member of our team can make on our organization, our members, and the community as a whole. This transition at the Chamber

goes far beyond the change of one leader for another, it is about the development of our entire team. Together — we have been determined to take this opportunity to connect with our members, have intentional conversations about their organizations, and reimagine how we can provide meaningful support for the work that they're doing. Together — we will be a catalyst for business growth, a convener of leaders, and a champion for a thriving community. Together — we will be trailblazers to positively impact our community. Together — with our staff, board, ambassadors, and members — we are stronger.

Get to know the Remarkable West Coast Chamber Team:



Name & Title: Jodi Owczarski, President & CEO

Start Date: February 2017

Favorite Core Value: Be a Trailblazer

Strengthfinders™ Top Five: Strategic, Relator, Achiever, Arranger, Positivity

Q. What made you decide to join the team at the West Coast Chamber?

I often say that I didn't know what I wanted to be when I grew up until I was 47. It was at that point that I joined the Chamber team and realized that my unconventional career path had uniquely prepared me to do this work. The Chamber is the perfect culmination of my work experiences including as a self-employed small business owner, serving as the Community Center Director at a non-profit, working in HR for a large manufacturer, and overseeing operations for an international consulting firm. Even more important to me was the opportunity to work for an organization that was business minded and mission focused. How cool is it that I get to go to work each day and work with the most incredible team, do work that I love, and make a big impact on our community?



Name & Title: Britt Delo, Vice President of Membership & Marketing

Start Date: December 2017

Favorite Core Value: Positive Energy with a Contagious Attitude

Strengthfinders™ Top Five: Responsibility, Positivity, Connectedness, Developer, Individualization

Q. What made you decide to join the team at the West Coast Chamber?

After being an Ambassador for several years, I realized joining the team would be my dream job. The Chamber's core values align with who I am as a person, and the team is incredible. Having the opportunity to serve our local businesses and the broader community is the reason why I am excited to wake up and go to work every day. We live in a unique and special place and it's energizing to play a part in making our community an exceptional place to live, learn, work, and play.



Name & Title: Colleen Schipsi, Vice President of Operations

Start Date: February 2016

Favorite Core Value: Deliver Remarkable Experiences

Strengthfinders™ Top Five: Includer, Discipline, Achiever, Consistency, and Woo

Q. What made you decide to join the team at the West Coast Chamber?

After working at the Grand Hotel on Mackinac Island and for Marriott in Arizona, my husband and I wanted to get back to Michigan where our family and friends live. I was thrilled to be offered a position to join the Chamber team as an Event Coordinator back in February 2016. 6 years later and I'm living The EOS Life™ — doing what I love, with the people I love, while making a huge difference for our thriving community!



Name & Title: Hannah Town-Bowen, Program Coordinator

Start Date: January 2022

Favorite Core Value: Deliver Remarkable Experiences

Strengthfinders™ Top Five: Input, Achiever, Discipline, Individuality, Responsibility

Q. What made you decide to join the team at the West Coast Chamber?

I decided to join the team at the Chamber because within the first 5 minutes of my interview, I knew that this was a place of big dreamers and, most importantly, where dreams would become reality. Here I can come into work and know that we make a real difference in the life of our community. Being a Hope College Grad who decided to stay in the area, I know exactly how special our slice of the coast is. Working with our community to bring remarkable programs to life has been a dream come true and I look forward to where we go together!



Name & Title: Jessica Lynch, Member Engagement Manager

Start Date: April 2022

Favorite Core Value: Contiguous Energy with a Positive Attitude

Strengthfinders™ Top Five: Woo, Positivity, Communication, Empathy, Arranger

Q. What made you decide to join the team at the West Coast Chamber?

I've always had a strong desire to work in a role that is creating positive impact locally. I truly love this community! When an opportunity came up to join the West Coast Chamber team, I couldn't pass it up. It brings me joy to serve our thriving business community.



Name & Title: Michelle Rottschafer, Marketing & Communications Coordinator

Start Date: July 2022

Favorite Core Value: It's All About You

Strengthfinders™ Top Five: Discipline, Consistency, Responsibility, Focus, Harmony

Q. What made you decide to join the team at the West Coast Chamber?

Growing up in Holland, Michigan, I always knew there was something special about the Lakeshore and the West Michigan business community. After working in the Greater Grand Rapids area for nearly eight years, I knew it was time to make my return to my hometown. When I stumbled across the job posting for a Marketing & Communications Coordinator with the Chamber, I knew I needed to apply as I spent the first three years of my professional career working for the Grand Rapids Chamber. It was here that I developed my passion for chamber work. There's nothing more rewarding than supporting the businesses that make our community a great place to live, learn, work, and play. I'm so thrilled that I get to support businesses in this way in my new role with the West Coast Chamber while returning to my beloved hometown. The people here are pretty great, too!

Young Consumers Embrace Direct Mail

By Craig Parker | Sales, Holland Litho Printing Service

Sometimes it seems that young folks are always staring at their phones. Nevertheless, digital marketing may not be the best way to reach them: when targeting Gen Z and Millennial consumers, direct mail's response rates and return on investment suggest it is far more effective than the web and social media advertising associated with their screens. In fact, a slew of research is demonstrating the effectiveness of direct mail in getting Millennials and Gen Zs to respond to calls to action. Entrepreneur Magazine recently did a piece on the trend with some specific examples and links to the research. We found this observation especially interesting: "One of the most attractive perks to baking offline marketing into your online practices is that physical mailboxes are far less cluttered than their digital counterparts. According to the United States Postal Service, the average household gets 454 pieces of mail annually. By contrast, Tech Jury research suggests most consumers can expect 120 emails to land in their inboxes daily. In other words, the odds of someone opening an unsolicited card are much higher than of the same person scouring an email." CNBC, in yet another example of a major media outlet profiling the value to marketers of catalogs, recently published an article entitled, "Millennials are more interested in catalogs than your grandmother is."

Its key findings:

- Catalogs are a great way to grab shoppers, especially if your target is Millennials.
- Data & Marketing Association says the response rate for catalogs has increased during the past few years.
- The reasons include less mail being sent and because Millennials happen to like catalogs even more than other age groups do.

Researchers have dubbed the challenge "sticky value," which basically is the ability to recall ads you have seen after the fact. Ask yourself, what was the last mailer you



received in your mailbox? Now ask yourself, what was the last ad you saw on Facebook? The sticky value or brand recall is often much higher with traditional marketing (print/mail), especially because there is a "touchable" brand experience with which to engage. It is common sense: One's mailbox is remarkably uncluttered these days compared to the overwhelming volume of digital ads and emails. Higher response rates from direct mail campaigns, postcards and catalogs will lead to stronger revenues. Nothing like a strong top line to drive bottom line results. In order to stand out and have your brand remain top of mind for more than a few seconds, you should strive to create lasting impressions through impactful marketing that gets remembered. Whether you are looking to produce a postcard to a local audience, a follow-up mailer to your own list, or a catalog targeted to look-alike consumers who resemble your best customers, give me a call at **616.796.3070** or email craigp@hollandlitho.com. Let's begin with a free consultation and take it from there.





Ribbon Cutting at Walmart celebrating their newly remodeled space.



Michigan
West Coast
Chamber
of Commerce

HAPPENINGS



West Coast Chamber Board Members celebrating outgoing members with a sweet treat from EV Construction's Ice Cream Truck!



Ribbon Cutting at BVW Grand Opening at their new location.



Ribbon Cutting at Ziggie's Coffee celebrating their Grand Opening in Zeeland.



Chamber Staff celebrating outgoing board members with Board Member, Har Ye Kan.



Chamber Ambassadors enjoying Ziggi's Coffee!



Ribbon Cutting celebrating Hungerford Nichols CPAs + Advisors merger with Ferris, Busscher & Zwiars.



Chamber Staff enjoying a break on the Saugatuck Dune Rides.



Ribbon Cutting at Ivy House celebrating their Grand Opening in Saugatuck, MI.

Upcoming Programs

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

September 8, 2022

Maximize Your Membership

4:00 – 5:30 PM

Michigan West Coast Chamber

Interested in learning how a membership with the West Coast Chamber can help you reach your business goals? Join us for our Maximize Your Membership Happy Hour to learn about the benefits of membership. MYM is the easy way to get to know the Chamber staff and start connecting with other members and businesses right away.

September 9, 2022

Zeeland Affinity Group

9:00 – 10:00 AM

City on a Hill

The Zeeland Affinity Group is the place to come and meet with other Zeeland business representatives and share experiences. Join us on September 9 as we convene the group at City on a Hill in Zeeland to catch up and hear updates from fellow ZAG members. Kick-off your day with a complimentary cup of coffee and new connections! We hope to see you there!

Sponsored By: [Lake Michigan Credit Union](#)

September 20, 2022

Power Lunch

11:30 AM – 1:00 PM

Macatawa Golf Clubhouse

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

October 11, 2022

Wake Up West Coast

7:30 AM – 9:00 AM

Haworth Hotel & Conference Center

Kick-Off this year's Wake Up West Coast Programming with Guest Speaker, Graci Harkema, who will lead us through a lively discussion about thriving, happiness, and engagement — the myths, the mindset, and the methods to fuel positive experiences at work.

Sponsored By: [Spectrum Health Zeeland Community Hospital](#)



ANNUAL AWARDS CELEBRATION

AN EVENING WITH THE CHAMBER

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

Your Ambassador Team: Here To Serve

The Ambassador Team is a group of volunteers that serve as catalysts for business growth, relationship builders, and champions for a thriving community. They make a positive impact by volunteering their time to help individuals and businesses navigate challenges and celebrate successes. The Ambassador Team embodies contagious and positive energy, and their dedication makes our community a more vibrant place to work, live and play. We were excited to recognize several Ambassadors for their outstanding contributions this year. Learn more about the winners below!



Kelly Miller
Back to Health
Chiropractic

Kickstarter Award
Winner

What I enjoy most about being a Chamber Ambassador is being a cheerleader for the other businesses and people within our community. Connecting with people is so rewarding and it is even more rewarding to be able to provide service to the community in which I work and live.



Michele Chaney
Consumers Credit
Union

Catalyst Award Winner

I love being a Chamber Ambassador because it is all about building relationships and community! I enjoy the opportunity to meet people from all different backgrounds. It is fun to learn about our local business community, the growth plans and challenges businesses face, which gives me an opportunity to make helpful connections. Being a Chamber Ambassador places many resources at my fingertips.



David Purnell
DP Creative Audio &
Video

Convener Award Winner

I love the opportunity to meet so many incredible business and non-profit leaders from our vibrant community. I am always amazed at the entrepreneurial skills, the creativity, and the passion for positive change that these people have. It is inspiring, and in turn, encourages me to strive for excellence in my business and to generously give back to our community.



Linda Kaiser
Holland Tasting Tours
Champion Award Winner

I love being an Ambassador for the West Coast Chamber because it gives me an opportunity to celebrate the achievements and advancements of the wonderful businesses in our community. (Ribbon cuttings are a blast!) I'm honored to be part of the Ambassador Team and build relationships with the truly remarkable individuals on that team. It's a privilege to be an advocate for the vitality of our outstanding community!



WEST COAST CHAMBER
AMBASSADOR

Premier Partner Spotlight

Blue Cross Blue Shield of Michigan

For more than 80 years, Blue Cross Blue Shield of Michigan's commitment to our members, customers and communities as the state's largest health insurer has remained strong and steady. Throughout this time, we've continued to deliver a variety of affordable health care products to more than 4.7 million members residing in and outside of Michigan, as well as continuing to embrace innovation and collaboration, and seeking growth opportunities and partnerships to better serve our stakeholders — businesses, individuals and seniors.

Beyond health care coverage, Blue Cross is proud to support impactful community initiatives and provide leadership in improving health care. These efforts include a total contribution of \$710 million to the Michigan Health Endowment Fund over the last nine years to enable the Fund to invest in community-led programs to protect and serve vulnerable populations across the state. Through our Corporate Community Giving, Blue Cross made 360 corporate contributions totaling \$2.6 million and in-kind donations of more than \$240,000 throughout 2021 alone.



As in years past, we look forward to continued engagement within communities across Michigan to address social determinants of health, help remove barriers and inequities and increase access to services and care. For more information about Blue Cross Blue Shield of Michigan, visit bcbsm.com and MiBluesPerspectives.com.



Be Independent
BANK

BUSINESS BANKING

We're bringing the best business experience to the Lakeshore.

Contact us today to see how we can help grow your business.



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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

Above the Top Roofing
Acoustical Installations
Adams Outdoor Advertising - West Michigan
Advanced Sealing - **25***
Advanced Time
AG Collaborative
Ageless Autos
Alpine Events/The Rental Company
Appledorn Assisted Living Center
Astro Wood Stake Inc.
Benjamin's Hope
Bigby Coffee
Billco Products, LLC
Bowerman's on 8th
Bremer & Bouman Heating & Cooling, Inc.
Bunte's Pharmacy
ClearView Apartments - **25***
Craig's Cruisers Family Fun Center
Crittter Barn
Cusack Manufacturing
Custer Insurance Agency and Custer Financial Advisors

Drew's Country Camping - **30***
Dune Dogz
Edward Jones Reinhardt
Excell Construction Services
Extol, Inc.
Flex Fitness Center
Gary's Automotive Volkswagen
Goodwill Industries of West Michigan
Great Lakes Window Coverings & Design Studio
Intext Concepts, Inc.
jb and me
Johns Dozing Service Inc.
Key Personnel, Inc.
King's Cove Party Store
Lakeshore Custom Cabinets
Macatawa Bank - **25***
Magna Engineered Glass
mainstreet beanyery
Mannes Body Shop
Morrison Industrial Equipment
Motus Integrated Technologies
Muskegon Community College
NextHome Champions



Northwood Foot and Ankle Center P.C.
NuVescor - **10***
Pyramid Acoustics Inc. - **10***
R-Bo Company
Royal Technologies
Rutherford & Associates - **10***
Sebright Machining, Inc.
SIGNWORKS of Michigan Inc.
Site Work Solutions
Spectators Sports Bar & Grill
SpotOn
Staybridge Suites
Steven Walters Builders
Stokes Seed Company of Niagara Falls, Inc.
Supply Chain Solutions, Inc.
Sure-loc Aluminum Edging, Inc.

The Empire Company
Thompson M-TEC
Vander Lugt Capital Management - **5***
Ventura Manufacturing
Veterans of Foreign Wars Post 2144
Walmart, Inc.
Wellness Co.
West Ottawa Public Schools
Westside Service Center - Zealand
WGVU
Whiteford Wealth Management, Inc.
Workforce Employment Specialists
Zealand Lumber & Supply
ZenBusiness

New Members

Welcoming these new members who recently joined the West Coast Chamber

ClimateGuys.com
Gretchen Petroelje
(616) 796-8850
www.climateguys.com
gretchen@climateguys.com

Cornerstone Caregiving
Jonathan Book
(616) 344-9812
www.cornerstonecaregiving.com
jbook@cornerstonecaregiving.com

EarthSkin Natural Cosmetics
Leslye Perez Medina
(616) 312-7938
www.earthskin-cosmetics.myshopify.com
leslyeedina.99@hotmail.com

Elisabeth Marie Photography
Elisabeth Vanderwall
(616) 644-1022
www.elisabethmariephotography.com
elisabethmariephoto@gmail.com

Marie's Green Apothecary
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www.facebook.com/mariesgreenapothecary
Hello@mariesgreenapothecary.com

Preferred Employment and Living Supports
David Betlejewski
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daveb@preferredsupports.com

Seppo Chiropractic
Christian Koch
(616) 594-0214
www.seppochiropractic.com
info@seppochiropractic.com

She Plans Travel Co
Renee Cross
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Holland, MI 49423



CATALYST  **CONVENER**  **CHAMPION**