

Brian Pageau
President
Foresight Management

Pioneering Progress: A
Look at Housing Solutions
in West Michigan

Three Keys to Leader
Confidence

Up Leaf Café: An Inside
Look at Holland's Newest
Fusion Restaurant

Sustainability: Obligation Versus Opportunity

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

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

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The West Coast Way

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As the chill of winter begins to fade and the promise of Spring emerges, we eagerly anticipate the wide range of opportunities this season brings. With longer days and warmer weather, there's a renewed sense of energy and optimism in the air.

Spring offers each of us a chance to refresh our strategies, launch new ideas, and engage with each other in new and innovative ways. Here in West Michigan, Spring traditionally marks the start of the busy season for many of our local industries, spanning from tourism and hospitality to our downtown merchants, agriculture, and construction professionals.

As we look ahead to Spring, let's embrace the spirit of renewal and growth, and seize the opportunities that this season has to offer for our organizations and the community.

Here's to a wonderful Spring season ahead!

Jodi Owczarski

President & CEO
Michigan West Coast Chamber
of Commerce

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Up Leaf Café: An Inside Look at Holland's Newest Fusion Restaurant

By Sonny and Marylou Lam | Owners, Up Leaf Café



Tell us about Up Leaf Café and its beginnings.

Our quick-service Asian fusion eatery, born during the COVID lockdown, started as an online cafe. We got the idea when we found ourselves without work, and also longing for human connection. Our concept quickly gained traction, prompting us to transition into a physical cafe. It's been a whirlwind journey, and we're grateful for the love from our community. Opening the cafe has been a dream come true, allowing us to share our passion for food and connection with others.

What inspired you to create Up Leaf Café?

The inspiration behind Up Leaf Café stemmed from our desire to foster connections within the Holland community. Having lived here for over 30 years,

Marylou's deep-rooted pride in her Michigan upbringing and heritage, as well as her close ties with the community, fueled our vision. Witnessing a lack of Hollander-owned shops amidst a sea of franchises, we felt compelled to fill this gap. Therefore, driven by Marylou's profound love for the city and her desire to give back to the community that shaped her, Up Leaf Café is our way of contributing to the vibrancy and uniqueness of Holland.

How have you incorporated your culture and background into Up Leaf Café?

Our cultural backgrounds profoundly influence every aspect of our establishment. Due to his previous work in the Import-Export industry, Sonny's extensive travels in Asia, particularly Vietnam (his home country), Japan, China, and Korea, instilled in him a deep appreciation for the diverse cuisines of the region. This inspired the creation of our Asian fusion concept, where we blend the



flavors to create unique and innovative dishes. For example, our menu features items like rice wrapper rolls and Korean bulgogi bowl. Furthermore, our design elements, such as the shelves adorned with traditional Vietnamese conical hats painted with the Michigan windmills, seamlessly integrate our cultural heritage into the ambiance of Up Leaf Café.

What are the top three skills needed to be a successful entrepreneur?

Communication, flexibility, and an open mind and heart all are key attributes needed to be successful. For us, opening Up Leaf Café was all about connecting with our guests over great food. Each day we are open, we continue to learn more about our customers' needs and wants which is where that flexibility and communication comes in. When we first opened, we never thought of providing a combo meal; however, now after listening and learning from our guests, we have added one to our menu. Understanding our customers' needs — that's what drives us!

What do you enjoy most about entrepreneurship? What do you find the most difficult?

What we find most enjoyable about entrepreneurship is the opportunity to constantly meet new people and broaden our network. It is incredibly rewarding to connect with individuals from diverse backgrounds and share our

experiences as there is so much we can learn and create together. Every interaction brings fresh perspectives and potential collaborations, enriching both our personal and professional lives. However, the most challenging aspect is striking the right balance between providing the best to our customers while managing costs. In today's business environment, it is a constant juggle to maintain a viable business model without compromising quality for our guests.

What advice would you give to others who are looking to start their own business?

In this day and age where AI is all the rage, don't forget the power of human connection — it's the heart and soul of success. At Up Leaf Café, we've learned that adding our personal touch sets us apart in this automated world.

Take part in your industry gathering or events. Opportunity will appear as long as you keep your mind open and help will come as long as your heart is open as well.

Trust your instincts, embrace the journey with all its ups and downs, and don't be afraid to take that leap of faith. Starting something new may be daunting, but the rewards of pursuing your passion are definitely worth it!



Sonny and Marylou Lam are the Owners of Up Leaf Café – a new Asian fusion eatery located in The Shops at Westshore. Sonny moved to the United States as a teenager while Marylou was born and raised here in Holland, Michigan. The pair celebrate a blend of both cultures in their home and embrace fusion not only in every meal, but in their lifestyle. As partners in life and business, Sonny and Marylou hope to share their values of family, community, and culinary experience through Up Leaf Café.



Pioneering Progress: A Look at Housing Solutions in West Michigan

By Brooke Oosterman | Executive Director, Housing Next

In the heart of West Michigan lies Ottawa County, a region bustling with economic growth. However, amidst the prosperity, the state of housing has emerged as a critical concern. With a growing population and increasing demand for housing, Ottawa County faces the challenge of ensuring affordable homes for its residents. Yet, amidst these challenges, innovative initiatives and collaborative efforts are reshaping the housing landscape, paving the way for a brighter future.

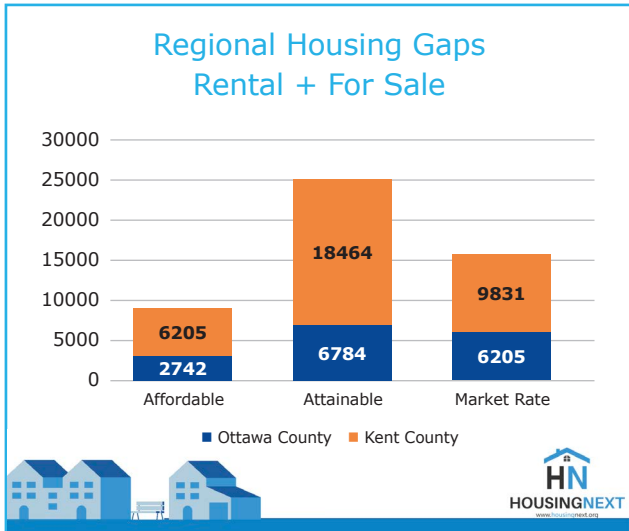
At the forefront of this transformation was the foresight of stakeholders in the community to access housing needs and form a partnership focused on solutions. Since its inception, Housing Next has aided communities in their understanding of the challenges and supported them in navigating solutions.

The creation of the Ottawa County revolving loan fund was built on this foundation and now serves as a beacon of hope in the ever changing and increasingly expensive

landscape for both residential development and preservation. This fund provides low-cost, local capital, empowering developers to invest in housing projects that meet the diverse needs of the community.

Local zoning reforms have also paved the way for new development and now serve as a best practice for the region and the state. Critical conversations around allowing a wider range of housing types and lots in every neighborhood have led to more development, but there is still much more to be done.

Despite these strides, the need for housing remains urgent. Ottawa County alone requires an additional 15,000 units by 2027, with the region facing a demand exceeding 50,000 units. Yet, amidst this daunting challenge lies an opportunity for transformation. Communities that view the housing shortage as an opportunity to innovate and create thriving neighborhoods will emerge stronger and more resilient.



The state has recently invested in zoning reform through the Housing Readiness Grant Program and these reforms will be instrumental in driving progress. By incentivizing communities to update their zoning regulations to accommodate diverse housing types, the program fosters inclusivity and promotes equitable access to housing. In addition, through the work of the Regional Housing Partnership, the Michigan State Housing Development Authority (MSHDA) will be rolling out grant resources for small scale development this spring in an effort to support emerging developers.



Brooke Oosterman joined Housing Next as Director of Policy and Communications to support the expansion into Kent County and now serves as the organization’s Executive Director. Brooke’s extensive experience in economic development, policy advocacy, and business support has centered around community development. Since joining the organization, she has led cross-sector partnerships to move housing supply solutions forward. This work has included policy advocacy, community will building, new tool creation, and communications strategy. Brooke received her degree from Michigan State University with a B.A. in Public Policy.



The longer-term strategy is utilizing new tools and building on the momentum created by the investment of the community in this work. A focus of Housing Next in 2024 is to layer these tools and help communities set a strategy for scalable solutions to the housing shortage. This includes identifying vacant and underutilized property with access to transit and where infrastructure already exists to create walkable amenity rich neighborhoods that are affordable and accessible to all.

By embracing innovation, fostering collaboration, and prioritizing equity, communities are paving the way for a brighter future. From the Ottawa County revolving loan fund to the Housing Readiness Grant Program and the transformative work of Housing Next, West Michigan is poised to lead the way in reimagining housing for the future. By seizing the opportunity to address the housing challenge head-on, we can create communities that are inclusive, vibrant, and sustainable. Together, we can build a future where every resident has access to safe, affordable housing, and where our neighborhoods thrive for generations to come.



Three Keys to Leader Confidence

By Andrew Gorter | *Leader & Leadership Team Coach, Plus One Coaching*

Do you want more confidence? Who doesn't! One of the casualties of the COVID pandemic was the drop in leadership confidence in the two years between 2020 and 2022. The recent DDI Global Leadership Forecast, a survey of 14,000 global leaders, shows that people's confidence in the quality of their leaders has gone down by 17% over those years. It also shows that signs of leadership burnout have gone up by 60% since 2020.

Let's bring this closer to home. If the global norm is a growing lack of trust in leadership and a progressive incidence of leader burnout, what can we do as leaders to maintain both our own confidence as well as support the trust and confidence others have in us?

Here are 3 keys to developing confidence. They are based on the API model developed by Peter Hawkins, that I use with my clients.

First, be mindful of your **Authority**. This is not "authority" in the sense of your ability to command and control. That outdated model is a sure-fire way to erode confidence. Rather, it's about your competence and charisma. Remember your experience and what you've learned that has enabled you to serve in your role. Be open about your values and your purpose. These are your north star and help to keep you focused and grounded. Finally, let those you lead know how you are continuing to invest in yourself both in your skills and in



clarifying your purpose. You don't have anything to prove. Instead, by accepting yourself and being mindful of your authority in your role you have the capacity to be a calm presence when others around you may be anxious.

Secondly, be fully **Present**. My daughter worked for a local restaurateur as a server while she was in high school. The owner of the restaurant drilled into his servers the mantra, "when you're at the table, be at the table." Sounds simple enough, but don't miss the profound wisdom in that expectation. Every server, like every leader, has multiple demands placed on them every moment of the day. A key to confidence, both in yourself and in those you lead, is that ability to focus and be present. Our listening improves and our ability to think and process grows exponentially. Quite simply, we do better work and get better results when we commit to being fully present.

Third, be intentional about your **Impact**. The key to confidence here is intentionality. You will have an impact one way or the other, but whether you are intentional is the question. A leader with growing confidence is intentional about what he or she wants for themselves,

for others, and for their organization. A simple step here is to give yourself a few moments before every meeting to consider what you want to see happen. What's important? What's the vision you have? How will you communicate in a way that draws others to join you? Unfortunately, many leaders take very little time to consider the impact they want, and I wonder if that isn't a contributing factor toward not being satisfied or confident in their role.

These three keys, authority, presence, and impact, build confidence. Each one on their own has value, but the three together have power. Authority focuses on where you've been (past). Presence helps you focus where you are now (present). Impact challenges you to think about where you're going (future). All three are important and together help you show up with greater confidence as a leader.

Dr. Andrew Gorter, MCC, is a leader and leadership team coach with a passion to see leaders eliminate chaos and achieve more than they ever thought possible in their business. He holds a doctorate in Marriage and Family Therapy and is credentialed as a Master Certified Coach with the International Coaching Federation. Through his business, Plus One Coaching, he brings together his expertise in effective coaching and his tools as a Pinnacle Business Guide to help leadership teams create a personalized operating system and a strategy and execution plan to reach their summit.



Sustainability: Obligation Versus Opportunity

By Brian Pageau | President, Foresight Management



Over the past few years, you likely have increasingly read about or heard discussed terms like Sustainability, Environmental Stewardship, Net-Zero, Corporate Responsibility, ESG, Carbon Footprint, Energy Independence, Climate Change, Eco-Friendly, Green Energy, Decarbonization, etc.

These terms permeate a variety of mediums and media: a label on a product you buy, an article in the Harvard Business Review, a speech from a politician, a regulation from a governing body, a standard or certificate from an industry association, a request from one of your customers, a blip or a quip from the social media platform of your choosing, a conversation with a co-worker or a family member, and the list goes on and on.

What's going on here?

While it can be confusing and overwhelming to navigate, the essence of sustainability aligns with the fundamentals of business: value creation.

If humans don't find a business's product or service aligned with their values, they likely won't purchase it. While exceptions may arise, we (consumers) typically invest in goods and services that align with our values; we deem them *valuable*.

Our desire and ability to know details about the products, services, and companies we patronize have grown steadily since the dawn of commerce. And, since the dawn of the internet, our ability to know intimate details about the products we buy and the companies behind those products has increased exponentially.

As the saying goes, "knowledge is power." So, what are consumers doing with this power now that we have all this knowledge right at our fingertips? We are doing what we've always done: we buy things we find valuable from companies we believe align with our values.

Clean air, clean water, healthy land, and confidence you are (at least) not hurting other humans on the other side

of the world (or down the street) are things nearly every human aligns with and finds value in. We know this intimately in West Michigan with our wonderful lakes and natural resources.

Right now, in early 2024, businesses all around the globe, small and large, public and private, have a choice regarding environmental sustainability.

One option is to treat these topics as an **obligation**: to drag your proverbial feet, do the bare minimum, stay in a reactive posture, and hope this topic will go away. In essence, the choice is to comply only when obligated to do so.

Don't be fooled, though: the "obligation" option is not a passive "do nothing" option. Market and regulatory pressures are mounting, and the definition of what it means to be "compliant" is rising. Nearly every consumer-facing brand in the world has adopted aggressive environmental goals, and nearly all those goals are inclusive of the suppliers that support those consumer brands. If your company is in the supply chain or sells products to major brands, you will be required to adopt similar goals if you want to remain in good standing with your customers. Additionally, in the last 12 months, the European Union and California have passed legislation requiring companies to disclose environmental impacts in the form of carbon (GHG) emissions. In the coming years, governing bodies worldwide will adopt a host of other regulations and requirements.



A second option is to treat these topics as an **opportunity**: to take a proactive posture, build a strategic plan, and become a leader.

Despite the ever-increasing pressures, we are still in the early stages of this journey, and there is still time to differentiate your company and take advantage of this tremendous opportunity. As a fundamentally consumer-driven phenomenon, your customers want to buy products and services that are good for the environment from companies who treat their employees and the Earth ethically.





Taking a proactive, strategic, and holistic approach to sustainability will open new markets, create sales opportunities, improve your ability to attract and retain talent, differentiate your brand in the marketplace, increase innovation inside your organization, mitigate regulatory risk, and improve your financial bottom line.

The benefits of approaching sustainability as an opportunity are vast and meaningful. You and your company are not too late to lead!

About Foresight Management

Headquartered in West Michigan, with a national clientele, Foresight exists to champion energy management, accelerate sustainability, and increase profitability for our clients.

Our software products and advisory services are all designed for and dedicated to serving commercial and

industrial clients in North America. In dozens of industries, we partner with global brands and companies in the supply chain across a breadth of sustainability, energy, carbon, environmental, health, and safety disciplines. With multiple disciplines all in one place, we function as outsourced energy and sustainability managers helping companies wherever they're at in their journey. Learn more at www.fsmgmt.co

Brian Pageau graduated from Hope College in 2003 with a degree in History and Secondary Education. After teaching for a few years, he helped start an environmentally friendly office supply company. In 2010, Brian joined Foresight Management in a sales and marketing role. Brian was promoted to General Manager in 2013 and became President in 2015. As President, Brian has led Foresight from a five employee Michigan-based energy retrofit contractor to a 45 employee full-service energy and sustainability consulting firm with a global client base.



Culinary Compassion Creates Food Donation Opportunities

Hunger is closer than you might think. Kids' Food Basket reported that one in five Michigan kids are food insecure. Many of us think of hunger as a health crisis predominant on the other side of the world. Yet, it's right in our backyard. That's why Creative Dining decided to take a stand.

By most accounts, experts report that hunger is solvable. We have the supply, but many communities lack access. We are in a unique position. We know how to feed people. Mitigating hunger is a natural extension of who we are at our core.

"Some of our hunger mitigation efforts are initiatives we've done for several years now, but we wanted to make it official," said Jim Eickhoff, Creative Dining Services President and CEO. "Our focus is to tithe our time, talent, and financial resources to combat hunger in the communities we serve."

When developing our company's philanthropy policy, it made sense to take what we were already doing to mitigate hunger and expand those efforts across our accounts. Here are some ways we are working to battle hunger in the Holland area.

Feeding Communities

Food banks provide a consistent source of much-needed food for those in need. According to the Food Bank of Michigan, "1.1 million Michiganders are food insecure, meaning they may not know where their next meal will be." Each year, we provide an annual holiday gift to regional food banks near the accounts we operate, including Feeding America West Michigan.

Waste Not, Want Not

While we have measures in place to minimize wasted food, we have food left over from time to time. We partner with local food banks and soup kitchens to "rescue" this food for their guests to enjoy. In Holland, we partner with Community Action House and their Community Kitchen program so that community members in need have access to nutritious, delicious meals.

Student Needs

Unfortunately, food insecurity has found its way onto college campuses. To tackle this, we support campus food pantries and are a member of the College and University Foodbank



Alliance, which strives to combat food insecurity among students nationwide.

Locally, we support the Hope College Care Pantry, which collects nonperishable food, and the Hope College chapter of the Food Recovery Network to supply box lunches for students in need.

In Times of Crisis

In disaster zones, food becomes a primary concern. In response, World Central Kitchen organizes volunteers to provide meals in crisis areas. We proudly support our employees who volunteer their time to this mission.

In 2021, Creative Dining Chef Jay Sharkey (a Holland resident) traveled to Kentucky to serve and prepare meals for those affected by the tornadoes in the southern United States and Ohio Valley. Jay stayed over the holidays to serve and prepare dinners for those in need. On Christmas Eve, he estimates they served about 1,500 people.

"Feeding hungry people is, in essence, what we do best," said Janine Oberstadt, Associate Vice President of Operations. "We're proud to officially put a stake in the ground, so to speak, on an issue that's so important to us."

By focusing our philanthropy efforts on helping the food insecure, we've established a meaningful way for our local teams to aid the communities where they live and serve. To learn more, visit createdining.com.



Embracing Failure as a Catalyst for Growth and Innovation

By Twisthink



Embrace
Your
Failures

What if we told you that failure could be your greatest ally on the journey to success? The word “failure” often invokes images of disappointment and shame, but what if we could change our perspective and see failure as a steppingstone towards greater innovation and achievement?

In this article, we’ll explore how successful individuals have embraced failure as a catalyst for growth and transformation. By shifting our mindset and redefining our relationship with failure, we can unlock a world of new opportunities and unleash our true potential.

Redefining failure.

When we think of failure, we usually associate it with negativity—dread, disappointment, shame. It’s something we strive to avoid at all costs, fearing the consequences it may bring. But what if we could flip that narrative?

Visionary individuals like Brené Brown, J.K. Rowling, Elon Musk, and Jeff Bezos have recognized the essential role that failure plays on the path to success. Rather than viewing it as a dead end, they see it as a crucial steppingstone towards innovation and greater achievement.

The power of failure in growth.

For these individuals, failure is not a daunting possibility but an opportunity for growth and transformation. With every setback, they extract valuable lessons and become more resilient. Failure becomes a powerful catalyst, propelling them forward with newfound knowledge and determination to try again. This perspective challenges our conventional understanding of failure and invites us to shift our focus from fear of failing to the determination to learn and improve.

The role of failure in innovation.

In today's rapidly evolving world, where experimentation and innovation are crucial, failure becomes an intrinsic part of the journey towards progress. The Fast Company Executive Board highlights that "innovation means taking risks, and failure is a natural part of that process."

By embracing failure as an inevitable part of our innovation journey, we free ourselves from the fear that stifles creativity and hinders decision making. Instead, failure becomes a valuable tool for learning, leading us towards what works and driving us from what doesn't.

Embracing failure as a valuable experience.

Failure is a universal experience, yet it remains a topic many choose to avoid discussing openly. However, failure is our best tool for learning, providing us with invaluable lessons, resilience, and motivation to keep moving forward.

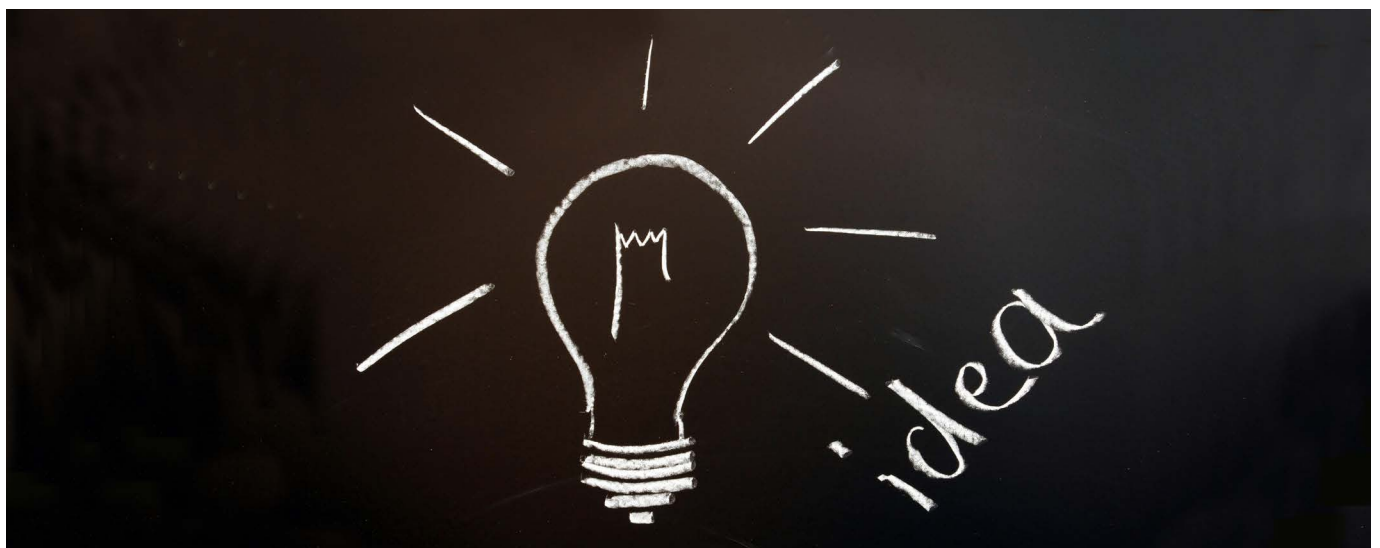
To progress and evolve, we must reframe our perception of failure, transforming it from a dreaded outcome into a valuable experience. One way to break the stigma surrounding failure is through open discussions about our own failures.

Join the conversation.

At Twistthink, we believe it's time to embrace failure together. That's why we hosted a Failure Lab event, where failure was in the spotlight. This powerful storytelling event brought successful individuals together to share their personal experiences with failure. Their stories serve as a powerful reminder that without these stumbles, they wouldn't be where they are today.

Key Takeaways

Innovation and success require us to break free from the fear of failure. By reframing our perception of failure and embracing it as a steppingstone towards greatness, we unlock a world of new possibilities. Failure becomes our greatest teacher, guiding us towards innovation and transforming our lives and businesses. Let's shift the narrative around failure, harness its power, and unleash our boundless potential.



Upcoming Programs



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

April 16, 2024

Wake Up West Coast

7:30 AM – 9:00 AM
Haworth Hotel

Join us for an insightful discussion with Ann Harten, esteemed HR executive, as she delves into the complexities of our current hybrid work ecosystem. Drawing from her extensive experience, Harten will offer invaluable insights on navigating the transition back to new workspaces. From fostering employee well-being to implementing effective change management strategies, this program promises to be engaging and informative.

Program Sponsor: **Feeding America West Michigan**
Morning Mingle Sponsor: **First National Bank of Michigan**

April 23, 2024

Social Hour with the Chamber

4:30 PM – 6:00 PM
Tanglewood Winery

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

Program Sponsor: **RedWater Group**

April 25, 2024

Zeeland Network Meeting

9:00 AM – 10:00 AM
Zeeland City Hall

The Zeeland Network Meeting is the place to come and meet with other Zeeland business representatives and share experiences. Join us this April as we convene the group at Zeeland City Hall to catch up and hear updates from fellow Zeeland Network members.

Program Sponsor: **Lake Michigan Credit Union**

May 3, 2024

Leadership Live

10:30 AM – 12:00 PM
Engedi Church

Join us in kicking off leadership month by attending Leadership Live with special guest speaker Drew Dudley at Engedi Church. Attendees will enjoy complimentary coffee and ample networking time prior to Drew's presentation. You won't want to miss it!

Program Sponsor: **Fifth Third Bank**

May 15, 2024

Community Impact Day

1:00 PM – 4:00 PM
Various West Michigan Locations

Join us for our biggest and most impactful Community Impact Day yet. We plan to flood the West Michigan community with over 1,500 volunteers to serve area nonprofits and organizations that would not otherwise have had the resources. Will you be one of them?

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

May 15, 2024

Community Impact Day Celebration

4:00 PM – 6:00 PM
Holland Civic Center Place

Join us at Holland Civic Center Place as we celebrate a remarkable day of service immediately following the conclusion of our Community Impact Day event. Attendees will enjoy complimentary food and beverages while sharing stories from an impactful afternoon.

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

May 17, 2024

Advocacy in Action

7:45 AM – 9:00 AM
Michigan West Coast Chamber of Commerce

Join us for Advocacy in Action as we hear important and timely updates from Steve Bulthuis, Township Manager at Holland Charter Township, and Howard Fink, Township Manager at Park Township. Attendees will also hear important updates from our local representatives while enjoying coffee and networking.

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

HAPPENINGS



Dan Corp, President & CEO of Advanced Time, facilitated a Leading Edge workshop tailored to new and experienced managers in our Learning Lab. The workshop was so popular we added a second session.



Robert Heath, Founder of The Legacy Leadership Consulting Group, discussed the art of courageous communication during Wake Up West Coast at Haworth Hotel.



The team at 6PM Hospitality Partners purchased Avid Hotel in Zeeland. They held a ribbon cutting to celebrate alongside municipal leaders and community members.



Engaged community members enjoyed networking during Social Hour with the Chamber at Gateway Spoon. Thank you to Gateway Spoon for supplying complimentary breakfast bites and coffee.



Dozens of Chamber members attended our Leading Edge Workshop: Skills for Bridging the Divide in partnership with Braver Angels and Boileau & Co. Attendees learned how to have respectful conversations with others, even when they disagree.



Our Ambassadors recently gathered at The Bridge Youth Center for their monthly meeting. Thank you to Blue Cross Blue Shield of Michigan for sponsoring our Ambassador Team.



West Michigan HR Professionals attended our Employment Law Update at the Haworth Hotel in partnership with Miller Johnson and the Lakeshore Human Resource Management Association.



This year's Lakeshore Women Connect Honorees posed for a photo following the conclusion of the program during Lakeshore Women Connect at Haworth's Corporate Headquarters. Thank you to Lakeshore Advantage for partnering with us on this event.



Michael Frederick, President & CEO of the Frederick Group, led an engaging conversation around term limits during our Advocacy in Action program. Thank you to Blue Cross Blue Shield of Michigan for sponsoring this informational program.

Hungerford: Delivering Exceptional Solutions

Since 1941, Hungerford has been a driving force contributing to the successes of our communities by providing an extensive range of professional services to help organizations grow and prosper.

At Hungerford, we thrive on delivering exceptional solutions with the support of our dynamic and talented team. From advisory solutions, tax, audit, accounting solutions, business valuation, fraud and litigation, and wealth management, to technology services, we've got the solution to any challenge that comes your way.

We understand the weight of the trust you place in us, and that's why we're fully committed to your success. Because of this, we place a high premium on building lasting relationships both among our team and with our clients. We believe in fostering an atmosphere of respect and integrity, enabling us to collaborate seamlessly with you as an extension of your team. You can be confident in every solution we provide, knowing that if issues arise, they'll be handled swiftly and skillfully by our team of experts. When you work with us, you'll



have the benefit of working with experienced CPAs, Technology professionals, financial planners, and advisors who will work tirelessly to help you meet your goals.

At Hungerford, we're working with you at every turn to take care of what we know is most important to you—you, your organization, your employees, their families, and your community.

To learn more about how we can help, contact us at (616) 392-8534, visit our website — www.hungerford.com, or stop by our Holland office: 675 E. 16th St. Suite 100, Holland, MI 49423.



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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

American Red Cross of West Michigan
 Andrea Crossman / Coldwell Banker
 Woodland Schmidt Realty
 Arbor Circle Ottawa Services
 Arrowwaste
 Autokiniton
 Back To Health Chiropractic
 Barber Ford, Inc.
 Berghorst, B.J.W. & Sons, Inc.
 Bethany Christian Services
 BioSafe Environment
 Brenner Excavating, Inc.
 Brink Truck Lines, Inc.
 Budget Blinds of Holland - **10***
 CapTrust - **25***
 CL Construction
 Clarios - **50***
 Cobb Communications Inc.
 Comerica Bank
 Construction Specialties Inc.
 CoreXHutt
 CS Erickson
 Davenport University
 Developmental Enhancement, PLC
 Dickey's Barbecue Pit
 Driesenga & Associates, Inc.
 Dutch Treat Foods, Inc. - **10***
 Dykstra Funeral Home, Inc.
 Edward Jones Recouley

Elite Screen Printing & Embroidery
 Expo Transportation LLC
 Fiduciary Financial Advisors
 Fifth Third Bank
 Fleetwood Group, Inc.
 For His Glory Ministry
 Foresight Management
 Formed Solutions, Inc.
 FreedomDev
 Garden Crossings LLC
 Gazelle Sports
 Gill Staffing
 Good Samaritan Ministries
 Harvest Stand Ministries
 Holland Area Convention & Visitors
 Bureau
 Holland Community Chorale
 Holland Deacons' Conference
 Holland Public Schools
 Holland Stitchcraft, Inc.
 Howard Miller Clock Co.
 Inovis Energy
 Integrity Landscape Management LLC
 Janet McNamara, Realtor
 Jean Marie's
 Jordan Financial & Associates
 Kristine Kay Interiors
 Lakeshore Orthodontics
 Langhorst Family Dentistry - **5***



Le Bon Macaron
 Leading by DESIGN
 Lenz-Balder Insurance, Inc.
 Lezman Services LLC
 Liberty Plastics, Inc.
 LifeCircles
 Mediation Services
 Meiste Homes - **10***
 Michigan Forestry Company - **5***
 Microtel Inn & Suites by Wyndham
 Holland - **20***
 Midway Machine Technologies Inc.
 Midwest Construction Group, Inc./
 Geerlings Development Company
 Mill Pond Realty, Inc.
 Mission Design & Automation
 Nature's Market
 Nelis' Dutch Village
 Nestlings Diaper Bank
 NetWerks LLC
 OD, Inc.
 On The Border
 Ottawa Area Intermediate School
 District
 Ottawa County Fair Association

Park Township
 Paws in the City
 Pizza Ranch
 Port 393
 Priority Health
 Progressive AE
 RE/MAX Lakeshore
 RE/MAX Lakeshore: Becky Pollack
 Scholten Fant
 Sekisui Kydex, LLC - **40***
 Shoreline Flats Apartment Community
 Shoreline Pest & Wildlife Services
 Shoreline Sprinkling, Inc.
 SRL Enterprises
 Supply Source Options, LLC
 T2 Construction
 The Grounds Guys of Holland MI
 The Mall of Crown Motors
 The Mannik & Smith Group, Inc.
 The Next Chapter Book Mart
 Village Self Storage
 Watchdog Cyber, LLC
 West Michigan Document
 Shredding LLC
 West Michigan Transport

New Members

Welcoming these new members who recently joined the West Coast Chamber

EPS Security
Michael Zwier
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 epssecurity.com
 customercare@epssecurity.com

Great Lakes Furniture Supply
Stephanie Chrisman
 (616) 796-3245
 info@greatlakesfurnituresupply.com

HippoTek
Lewis Solis
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 info@hippotek-it.com

Home Watch of West Michigan
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 homewatchofwestmichigan@gmail.com

Inspired 2 Change
David VanderMolen
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 davidbvandermolen@me.com

Kona Ice of West Kalamazoo
Kenneth Jones
 (269) 249-6213
 www.Kona-ice.com
 ktjones@kona-ice.com

Legacy Roofing & Restorations, LLC
Jeremy Strotheide
 (616) 414-0054
 www.legacyroofinggr.com
 jeremylegacyroofing@gmail.com

Mindset Warrior
 LaTasha Henry-Landis
 latashhenry@yahoo.com

Saugatuck Center for the Arts
Kristin Armstrong
 (269) 857-2399
 www.sc4a.org
 info@sc4a.org

Seniors Helping Seniors Lakeshore
Brian and Mollie Gaggin
 (616) 669-0095
 www.shslakeshore.com
 brian@shslakeshore.com

Tol Companies, Inc.
Bob Tol
 (616) 458-7015
 www.Tolcompanies.com
 bobtol@tolcompanies.com

Uptown Cheapskate
Cameron Shooltz
 (616) 294-1436
 hollanduptowncheapskate@gmail.com

VDI Manufacturing
Bryce Smith
 (269) 225-1100
 www.vdimanufacturing.com
 bsmith@vdimanufacturing.com

Watchdog Cyber, LLC
Dan Heimler
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 www.watchdogcyber.com
 dheimler@watchdogcyber.com

West Michigan Youth for Christ
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 info@wmyfc.org



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