

A Vision for West
Michigan Leaders

Transforming
Resignation Into
Inclusion

Serving on a School
Board: Three Things
to Consider First

Gwen Auwerda
Executive Director,
Tulip Time Festival

Tiptoe Through Tulip Time

West Coast Chamber Premier Partners

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The Michigan West Coast Chamber of Commerce serves as a catalyst for business growth, a convener of leaders and influencers and a champion for our thriving community. The Chamber serves its 1,200 members by building businesses, advocating for issues that matter, developing leaders and supporting initiatives to build an inclusive community where all feel welcome.

The West Coast Chamber has been recognized with the U.S. Chamber's prestigious Five Star Accreditation. Less than 1% of Chambers in the country receive this distinction.

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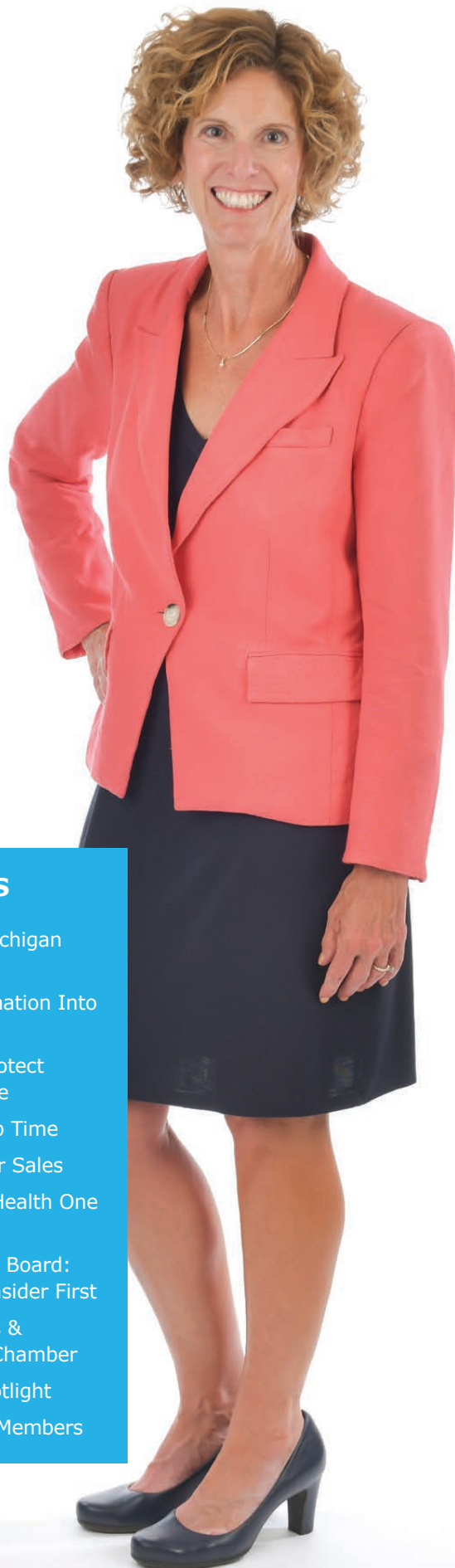
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The West Coast Way

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The need for community, connection, and belonging is more important than ever for us to regain our footing toward what was once normal on the West Coast. Our annual Tulip Time Festival is one of many ways our community comes together and cultivates a wonderful sense of community pride. The festival is part of what makes our West Coast a great place to live and brings a host of economic, cultural, and other benefits to our region.

In this issue of the West Coast Way, we take a deep dive into Tulip Time and meet its Executive Director, Gwen Auwerda.

The Tulip Time Festival attracts thousands of visitors — guests who pour money back into our community — that are boosting our local economy. In all, the festival brings \$48 million in new revenue to Holland every year. The festival also provides ongoing marketing and advertising for our local businesses and community as visitors talk about and share their experiences when they go back home. So much of that has to do with the welcoming citizens of Holland and the exceptionally dedicated volunteers and community partners that make the festival happen.

As spring blooms again this year, take time to volunteer, attend a show, visit a reimagined tulip garden, and enjoy this year's Tulip Time Festival!

Jane Clark

Jane Clark
President & CEO
Michigan West Coast
Chamber of Commerce

A Vision for West Michigan Leaders

By Rodger Price | Owner/Founder, Leading by DESIGN

Some of you have heard me refer to a belief that West Michigan should become the hotbed of the best leaders in the country.

I can imagine some of you saying, “Who is this guy to make such a bold statement?” Well, first you should know that my wife, Amanda, and I are not originally from this area. We came from Lansing which is only 90 miles away, but culturally, much further.

I am also a former engineer and we engineers tend to observe things closely, and ponder them a lot, before making bold statements. This belief about West Michigan only came to me ten years ago after living here twenty years.

And finally, I've been studying leadership for the past thirty years and know a lot about what the leadership experts describe as "great." When I speak of leadership, I'm referring to three key things that I believe make up the lion's share of what makes a leader great.

1) The first is to be a person worth following.

Many in our region are clear about their personal beliefs and values and they live pretty true to them. This includes things like integrity, knowing and being true to yourself, and caring more for others and your organization's mission than yourself.

We see this same kind of spirit reflected in our philanthropy, a close cousin to being a leader worth following. Our area consistently ranks among the top in the country for charitable giving. This speaks volumes about being people worth following.

2) The second is to build great teams.

We have done really well here, largely because we have such a high density of good and talented people who come in all shapes, sizes and colors. People want to work for worthy leaders which attracts great team members. It also helps that we live in such a beautiful area near Lake Michigan.

3) The third attribute is to create clarity about why an organization even exists (ie: purpose), where it's going (vision) and how to behave (values).

There are some good examples of clear vision with West Michigan organizations, however, in my estimation, it's

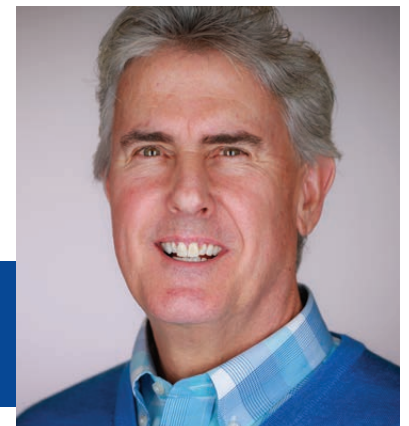
still too rare. Too many executives are feeling their way through the chaos rather than doing the really hard work to establish realistic but challenging vision. Without this clarity, it can feel like the team is playing a game of "you're getting warmer, you're getting colder" rather than feeling aligned and empowered.

One of the wonderful mysteries of having clear vision is that it creates pull on a team until it is finally achieved. A great example of this is Pike's Place Fish Market in Seattle. They were just a place that sold smelly fish when they decided to become world famous. Armed with that clarity, their team naturally started to make decisions and actions that led to what is now a "world famous" fish market. Maybe you've been there to see them throw huge fish over the counter.

If we in West Michigan commit to being people worth following, develop great teams, and create clear vision, the rest of the country will start to take notice. Because of this, more and more talented people will be attracted to our companies which will create a cyclone of momentum toward being the best leaders in the country.

We at Leading by *DESIGN* are committed to pursuing this vision and we have hundreds of our alumni that have joined us. And thanks to this opportunity in The West Coast Way, we believe hundreds more of you will join in too!

Rodger Price is the founder and managing partner of Leading by *DESIGN*, an executive development firm in West Michigan. Rodger considers himself one part engineer, one part businessman, and many parts coach and teacher. With a passion for design, science, learning and faith, Rodger brings a unique perspective and method for developing leaders.





Transforming Resignation Into Inclusion

By Ana L. Ramírez-Sáenz | Founder and CEO, La Fuente Consulting

What a difference two years can make! As we consider the enormous impact of the ongoing pandemic for the current business climate, the nature of where and how work gets done, and more importantly, employees' attitudes toward work and the workplace, new realities have set in and heightened the attention and **need for inclusive corporate cultures** across our economy.

Today's employees, especially the incoming millennial generation, expect flexible hours and locations (hybrid/remote), and for these workers, **diversity is a given**. They are looking for organizations that will value them as individuals, recognize their contributions, and provide work environments with diverse teams. It's no longer viable for companies to just have a DEI statement or "words on a website."

Given this backdrop, many leaders are seeking advice, guidance, and practical approaches to DEI as a strategy to address these new realities and to develop an **inclusive culture**.

So, What Does An "Inclusive Culture" Look Like?

Inclusive Cultures...

1. Live by their vision, purpose, and core values to create a unified sense of corporate identity and connection
2. Provide space for dialogue, connectivity, belonging and strengthening trust and relationships

3. Visibly acknowledge employees' different experiences and celebrate their contributions
4. Are collectively and intentionally created; leadership ensures that inclusion is everyone's responsibility and all voices are considered in the decision-making process
5. Create high performing teams

Let's look at a couple of strategies that companies, no matter where they are in their DEI journey, can consider leveraging to create an inclusive culture.

Clarity of Purpose

Impactful DEI efforts for any organization begin with clarity of purpose. They start at the beginning, do not rush the process, or take shortcuts, so they can genuinely create a culture where all have a sense of belonging.

As a leader, it's imperative to consider these questions before engaging in **any** DEI efforts:

1. Why am I doing this?
2. Am I being proactive or driven by internal/external forces that I no longer can ignore?
3. Will my leadership team be on-board with this? What about their managers, their direct reports, and so on?

Corporate Values

What are the "critical factors" for why people leave your company, recruitment efforts underperform, and turnover accelerates? It's important to ask the following:

1. Are we consistently communicating our vision and purpose?
2. Do our corporate values align with the vision and purpose?
3. How does leadership exemplify those values and are they visible throughout the organization?

Ana Ramírez Sáenz, Founder and CEO of La Fuente Consulting, is an award winning cultural and solutions driven strategist, author, motivational speaker and engaging facilitator who brings her personal Latinx cultural experiences to drive her MISSION: bridge cultures and simplify communication in the workplace, in community and personal spaces. She guides organizations through the cultural transformation process to develop inclusive, equitable and welcoming work environments. Ana believes that this can only be achieved through fostering an open, positive and respectful culture where all are accepted, valued and able to contribute to their full potential. Her mantra: *Te aprecio por quien eres*, I value you for who you are.

4. How have we communicated those values and set expectations for living up to them as an organization?
5. How are we engaging employees to embrace these values?

Valued Employees, Create Engagement

People are the lifeblood of any organization, so why wouldn't you put them first? When employees feel undervalued, the organization suffers, and success is continually jeopardized. These tactical strategies can help counteract the great resignation within your organization:

1. When asking for feedback, listen intently, be authentic and be thoughtful with your responses and solutions.
2. Evaluate your communication: is it consistent, transparent, and inclusive of all employees?
3. Be aware and see your employees for who they are. Leverage their talents and capabilities to drive innovation and business results.
4. Begin to allow your employees to engage in the decision-making process.
5. Create engagement opportunities for creating connections, building relationships, and promoting trust to foster employee engagement.

When current and prospective employees see they are valued, perceive equity and fairness of opportunity, and know that their leaders live out their corporate values, they will be retained. These employees will be the catalyst for transforming the great resignation into the "great attraction" and championing your **inclusive culture**.





Five Step Plan to Protect Against Ransomware

By David Steenwyk | *President, Macatawa Technologies*

“We’re not a target for hackers, we’re a small business, not a large company. Our data isn’t worth much to hackers. We’re not worth their time or effort to target us.”

It’s true your data by itself may not be worth that much to a cybercriminal, but they know it’s worth a lot to you, and that’s what matters. They have done an exceptional job exploiting and monetizing this knowledge.

Ransomware is software that encrypts a victim’s information to hold it for ransom. When ransomware attacks first began, they would encrypt local or network files and prompt for payment to provide a decryption key. Recent ransomware attacks have evolved and become more sophisticated, allowing the attackers to gain access

to the victim’s network so they can first steal the data by uploading it offsite, disabling or deleting backups, and then deploying encryption.

In the first half of 2021, the average ransom payment was \$570,000, up from \$312,000 in 2020. Because most ransomware attacks are difficult to trace and usually originate outside of the United States, prosecution and recovery of the money is rare. To make matters worse, an estimated 65% of victims pay the ransom, but never recover their data.

One way to prepare for and reduce the chances of a ransomware event is to follow and implement the 5 Functions of the NIST Cybersecurity Framework.

Identify

Begin by identifying the resources and stakeholders that support critical business functions. This includes hardware, software, and cloud systems. Take time to determine acceptable recovery time and point objectives. Organizations in regulated industries should identify governance programs, legal, and regulatory requirements.

- Employ services to continuously monitor logs (firewall, endpoints, network, etc.)
- Deploy threat hunting tools that look for persistent footholds and indicators of compromise
- Monitor the Dark Web for breaches and stolen credentials

Protect

The Protect function outlines ways to protect against and prevent cybersecurity attacks.

- Provide end-user security awareness training to reduce the chances of falling victim to phishing
- Replace basic or antiquated antivirus with modern, advanced endpoint protection
- Enable Firewalls for the network, servers, and computers
- Restrict user-access through policies
- Enforce strong and unique passwords, including a password manager to simplify passwords for end-users
- Restrict admin accounts and don't allow users to be local admins on their computer
- Enable and enforce multi-factor authentication wherever possible
- Keep software and computers patched and updated
- Purchase and maintain adequate cyber liability insurance policies



Respond

What do you do when you've detected a cyber incident? Work with the key stakeholders to develop, test, and refine a plan to respond. Be sure to test and refine your plan regularly, including your business continuity systems such as backups or cloud-failover.

Recover

Now that you have a plan to respond, you need to recover the capabilities or services that were impaired due to a cybersecurity incident. The Recover Function supports timely recovery to normal operations to reduce the impact from a cybersecurity incident.

As data and information continue to become more valuable, ransomware attacks will continue to evolve. By following and implementing the NIST Cybersecurity Framework, you'll be well on your way to reducing the chances of a successful cybersecurity attack, and if one does occur, you'll be prepared to respond and recover.

Detect

Protecting your system is not enough. Even the best security systems have vulnerabilities, so you also need to detect when a security incident has occurred.

David Steenwyk is the President of Macatawa Technologies, a Holland, MI based IT managed services provider. When he was a freshman studying engineering at Michigan State University he was hacked by a friend. Not wanting to be hacked again, the incident set him on a course of learning and discovery, igniting his passion for IT and cybersecurity.





Photo credit: @IGPMR (Imagineering Horticulture)

Tiptoe Through Tulip Time

By **Gwen Auwerda** | Executive Director, Tulip Time Festival

Every year, Tulip Time welcomes about a half a million visitors from other towns, states, and countries! Holland grows to over 16 times its normal size for the week of the festival and allows us to exercise our core value of welcoming the world to the tulip festival.

This is so vital to our community. It not only helps us welcome spring but puts Holland on the world stage with a measurable monetary impact. The festival brings \$48 million in new revenue to Holland every year. And each

year we build on this success to ensure Tulip Time can positively impact the community through the coming years, no matter what comes our way.

To continue this sustainability, we're supporting and strengthening the timeless classic attractions of Tulip Time like parades, Dutch Dance, historic walking tours, and the Artisan Market. And we're bringing in new and interesting attractions and exhibits, like this year's *Zeeland Girl* photographic journey and the Tulip

Immersion Garden, both of which have never been in the U.S. before. We will keep visitors coming to Holland, sharing it with their children and grandchildren and supporting local businesses year after year.

Tulip Time is a flower festival. It's easy to see that when you walk the tulip lanes, visit Window on the Waterfront, or take in any of the community's other tulip gardens. It's another reason we've brought in the new Immersion Garden, displaying tens of thousands of tulips in a unique immersive experience. And while we celebrate our Dutch heritage, we also continue to build our programming to celebrate Holland's population today and all the different people and cultures that make this town great. That's why *Zeeland Girl* is an important exhibit in 2022.

Immersion Garden: Journey of the Tulip

The Tulip Immersion Garden has never been done in the U.S. before. Through this three-part exhibit, horticulturist Ibo Gülsen tells the story of how the Dutch discovered the tulip in Turkey, brought it to the Netherlands and cultivated it, and finally how the tulip came to be the mark of pride for a small town on the coast of Lake Michigan. This exhibit will display 50,000 blooming flowers to help tell the story.

www.tuliptime.com/garden

Zeeland Girl: Beyond Tradition

Photographer Rem van den Bosch brings his photographic series to Tulip Time to make its U.S. debut. The exhibit fits Tulip Time so well because it combines the history of the Netherlands with its modern counterpart, celebrating both the people of the Zeeland province and the history and culture of the seaside province.

www.tuliptime.com/rem

Over two-thirds of the people that come to visit Tulip Time come in small groups, having heard of us through word-of-mouth. That tells us that Tulip Time is really something special. So much of that has to do with the welcoming citizens of Holland and the exceptionally dedicated volunteers and community partners that support the festival. The City of Holland plants hundreds of thousands of tulips that people come to see, and our sponsors allow us to host free attractions like parades, Dutch Dance, and fireworks, always in the top 5 events people come to see.

Zeeland Girl Exhibit
Photo credit: Rem van den Bosch

Get to Know Gwen Auwerda Executive Director, Tulip Time Festival

Q: What is your earliest memory of Tulip Time?

I've lived in Michigan my entire life, attending the festival when I was 6 years old from Grand Rapids. I don't remember the visit but the picture of my brother and me in front of the fountain in Centennial Park was during a visit to Tulip Time. When I returned to Holland to attend Hope College and stayed one summer, I was awakened by bands warming up outside my apartment. I had no idea it was Tulip Time or what that entailed, but I spent much of that week downtown taking in all the events and parades.



Q: What is your favorite Tulip Time tradition?

I love it all and it's hard to pick just one or even a few favorite traditions. Being a flute player and marching in bands/parades in high school put our parades at the top of my list. Other favorites are meeting visitors from across the globe, the special entertainers and guests that visit, and sharing our beautiful town with everyone.

Q: How did your career lead you to, and prepare you to lead an internationally known festival?

I started my career at Prince Corporation/Johnson Controls in Human Resources. I learned a lot about servant leadership, community volunteering, leading a team of Human Resource professionals and collaboration. During this time, I attended Leadership Holland, today called West Coast Leadership. Through this program I gained a desire to work in the community and one day lead a non-profit organization. Little did I know that I'd end up as the Executive Director of Tulip Time. The journey took many years of personal reflection, volunteering and investigating opportunities. Today, after 11 years, I am as excited as I was on Day One to lead this community organization. It's the best job ever!

Q: What will Tulip Time look like in 10 years?

Our long-term goal is to continue to be a world class organization that creates and delivers relevant programming involving tulips, with at least one international exhibit.



Gwen and her brother at Tulip Time in 1964



Photo credit: @IGPMR (Imagineering Horticulture)

“The festival brings \$48 million in new revenue to Holland every year, and each year we build on this success to ensure Tulip Time can positively impact the community through the coming years, no matter what comes in our way.”



World renowned Dutch horticulturist, Ibo Gülsen, creates a week-long immersion experience at Tulip Time Festival in Holland

Turbo-Charging Your Sales With Print Catalogs And Data-Driven Marketing

Harvard Business Review recently ran a scientific experiment with a retailer to compare the impact of email marketing only vs. email and print catalogs over six months. It tracked response rates, sales orders, order size and ROI.

The results were compelling. Compared to a control group of prior customers to whom nothing was sent:

- The email-only approach resulted in a **77% increase in inquiries** and a **28% increase in sales**.
- The email plus print catalog approach did even better, with a **125% increase in inquiries** and a **49% increase in sales**.
- Adding a print catalog resulted in a **600% marginal ROI**.

Impressive? Sure is. Even more impressive? We can help you achieve significantly better results with an interdisciplinary approach. Here's how.

The study in question targeted repeat business from a luxury retailer's list of 28,000 customers. Mailing to existing customers is a good place to start. Even better, mail to an optimized prospect list to target and acquire new customers.

With Holland Litho, not only can we print and mail to your existing customer list, we use cutting-edge technologies to build an additional, optimized list of qualified targets for new customer acquisition. How? By relying on the arcane world of multivariate statistical analysis.

Depending upon the industry and positioning, we might recommend using the existing list of 28,000 past customers to create an optimized profile. Large data companies such as credit bureaus store thousands of transactions on every single consumer in the United States, including these 28,000 contacts. When taken together, an individual's transaction data paints a picture of who they are. Where do you live? What categories and brands of items have you purchased? What style of auto do you prefer? How big is your family? What are your hobbies? Do you travel? The portrait is both broad brush and incredibly granular.

With multivariate statistics, we evaluate your existing customers: What do they have in common? What traits do they share? Which are the most likely predictors? High



speed computer platforms evaluate all existing customers against thousands of data points, to see which traits in combination with others, predict the highest likelihood of purchase, the highest rate of return. This becomes the profile.

Next, we rank every single U.S. consumer, scoring each against your profile. Want to mail an additional 10,000? We choose the 10,000 consumers who score the highest, who most resemble your existing customers.

This is a concrete example of data mining: start with a multivariate statistical analysis to reveal the hidden traits common among existing customers. Then apply ranked scoring to identify a targeted list of your best prospects.

A great many marketers today are using keyword-driven online Google ads combined with email marketing to reach existing customers. The HBR study provides compelling evidence that a print catalog can improve your results. Add to that the power of profiling, and you've got a formula for revenue growth from both existing customers and a statistically-optimized pool of new ones.

I can provide you with the links to this study and other articles I researched to write this piece. Just email me at craigp@hollandlitho.com or call me at 616-405-6204. Finally, don't worry if this all seems complicated: we will hold your hand every step of the way!

Addressing Mental Health One Member At A Time

By Dr. Kristyn Gregory | Medical Director, Blue Cross Blue Shield Blue Care Network of Michigan

The Covid-19 pandemic has taken a toll on individuals and families in more ways than one, but mental health concerns have spiked significantly during this time for men, women and children alike. From anxiety and depression to loneliness and fear, the pandemic sparked health care needs far beyond just medical. In fact, nearly eight out of 10 Americans reported that Covid has caused them stress, according to the American Psychological Association (APA). This added stress has resulted in increased alcohol and drug use, as well as a decline in overall health.

Blue Cross Blue Shield of Michigan recognizes the importance of whole-person health and offers a variety of resources and support for members and communities across the state. In celebration of Mental Health Awareness Month, Blue Cross hopes to bring awareness to these programs for those in need.

In-Person Support

- Primary Care Physician: A family doctor or primary care physician is a great place to start for mental health resources and can provide referrals to therapists or psychiatrists and recommendations for a healthy lifestyle.
- Specialist Match: Blue Cross members can call for help to be matched with a behavioral health specialist based on years of experience, location, preferred language, credentials and designations.

Phone and Online Support

- Telehealth: Virtual behavioral health appointments allow members to see a therapist or board-certified

psychiatrist from anywhere with the use of a smartphone, tablet or computer. Members are able to look through profiles, credentials and patient reviews to find the best doctor for their needs.

- Substance Use Help: Assistance is available by phone or online for those looking for a substance use specialist. An experienced Blue Cross representative can help members find a qualified specialist or treatment center, depending on the need.

Self-Guided Care

Dealing with daily stressors and lifestyle changes can feel overwhelming, but Blue Cross has no-cost tips, activities and programs to help including:

- Helpful articles related to a variety of mental health conditions and tips to prevent, manage and overcome triggers on www.mibluesperspectives.com and www.ahealthiermichigan.org
- Blue Cross Health and Well-Being, a digital hub of online resources, powered by WebMD®
- myStrength by Livongo, an online experience tailored to each individual member's needs
- Blue Cross Virtual Well-Being, inspirational weekly webinars on meditation, mindfulness, resiliency and more

Community Programs

- Strengthening the Safety Net Grants: Since 2005, the Strengthening the Safety Net grant program has awarded more than \$17 million to clinics throughout Michigan to continue providing free or low-cost medical, dental and behavioral health services to uninsured or vulnerable Michigan residents.
- Suicide Prevention Programs: Last year, Blue Cross partnered with the Michigan Elementary & Middle School Principals Association (MEMSPA) and Michigan Virtual to address the alarming rates of adolescent suicide and provide guidance, resources and supports that can be quickly deployed to schools and communities.

For more information on what Blue Cross is doing to help members and the community address mental health conditions, visit bcbsm.com/mentalhealth.



Serving on a School Board: Three Things to Consider First

By Rick Dernberger | Realtor, Coldwell Banker Woodland Schmidt



School Boards have undergone increased scrutiny in the last couple of years due to the COVID-19 pandemic. This new awareness has motivated many to consider running for a school board. As a member of two local school boards, I can attest that the work has been both rewarding and challenging. However, the role is often different than what many envision. If you are wondering if school board membership is for you, here are three things to consider.

1) Start With Your Why

Simon Sinek in his book "Start with Why" encourages leaders to first think about WHY they are doing something before considering HOW. My "why" was quite simple. We were having a great experience with the district, and I wanted to be a part of making sure it continued to be top-notch. That was it. My simple and possibly naïve agenda has worked out well over the years. If you yourself come with an overall desire to support the district, you will probably be fine. If you instead come with an agenda of change, read on.

2) Big Changes do not occur Easily or Quickly

If you are running to make some very specific changes to your district, be aware that "the system" will not make this easy. You are only one person on a board of seven. To implement new policies, you will need at least three other

board members to agree with you. School districts also have state and federal regulations to adhere to. Finally, many district policies are codified in the current teacher education association (union) contract. These contracts are up for renewal every 3-5 years. Many changes must wait until the next opportunity to collaborate with the teachers' group.

3) School Boards (as well as Most Boards) Deal with the Big Picture

Many new board members are surprised to learn how very little involvement or control they have over the day-to-day running of the district. The primary mission of the board is twofold: 1) to supervise their one employee, (the superintendent) and 2) to set and monitor broad policies for the district. It is often said, "the board sets the vision of where the district should go. The superintendent and staff oversee how to get there."

As I look back on my school board tenure, I realize that my biggest contributions have always occurred when I have found ways to support and collaborate with fellow board members and the superintendent. If this sounds like your way of getting things done, a successful school board tenure might be in your future!



Rick Dernberger is a Realtor at Coldwell Banker Woodland Schmidt in Holland. He lives in Zeeland Township. He has served on the Zeeland Public Schools Board of Education for 15 years, and the Ottawa Area Intermediate School District Board of Education for three years. Rick is also President of the Ottawa Area School Board Association, an organization that helps local school boards with education and collaboration opportunities. Rick is married to Becca and has four adult daughters who have all gone through the Zeeland Public School District.

Upcoming Programs

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

May 10, 2022

Leadership Live

11:00 AM – 12:00 PM

Engedi Church

Get ready to be inspired! Leadership Live 2022 welcomes Kevin Brown, Creator and Best-Selling Author of The Hero Effect®, who will share fresh ideas, strategies, and principles to inspire and equip you to show up every day and make a positive difference. Your team will be motivated to reach beyond what is required and do something remarkable!

Program Sponsored by **Fifth Third Bank**

May 11, 2022

Community Impact Day & Celebration

1:00 – 4:00 PM – Volunteer Blitz in Community

4:30 – 6:00 PM – After Party Celebration Back at the Chamber

You won't want to miss the 2nd Annual Community Impact Day! Join us for this special day where Chamber members and West Coast Leadership alumni members go out into our community to local nonprofits and donate their time and effort. After volunteering, join us back at the Chamber to celebrate the impact made in our community!

May 16, 2022

Advocacy in Action

8:00 – 9:00 AM

Boatwerks Waterfront Restaurant

This Advocacy in Action program is your opportunity to hear from Congressman Fred Upton and other updates from Washington D.C., ask questions, and participate in discussions about issues that affect you and your business.

May 18, 2022

Zeeland Affinity Group Meeting

9:00 – 10:30 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 May 18 as we convene the group at City on a Hill in Zeeland.



Michigan
**West Coast
Chamber
of Commerce**

HAPPENINGS



Chamber Ambassadors caffeinating and welcoming March Wake Up West Coast Guests.



Ribbon Cutting at Hulst Jepsen, celebrating the grand opening of their new location in Zeeland.



Chamber Members enjoying pre-program networking and coffee at March Advocacy in Action.



Chamber Members making new connections at Community Connections hosted at Compassionate Heart Ministries.



Chamber Members are "Out-Of-Office" attending Happy Hour at Brew Merchant.



March Wake Up West Coast Speaker, Ana Ramirez-Saenz, enjoyed connecting with Chamber Members after her DEI Talk - Keep the People, Drop the Labels.



West Coast Leadership Education Day provided class members a behind-the-scenes look at our local education system as they met with our local Superintendents and visited Careerline Tech Center and GRCC Lakeshore Campus.

Premier Partner Spotlight

Holland Board of Public Works

LOCAL. RELIABLE. EFFICIENT. ESSENTIAL.

Electricity, water, wastewater and broadband — Holland BPW takes care of the essentials, so our community's businesses and residents can flourish. As Holland's community-owned utility since 1893, our top priorities are right here. We find meaning in our work serving neighbors, colleagues, family, and friends that drives our standards of excellence. Holland BPW's affordable and reliable essential services help Holland attract and retain businesses that allow our local economy to thrive. Customer-owned utility infrastructure empowers our community for advancement and self-determination.

Holland BPW is proud to be a Diamond level Reliable Public Power Provider (RP3)[®] for the fifth consecutive time! We received the highest level of RP3 from the American Public



Power Association for providing reliable and safe electric service. The RP3 designation, which lasts for three years, recognizes public power utilities that demonstrate proficiency in four key disciplines: reliability, safety, workforce development, and system improvement.

www.hollandbpw.com



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Renewing Members

It's All About YOU

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

We appreciate our members who recently renewed their memberships:

* Indicates years of membership

Action Supply, Safety & Workwear Store	Gezelligheid Venue
American House of Holland	GHP Systems, Inc.
Aukema & Company, P.C.	GMB Architecture + Engineering
B2B CFO Partners	Hampton Inn of Holland – 25*
Beene Garter, A Doeren Mayhew Firm	Harmesen Construction – 25*
Big Brothers Big Sisters of the Lakeshore	Higher Health Chiropractic of Holland – 5*
Blue Star Rv	Hog Wild BBQ
Captain Sundae Inc.	Holland Community Chorale
Castle Park Association	Holland Eats
Chips Groundcover, LLC	Holland Litho Printing Services
City on a Hill	Holland Ready Roofing Company
Clarios	Huisman Family Dentistry – 10*
Conpoto	Jamesway Tool & Die – 10*
Consumers Credit Union	Jordan Financial & Associates
Crown Motors	Koop & Burr Insurance Agency, Inc.
DB Marketing	La michoacana ice cream & munchiez
DP Creative Audio & Video	Langeland-Sterenbergh & Yntema Funeral Homes
Driesenga & Associates, Inc.	Liberty Plastics, Inc. – 20*
Dutch-Touch Window Cleaning	Lighthouse, An Alera Group Company
Dykstra Funeral Home, Inc.	Lincolnshire Party Store
Edmar Manufacturing, Inc.	Macatawa Area Express Transportation Authority (MAX)
Eighth Street Partners LLC – 5*	Macatawa Resource Center
Elite Dental – 25*	Miller Johnson, Attorneys and Counselors – 30*
Enviro-Clean Services, Inc.	OMT Veyhl
Evoqua Water Technologies LLC	On The Border
FreedomDev	Ottawa County Fair Association
Gazelle Sports	



Out On The Lakeshore	Senior Helpers of Southwest Michigan
Owen Ames Kimball Company	Smith Gas Liquids Company
Parkway Electric & Communications LLC – 25*	State Farm Insurance - Hammond – 25*
Paul's Pharmacy, Inc.	Subassembly Plus Inc.
Pemlepton HR Consulting	TALENT 2025 – 10*
Perrigo Company	Thai Avenue – 5*
Plastic Surgery Arts of West Michigan	The Employers' Association
Port 393	The Good Earth
Positive Options Lakeshore Pregnancy Center – 10*	The Mall of Crown Motors
PROTEMP – 5*	The Window Center
Provisio Retirement Partners	Troxel Custom Homes – 25*
RE/MAX Lakeshore	Twistthink, LLC
Reach for Recovery	Tyson Foods
Resilience: Advocates for Ending Violence	Urban Air of Holland
Riley's Grove Assisted Living and Memory Care	Van Der Meulen's Fine Finishers Inc.
Rohde Construction	Versiti Blood Center of Michigan
Scott Aerator Co., LLC – 10*	West MI Plumbers, Fitters & Service Trades Local
	West Michigan Community Bank
	Ziebart of Holland

New Members

Welcoming these new members who recently joined the West Coast Chamber

Autokiniton
Julie Scholma
 (616) 394-9665
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 jscholma@autokiniton.com

Chick-fil-A
Shaun Page
 (517) 262-9444
 shaun.page@cfafranchisee.com

Committee to Elect Larry Jackson
Larry Jackson
 (312) 363-8602
 www.larryjacksonforstaterep.com
 larry@larryjackson4staterep.com

Great Lakes Clothing Care
Tami Parks
 (616) 399-2793
 www.greatlakesclothingcare.com
 info@greatlakesclothingcare.com

Onalee's
Alisha Guy
 (616) 209-7927
 www.shoponalees.com
 alisha@shoponalees.com

Springhill Suites Holland
Tracy Ponstein
 (616) 399-2500
 www.marriott.com/grrsl
 tracy.ponstein@marriott.com

UBeHome Real Estate
Ernesto Lopez
 (616) 502-9355
 www.ubehome.com
 ubehometeam@gmail.com



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Holland, MI 49423



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