

West Coast Connect:  
Creating Tidal Waves  
of Positive Impact

The Four Pillars of  
Leadership Success

How to Build Your  
Listening Skills

**Kim Burmeister**  
Chief Executive Officer  
SpinDance

## Living Into My Purpose: West Coast Leadership Lessons with Kim Burmeister



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## Catalyst, Convener, and Champion

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

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

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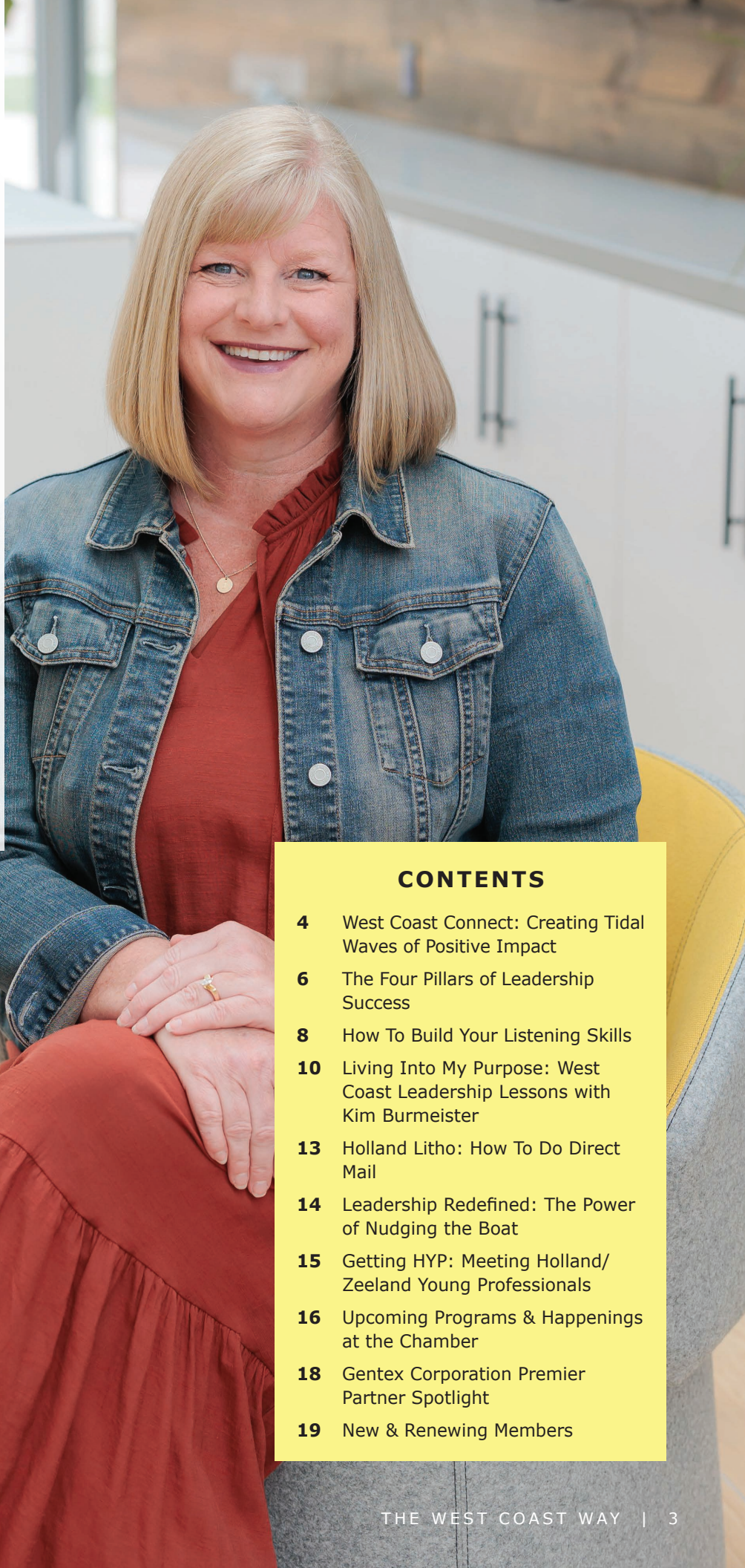
Each May, the West Coast Chamber team embarks on leadership month. It's a time when we celebrate our newest West Coast Leadership graduates, bring in a world-renowned speaker for Leadership Live, and support our local nonprofits and municipalities with Community Impact Day.

This month, we've prepared a special edition of the West Coast Way Magazine that focuses entirely on leadership. It features articles from some of the area's most respected thought leaders and showcases important topics like the four pillars of leadership success, building your listening skills, and the power of redefining leadership.

I am grateful for the leaders all throughout our community that help make this area the best place to live, work, and play. Wherever you are in your leadership journey, I hope this special edition inspires and equips you to be the leader you were always meant to be.

**Jodi Owczarski**

President & CEO  
Michigan West Coast Chamber  
of Commerce



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# West Coast Connect: Creating Tidal Waves of Positive Impact

By Michelle Rottschafer | Marketing & Communication Coordinator

In June 2023, The Michigan West Coast Chamber of Commerce launched a trailblazing new program in partnership with the Lakeshore Leadership Council called West Coast Connect. This online platform was designed to connect skilled business professionals within our community with meaningful leadership opportunities in local nonprofits and municipal roles. From school boards to city councils, county commissions to legislative seats, we empower individuals to engage with our community in impactful ways.

Since its inception, dozens of successful connections have been formed and the positive impact stories have been plentiful. One of these matches was made between Keith Van Beek, City Manager for the City of Holland, and Vince Boileau, Managing Partner at Boileau & Co. We sat down with them to discuss their experiences with the platform.



**Keith Van Beek**  
City Manager  
City of Holland

**Q:** Tell us about your experience with the West Coast Connect platform.

**A:** I was an immediate supporter of the platform. I have used it to sign up personally and have encouraged others to as well. I've also used it to post various board, committee, and commission openings. It's easy and intuitive!

**Q:** How did the West Coast Connect platform help you fill a board or committee position?

**A:** We needed to fill a role on our planning commission and wanted someone with a business perspective. While I knew Vince Boileau previously, I hadn't made the connection. The platform immediately identified a person I was otherwise familiar with and confirmed he had the business perspective we needed. Within a week, Vince had connected with staff, visited a meeting, and was appointed to the position!

**Q:** Why is it important for community members to get involved?

**A:** We are only as good as a region, as the people who are willing to serve. Involvement is crucial and making the right connections in the right areas of interest makes that involvement even better.

**Q:** Would you recommend the West Coast Connect platform to others?

**A:** Without hesitation. I keep telling everyone I know to sign up!



**Vince Boileau**  
Managing Partner  
Boileau & Co.

**Q:** Tell us about your experience with the West Coast Connect platform.

**A:** I've found the platform to be really easy to use. I've used it to apply for a handful of board positions.

**Q:** How did the West Coast Connect platform help you find a board or committee position?

**A:** Keith Van Beek found me on the platform and saw that I was interested in serving in governmental and planning roles. He also knew me from other connections and my work for the City in the past, however he did not know that I was looking for ways to serve! He reached out to see if I would be interested in applying for a position with the planning commission. I thought it was the perfect fit because I'm passionate about careful planning and the future of our community.



**Q:** Why is it important for community members to get involved?

**A:** We all have talents and experience to contribute, but sometimes you just have to find the right fit. The West Coast Connect platform helped bridge that connection for me.

**Q:** Would you recommend the West Coast Connect platform to others?

**A:** Yes! I think it's important to have a platform that helps organizations discover people beyond their existing networks.

The West Coast Connect platform is creating tidal waves of positive impact one connection at a time, and we can't wait to see the impact the platform has on the West Michigan community in the years to come.

**Want to get involved?**

**Scan the QR code to get started!**



# The Four Pillars of Leadership Success

By Dan Corp | President & CEO, Advanced Time Management, Inc.



For more than three decades I have been a leader, yet for longer than I'd like to admit, I was flying blind. While I had technical know-how of the work we did, I was not prepared for the people management side of things — handling conflicts, motivating diverse personalities, and nurturing teamwork. It resulted in a litany of mistakes, countless sleepless nights, and if I am being completely honest, less than stellar results.

Over the years I've found that I am not alone. Many of us in managerial roles get there without any formal leadership training. Shockingly, it takes, on average, a whole decade before managers receive their first leadership training! No wonder so many of us feel like we are in over our heads and crash and burn in the first year.

The overwhelming response to the recent **Leading Edge Workshop**, where we explored the Four Pillars of Leadership Success, validated both the need and the desire

for leadership training for managers and supervisors. They are struggling on their own and the success of the organizations they lead depends on their ability to thrive.

What did we learn? First off, the road to success starts with us, not with tactics and tools for our teams. It's about looking inward. Too often, we shoot ourselves in the foot with our actions, words, and thought patterns.

To truly succeed in our role, we must first **Embrace our Role**. This is especially true for successful individual contributors transitioning into management roles. There is a profound shift in identity and responsibility, and we must learn to interact with our teams in a whole new way.

But, let's be honest, managing others can be a breeding ground for insecurity. Imposter syndrome? Yes, that's a real thing. And self-doubt? It's like quicksand, sucking us in and paralyzing us.

Secondly, we have to **Manage Ourselves**. The way we show up every day is key. Yet is it surprising how little attention this aspect gets. The truth is: I will never be successful leading others if I fail to first lead myself.

Self-management starts with self-awareness. Are we aware of how we come across to our teams? Are we aware of our emotions and moods? Do we know the way they impact our interactions?

But it doesn't stop there; we must regulate ourselves too. As managers, we set the tone. Our teams will follow our lead, for better or worse. So, we've got to act with intention. We cannot act any way we want or say anything that pops into our heads. Leadership does not exempt us from the rules, if anything, it places us under a microscope.

Then, we tackled the third pillar: **Lead Our Team**. Building trust, setting clear expectations and embracing the role of coach are the building blocks. Trust is the foundation. Everything rises and falls on the level of trust between us and our teams. And that trust is shaped by the consistency of our words and actions. Only when we nurture a foundation of trust can we coach our team to reach their full potential.



Dan Corp, the President & CEO of Advanced Time, is a seasoned leader with over 13 years experience leading the company. Prior to assuming his current position, Dan spent 10 years as a sales advisor and team manager. Throughout his career, he has developed a deep understanding of cultivating positive work cultures, enhancing employee engagement, and implementing effective leadership strategies. Amidst his diverse experiences, a single passion drives him: equipping others to reach their full potential. Whether through mentorship, training initiatives, or fostering a supportive atmosphere, his ultimate goal is to enable individuals to thrive and succeed.



Lastly, we dove into the fourth pillar: **Master Our Communication**. Effective communication requires connection, which means we strive to be fully present when interacting with them. We must also work to be clear in our communication. Achieving clarity often requires being concise and specific in our conversations. But perhaps the most important element of mastering our communication is a good dose of courage. We need courage to enter into difficult conversations or to deliver bad news. Ignoring it and hoping the problem goes away on its own rarely results in positive change.

In a nutshell, mastering leadership starts with mastering ourselves. Only then can we lead our teams well. It is an ongoing journey, but with dedication to developing and strengthening these four pillars, we can navigate the complexities of leadership and drive success — for ourselves and our organizations.





# How To Build Your Listening Skills

By Scott Patchin | Expert EOS Implementer, EOS Worldwide

**M**any have heard the dreaded words: “You aren’t listening.” While it may feel untrue, we often aren’t really listening. I, for one, love to listen. Yet lately I’ve found myself listening to respond, not to understand.

I recently read *How to Know a Person: The Art of Seeing Others Deeply and Being Deeply Seen* by David Brooks. He says our empathy pits us between two extremes: Illuminators, characterized by persistent curiosity, and Diminishers, who make people feel small and unseen. And, surprisingly, one study showed that most of us score pretty low as Illuminators.

True listening relies on our ability to let others know we care about what they have to say. It’s a skill that

transcends leadership. As humans, the greatest gift we bring to the world is connection with those around us. Listening is a major tool enabling that.

Listening may seem simple—close your mouth and open your ears—but it’s often difficult. Humans generally don’t naturally gravitate toward actively listening. Here are two reasons why.

## Our brains move too fast.

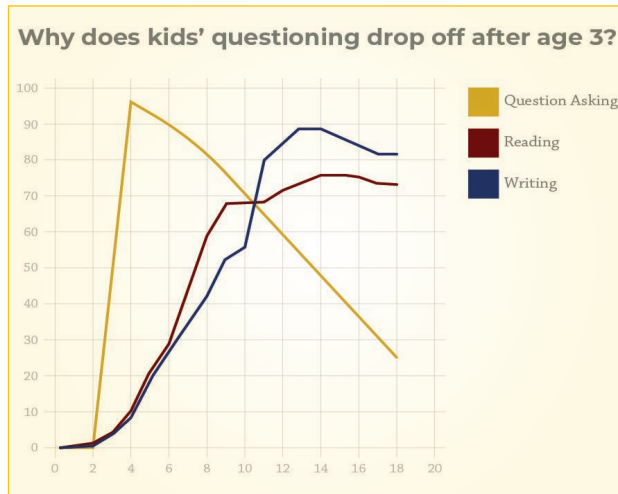
The average rate of American speech is about 125 words per minute, but our brains can process about 800 words per minute. With so much excess capacity, our minds wander to other things. And for those of us that claim to



be great multi-taskers, let me be clear: Being a “great multi-tasker” doesn’t make you a great listener. In fact, attempting to multi-task actively damages our ability to listen.

## As we grow, we ask less.

In his book *A More Beautiful Question*, Warren Berger explores how and why kids ask fewer questions as they grow. While kids ask 40,000 questions between ages two and five, it drops off when they learn to read and write, and over time, they ask even less. When I show this graph I ask, “When people enter their first leadership role, do you think this changes? Do they ask more questions?”

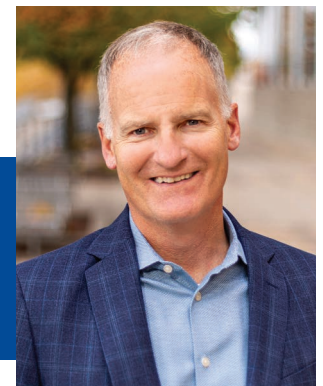


We’re at a transition point where it’s critical to the world that we all work to become better listeners. But to do that, we have to be willing to put in the work. Here are three simple things you can start doing to improve and evaluate your impact.

## Be intentional about your listening space.

Eliminating distractions is key, especially for the easily distracted. Focus on one person. Pick a non-distracting environment. Get away from your office, shut off your phone, and schedule a timeslot to just listen.

Scott Patchin is an Expert EOS Implementer who has helped countless individuals, leaders, teams, and organizations manage transitions. He’s a huge proponent for personal learning and reflection with a firm belief that great conversations start with questions. Scott recently published his second book, *People-Centered Performance*, as a lens for leaders to see opportunities to become more effective at unleashing their leadership capacity. He lives in Holland, Michigan with his wife and four children, and loves heading out on fishing excursions whenever he can.



## Script your questions.

We’re still eliminating distractions here! We have a lot of head trash, and preparing questions is a great way to eliminate that. It’s important to go into a meeting with an idea of what you want to get out of it. If you aren’t fully sure, I recommend having a few standard questions to ask.

## Take notes and write notes.

Yes, these are different! Taking notes is great for listening, retaining information, and establishing follow-up tasks. Just make sure you ask permission before doing it. Writing notes is a wonderful way to say thank you and show gratitude to the person you spoke with. It’s one way to build connections.

## Make the effort to listen better.

Think of the great space-makers and listeners in your life. I think of my friend Gina. Do you have a Gina in your life? First, make sure to thank them. Second, think about how great it would be if someone in your life thought of you when they had to identify a great listener.

Start small. Pick one thing from this article that resonated with you and commit to practicing it for the next 30 days. Your progress just might amaze you and remember: The world needs more good listeners.



Leadership & Listening Videos



Video: The Power of Writing Notes



# Living Into My Purpose: West Coast Leadership Lessons with Kim Burmeister

By Kim Burmeister | Chief Executive Officer, SpinDance

When does it begin? When does someone start to see themselves as a leader? I have come across people in my career who have goals to reach a certain position or level in a company. That was never my motivation. I didn't see leading as a title or level that I needed to achieve. From a young age, I just knew that I liked to gather with a purpose and help people reach a common and meaningful goal. The skills I needed developed over time as I joined school organizations, managed teams, and led large corporate initiatives. Along the way, I really just saw it as living into my purpose.

Ask people to define leadership and you are likely to get many different answers. The dictionary defines leadership as the action of leading a group of people or an organization. But that doesn't really get to the heart

of what it means to lead. Yes, it is about the people. But it goes further and deeper than that. To truly and effectively lead, you need people following and believing in the work you are doing. This doesn't happen because of a title. It might start that way, but if you can't inspire, influence, and motivate people, you will find yourself with no one to lead. Humility, vulnerability, and an awareness of your opportunities for growth are tools that will serve you well. Growth and learning give me energy, so I was intrigued when someone recommended that I apply to join West Coast Leadership.

As I began to consider applying to be a member of the 2024 class of West Coast Leadership, I reflected on my "why" for investing time in the program. What would I get and what could I give? I had some insight into the program because my husband and father-in-law are both

alumni. I remember the nights that my husband, John, would come home to give me a download of the day and everything he had learned about the community we call home. He always ended it by saying, "You're really the one that should be doing this program." This led me to my "why." I have a passion for people, so when I see the underserved community, I want to find a way to address it. I have chosen a career path in corporate America, but my heart resides in the non-profit sector. This program has given more to me than I ever expected.

I will begin by telling you that there are places we drive by every day in our community without any idea of the impact being made. There are very dedicated people doing spectacular work and generating inspiring stories that we all need to hear. Spending time at Community Action House discussing food insecurity and the need for affordable housing, discovering the well-oiled machine that is the Gateway Mission Donation Center and the life changing programs they provide, and hearing about the support and resources given to victims of abuse at the Children's Advocacy Center are just a few examples of the eye opening experiences this program provided. As members of this beautiful community, we have to see this in order to change it.



If there was a theme for this 9-month program it would be: West Michigan — a unique and united community. I cannot tell you the frequency of which we heard stories of collaboration and stewardship, quickly followed by the explanation that this sharing of resources doesn't happen in all communities. Whether we talked to law enforcement, education, or health and human services, they were all focused on how they give their best to our community, but also show up for others in need without





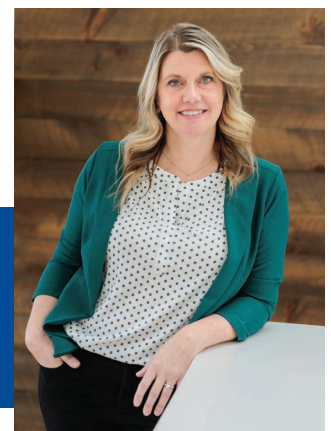
hesitation. I applaud our local leaders for sharing their accolades along with their challenges in every discussion. There was never a moment where I didn't learn something new or get exposed to something that will forever change my world view for the better.

At the start of the program, we were asked to take two days away to attend an overnight retreat. I won't lie, these events are what I live for, but this one made me a bit nervous. We weren't coworkers, classmates, or neighbors, and for the most part we were complete strangers. The West Coast Chamber knows what they are doing because these strangers have become my own little community. We lift up, coach, and listen to each other without fear or judgment. Every time I stepped outside of my comfort zone, I was met with compassion and support. The diverse backgrounds, experiences, and ages of this group is what makes it unique. I was able to mentor others while also being mentored. We laughed,

cried, shared, and failed together. The experiences are crafted specifically to grow you, regardless of where you are at in life.

We will complete our program this month by leading a team of volunteers on Community Impact Day. There is no better way to tie together everything we learned. While I will miss our Wednesday sessions, I know we won't go long without seeing each other. Thank you for the energy, ideas, and experience each of you brought to the group. This program has given us so much, it is now time to give back. I couldn't be more proud to be a member of the 2024 West Coast Leadership Class and I am excited for the impactful work my classmates will continue to do in our community.

Kim Burmeister is a people focused leader with 20 years of experience in the software industry working to help customers succeed through the use of technology. Kim currently serves as the CEO of SpinDance where she brings her love of people and process to drive meaningful work and change. Prior to SpinDance, Kim worked at LeanLogistics in various roles over 10 years and functioned as the voice of the customer. She lives in West Olive with her husband and three children and enjoys involvement in the West Ottawa school district and watching her kids compete in sports.



# How To Do Direct Mail

A lot of folks will tell you how effective direct mail can be. If mail is right for you, how you do direct mail is the first critical decision you need to make. Holland Litho can help you navigate this decision.

You've probably heard some of the buzzwords: targeting, EDDM, saturation, personalization. Let's consider the trade-offs.

Every Door Direct Mail (EDDM) is a service offered by the USPS designed to make mail easy for do-it-yourself businesses. EDDM began as a solution that enabled organizations with mail quantities less than 5,000 pieces as a small-project alternative to working with a professional mailing house. Today, EDDM can be managed directly or by a mailhouse like Holland Litho.

Like all direct mail, it is a strategy to reach an audience. EDDM goes to every consumer in a USPS carrier route.

That's great if you are a pizza place, for example, where delivering a menu to everyone in your local carrier route makes a lot of sense.

For most mailers, however, you can do better. Here are a few examples of strategies that EDDM does not support, yet our mailing services do.

1. **List acquisition.** You may want to target based on an almost unlimited set of list options, whether internal or acquired.
2. **Geographic targeting.** Perhaps you want to target based on streets, city/county boundaries, distance from a location, or mapped perimeter.
3. **Personalization.** You can personalize in limitless ways, from the salutation to the envelope to the message to even drop-ins based on prior purchases or other characteristics.
4. **Testing.** More advanced mailers can do simple A/B tests, or more complex multi-variate testing to learn over time which strategies work best for you.
5. **List work.** Deduping and correcting or removing invalid addresses.

Most importantly, we can help you combine these strategies to develop a direct mail plan designed to maximize your ROI. You achieve better results at lower cost.

Holland Litho can help you manage the mechanics of mail as well. EDDM doesn't give you access to tracking software, whereas professionally managed mail does. EDDM requires your mailings to be delivered by carrier route. Finally, when it comes to the size of your direct mail piece, you have a lot more flexibility with professionally managed mail than with EDDM.

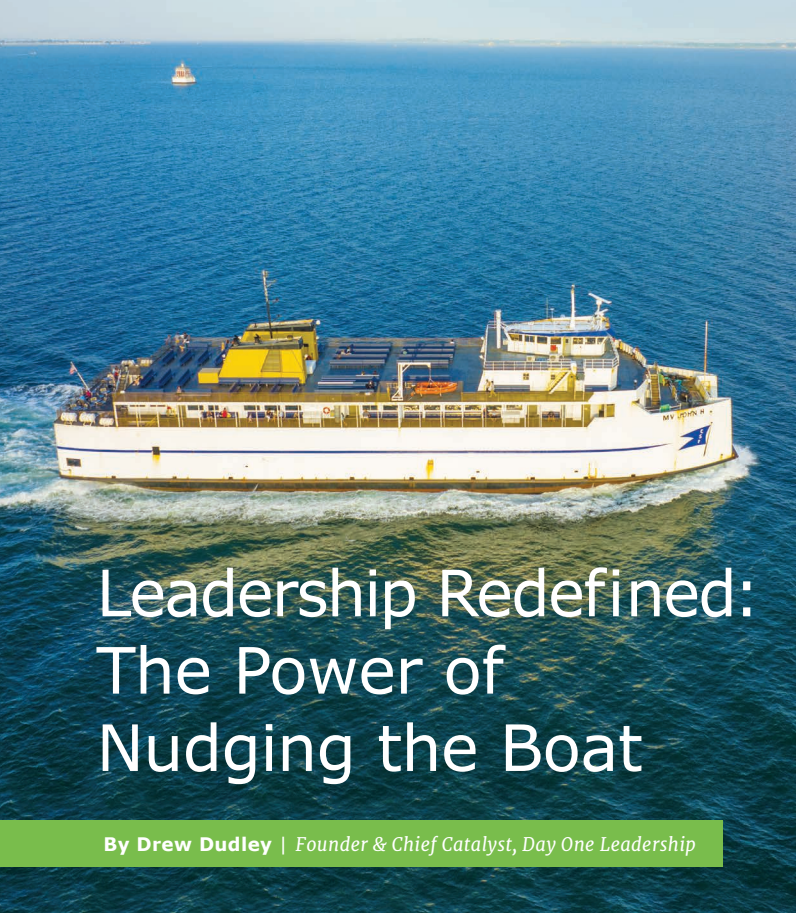


## Take-aways:

- Many who start the process end up turning it over to us because of how complicated it is working with the USPS.
- If you need a more defined area, you are going to have a lot of carrier routes spilling into other areas that you are not targeting, resulting in the need for a higher quantity and a higher total project cost.
- Non-EDDM, also known as saturation by border or boundary, can be used to target defined areas like a county, a township or a school district.
- The "border" options require a list purchase but allow for smaller quantities.
- With alternatives to EDDM, your count is often lower because it is better targeted, often resulting in lower overall cost.
- Saturation mailings can be personalized, for example "To Our Neighbor" or name when available.
- Every project is different: let us put our expertise to work for you!

Want to learn more? Contact Craig Parker at [craigp@hollandlitho.com](mailto:craigp@hollandlitho.com).





# Leadership Redefined: The Power of Nudging the Boat

By Drew Dudley | Founder & Chief Catalyst, Day One Leadership

Early last fall, I found myself walking down 8th street in Holland for the first time. The day was beautiful, we'd finished two dynamite leadership workshops at the Chamber, and I was halfway through a thousand-mile tour that had introduced me to countless community leaders around West Michigan. There was no reason not to feel incredible.

But I was absolutely spent; I'd been touring nonstop for months, my mother was having health struggles back home, and yes, my beloved Blue Jays had laid an absolute egg in their opening playoff game the night before. I didn't realize how slumped my shoulders must have looked until I stopped at a streetlight and locked eyes with a woman holding the leash of a golden retriever.

Looking at me thoughtfully for a moment, she gestured toward her canine friend.

"Hug my dog," she said with a smile.

"Pardon me?" I asked, taken aback.

"You look like you're on empty, hug my dog. Dog hugs are emotional fuel."

I stared for a moment. I thought about it. I hugged the dog.

"See?" She said over her shoulder as the light changed and she led him across the street, "you feel better, don't you?"

Then she was gone. And she was right. I felt better.

That woman had nudged the boat.

"Nudging the boat" is a leadership concept I'd been taught years ago by a cherished mentor. Frustrated by pushing for innovation at an institution wildly averse to change, I had shared with him how I had come to believe that my work wasn't making an impact, and perhaps never would.

"Nudge the boat," he told me. "If you can't drive the boat, nudge it."

I must have looked confused, so he continued; "Say a boat leaves New York heading for London," he began. "If just 100 miles out to sea that boat gets nudged just two degrees to the left or right, it will end up a thousand miles from London. A thousand miles from a little nudge." He paused and gestured at the students milling in the atrium outside his office. "This place might be an ocean of resistance...but every nudge of their boats changes where they'll end up. You of all people should know that's leadership."

"Nudging the boat" redefines leadership as an act of humanity rather than authority. It reminds us that we don't need a title, team, or budget to have an impact. What we need is a commitment to being present and engaged in the lives of those around us, a commitment to recognizing that every opportunity is an opportunity to lead by example, show empathy, and encourage and support others in their journey. It democratizes the concept of leadership, placing it within reach of anyone, anywhere.

One of the most profound implications of embracing this view of leadership is how it changes our perception of our own potential. When we start to value the simple moments of positive impact we have on others, we begin to see ourselves as part of a much larger narrative of change and growth. It validates the idea that leadership is not about changing the world in one fell swoop but about changing moments, which in turn, can change lives and communities.

Leadership lives in the nudges. Find your boat and push it somewhere better.



Drew Dudley is the Founder & Chief Catalyst of Day One Leadership, which helps organizations around the world increase their leadership capacity. His clients include McDonald's, JP Morgan Chase, and 75+ colleges and universities. Prior to founding Day One Leadership, he spent eight years as the Director of one of Canada's largest leadership development programs at the University of Toronto.

# Getting HYP: Meeting Holland/Zeeland Young Professionals



### Sean Reamer

Senior Supply Chain Planning Analyst – Cardinal Health

### What's your role at Cardinal Health?

I'm currently a Senior Supply Chain Planning Analyst at Cardinal Health. In my role, I work as a customer-oriented supply chain specialist with experience at Fortune 500 companies with strong communication skills, attention to detail, and an emphasis on inventory management, financial analysis, replenishment, and demand planning.

### What's one of your favorite hobbies?

I'm an aviation and boating enthusiast with a love of all things history related.

### What is your vision for our community?

My vision for the community is to see everyone within the Holland/Zeeland area have an equal opportunity at a career in something they truly love and are passionate about.

### Why are you excited to be a part of HYP?

I see my involvement in HYP as an opportunity to provide a gateway for young professionals to fields and careers that interest them. I find the work and programming we do as an opportunity to provide resources and networking that are available to all young professionals living and working in our area.



## 56TH ANNUAL GOLF OUTING

MONDAY, AUGUST 19, 2024  
7:00 AM - 7:00 PM  
MACATAWA GOLF CLUB

7:30 AM SHOTGUN  
1:30 PM SHOTGUN

SCAN TO REGISTER



TOURNAMENT SPONSOR

**GENTEX**  
CORPORATION



# Upcoming Programs



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

## 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 Drew Dudley at Engedi Church. Drew will share powerful insights and ideas about leadership gleaned from leaders all around the world. He will help attendees recognize and celebrate the leadership that surrounds them in their everyday life. Arrive early to enjoy complimentary coffee and ample networking prior to his presentation.

Program Sponsor: **Fifth Third Bank**

## May 14, 2024

### Community Blood Drive

9:00 AM – 2:00 PM  
Michigan West Coast Chamber of Commerce

Donating blood is the perfect 30-minute experience to make an impact and save lives across West Michigan. We hope you'll consider making a donation during our Community Blood Drive conveniently located at our office in Downtown Holland. Let's save lives!

Lead 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 program. 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  
Holland Energy Park

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. This month's meeting will be held at Holland Energy Park. Attendees will hear a brief update from our host – Holland Board of Public Works.

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

## May 22, 2024

### Power Lunch

11:30 AM – 1:00 PM  
Tulyp Hotel

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 four rounds of table networking while enjoying a delicious meal.

Sponsorship & Display Table Opportunities Available

# HAPPENINGS



Yellow Lime Creative celebrated the opening of their first official office space located at 675 E 16th Street in Holland with a ribbon cutting.





Chamber Ambassadors gathered at Cold-Link Logistics for their monthly meeting. Thank you to Blue Cross Blue Shield of Michigan for sponsoring our Ambassador program.



Dave Tebo, Director of Innovation Services at the Ottawa Area ISD, and Travis Williams, CEO of the ODC Network, discussed their efforts to reimagine education during Wake Up West Coast.



Chamber members enjoyed networking during Power Lunch at Boatwerks Waterfront Restaurant.



Our inaugural class of Conversational Spanish graduates posed for a photo following the conclusion of the six-session program at the Chamber.



This year's West Coast Leadership class gathered to participate in Education Day programming. Thank you to the Careerline Tech Center and GRCC Lakeshore Campus for graciously hosting our group.



DC Fly In Trip attendees met with Representative Bill Huizenga in his office on Capitol Hill to discuss important policy issues.



DC Fly In Trip attendees posed for a photo at the United States Chamber of Commerce.

# Premier Partner Spotlight

## Gentex Corporation

The Michigan Veterans Affairs Agency (MVAA) awarded Gentex a silver-level Veteran-Friendly Employer status in recognition of the support and access to resources the Company provides for military veterans. The certification acknowledges Gentex's commitment to hire veterans and provide them with a range of information and assistance in their civilian lives.

In 2019, the Company created the Gentex V.E.T.S. Business Resource Group. Its mission is three-fold: 1.) to equip Gentex veterans with skills for success through coaching, mentorship, and development, 2.) to develop partnerships with military organizations to identify Gentex as an employer of choice for veterans, and 3.) serve veteran organizations in our local communities.

Gentex Materials Department Manager and Army National Guard veteran Michael Tate leads the Gentex V.E.T.S. Business Resource Group. He attends several job fairs in the area to ensure the community knows Gentex is committed to hiring veterans.

"Gentex recruiters recognize the value veterans bring to an organization through the leadership skills they developed during their time of service," Tate explained. "In fact, one of our recruiters recently became a certified military veteran recruiter to assist the organization in seeking out top veteran talent."



The community partner organization for Gentex V.E.T.S. is the Michigan Veteran Homes at Grand Rapids. In March, Gentex sponsored the Grand Rapids Gold Basketball game and selected the Michigan Veteran Homes as the community organization to receive funds from the night's 50/50 raffle. Members of the Gentex V.E.T.S. ran the 50/50 raffle in the arena to help support the fundraising efforts. The Gold also auctioned a team jersey to support the donation. Altogether, the fundraising efforts raised \$2,739.

Throughout the year, the business resource group also organizes internal events for all employees. Event topics have included resume building, mental health resources, assistance with elder care, and the company's annual Veterans Day ceremony.

**GENTEX**  
CORPORATION

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- Closely Held Businesses
- Intellectual Property

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Holland | Kalamazoo | Lansing  
Macomb County | Midland | Muskegon



**Warner**

[wnj.com](http://wnj.com)

# 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

ACCT-Now, Div. of Weymon & Associates, Inc.  
AlignWell Chiropractic  
Always Travel Season  
Avalon School of the Arts  
Belton Hearing Center  
Big Lake Brewing  
Blain's Farm & Fleet of Holland - **5\***  
Brooks Capital Management, LLC - **25\***  
Captain Sundae Inc. - **10\***  
Castle Park Association  
Century Driving School  
Charter House Innovations  
Chips Groundcover, LLC  
Composite Builders  
Consumers Credit Union  
Crust 54  
De Boer, Baumann & Company  
Dirk Bloemendaal  
DP Creative Audio & Video  
Edmar Manufacturing, Inc.  
Edward Jones Andy Lesperance  
Edward Jones Swanson  
El Rancho - Riley Street

ENE Video Productions LLC  
Evoqua Water Technologies LLC - **40\***  
FOX 17  
Geneva Camp & Retreat Center  
Gerald R. Ford International Airport - **10\***  
GMB  
Great Lakes Clothing Care  
Harmsen Construction  
Harrington Salon and Day Spa  
Harvest Health Foods  
Haveman Electrical Services, Inc.  
Hil-Man Automation/Precision Dispense Technologies  
Hoesch & Vander Ploeg PLC  
Holland Community Theatre  
Holland Eye Surgery & Laser Center  
Holland Special Delivery, Inc. - **10\***  
ICE Cobotics LLC  
Ivy Rehab Physical Therapy  
JMAX Transportation Services  
KAM Plastics Corp.  
Kids' Food Basket  
Kraft Heinz Holland  
Lakeshore Habitat For Humanity, Inc.



Landco Holdings  
Lighthouse Immigrant Advocates  
Macatawa Area Express Transportation Authority (MAX)  
Mike Schaap Builders, Inc.  
Miller Johnson, Attorneys and Counselors  
Onalee's  
Ottawa County Democratic Party  
Out On The Lakeshore  
Owen Ames Kimball Company  
Parkway Electric & Communications LLC  
Pine Rest Holland Clinic  
Plus One Coaching  
PNC Bank  
PROTEMP  
Reckitt  
Residence Inn by Marriott  
Resilience: Advocates for Ending Violence  
Rock "N" Thai Cafe

Schippers Excavating, Inc.  
Smith Gas Liquids Company - **30\***  
Symbio  
TalentFirst  
Teriyaki Madness  
Thai Avenue  
The Avalune Group  
Third Coast Heating and Air  
Troxel Custom Homes  
Twistink, LLC  
Vander Laan Home Improvement  
Versiti Blood Center of Michigan  
Vikstrom Accounting Service PC  
West Michigan Community Bank  
West Michigan Lakeshore Association of Realtors  
Western Tel-Com, Inc.  
White Pines Inn & Suites of Holland  
Winsome Travel Design  
Zero Latency

## New Members

Welcoming these new members who recently joined the West Coast Chamber

**Applied Innovation**  
**Matt Stephens**  
(800) 521-0983  
www.appliedinnovation.com

**Arthur J. Gallagher**  
**Paul Durocher**  
(616) 975-3501  
www.ajg.com  
Paul\_Durocher@ajg.com

**Atlas Headrest**  
**Andrew Foley**  
www.atlasheadrest.com

**Christian Healthcare Centers**  
**Mark Blocher**  
(616) 226-2669  
www.chcenters.org  
mblocher@chcenters.org

**Dry Eye Spa of West Michigan**  
**Kristen Brady**  
(616) 344-1602  
www.dryeyespaofwm.com  
drbrady@dryeyespaofwm.com

**Eventful Empowerment**  
**Kate Chrisman**  
kate@eventfulempowerment.com  
Foxtail Coffee Co.  
www.foxtailcoffee.com

**Jolt Energy Storage Technologies**  
**Jack Johnson**  
www.jolt-energy.com

**Oh Snap! A Photo Boutique**  
**Ashley Parker**  
www.ohsnapholland.com  
ashley@ohsnapholland.com

**Pro Motors Service**  
**Andrew Utting**  
(616) 772-9272  
www.promotorservice.com  
promotorserviceshop@gmail.com

**Reliable Cleaning Professionals**  
**Mark Reifsnnyder**  
(616) 888-0601  
lakeshorelife@icloud.com

**Sprinkles Donut Shop, LLC**  
www.sprinklesdonutshop.com  
info@SprinklesDonutShop.com

**State Farm Insurance – Hagan**  
**Kevin Hagan**  
(269) 637-5655  
www.agentsoha.com  
kevin@agentsoha.com

**The 205 Coffee Bar**  
**Ryan Dawson**  
(616) 422-7098  
www.205coffee.com  
the205coffee@gmail.com

**The Essential Patriot**  
**Brad Dorland**  
www.facebook.com/essentialpatriot/  
essentialpatriot@gmail.com

**The Parlor by House of Flavors in Zeeland**  
**Barry Neal**  
www.facebook.com/  
TheParlorbyHouseofFlavors  
RBarrett.Neal@gmail.com

**Three Fires Golf Club**  
**Kyle Curtiss**  
(616) 399-1678  
www.threefiresgolf.com  
proshop@threefiresgolf.com

**WilliamCharles Search Group**  
**Paula Perkins**  
(616) 464-4355  
www.william-charles.com  
perkins@william-charles.com

**Wok Me Up Food Truck**  
**Wonyoung Cho**  
www.wokmeupfoodtruck.com  
wokmeupfoodtruck@gmail.com



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