

FOCUS

THE MONTHLY BUSINESS NEWS MAGAZINE OF THE
LANSING REGIONAL CHAMBER OF COMMERCE

January 2022



Mobility: Powering Up a New Transportation Environment

IN THIS ISSUE

MESSAGE FROM THE CHAIR: GREATER LANSING SET UP FOR SUCCESS

LRCC SUPPORTS SMALL BUSINESS SATURDAY

MEET THE 2022 LRCC BOARD OF DIRECTORS

2022 Board of Directors

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Lansing 5:01

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Leadership Circle investors are proven business and community leaders. We value their commitment and applaud their efforts to strengthen our region with their leadership and appreciate the important role they play in advancing our organization.

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[Lansing Regional Chamber of Commerce](https://www.youtube.com/LansingRegionalChamberofCommerce)

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[Lansing Regional Chamber of Commerce](https://www.linkedin.com/LansingRegionalChamberofCommerce)



LANSING REGIONAL CHAMBER

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Covid Lessons has Greater Lansing Set Up for Success

I am honored to have the opportunity to serve as chair of the 2022 Lansing Regional Chamber of Commerce Board of Directors (LRCC). Over the past several years of being part of the LRCC Board, I have had the privilege of getting to know and work with some of the best and brightest business minds in the Greater Lansing region. I have also seen and participated in much of the LRCC team's work performed in serving its members and helping build a thriving region.

One of the most significant initiatives this region has produced in the past several years was when LRCC led a broad coalition of business, government, healthcare, and education leaders to form the RELAUNCH Greater Lansing Task Force. The task force was dedicated to effectively helping our region recover from the Covid pandemic and provided a blueprint for restoring our regional economy.

We should all be proud of how our business community has come together during Covid. There were hundreds of shining examples of businesses of all shapes and sizes that set aside their struggles in the interest of serving others with even greater needs. Through the company I serve, Niowave, I saw first-hand how our growing med-tech industry rallied together to support our local hospitals and others during the height of the Covid crisis.

Today, there is what many call cautious optimism in the air. I prefer to label it as unbridled optimism because I am quite confident Greater Lansing is emerging from Covid stronger than when we went into the pandemic. I think we all need to ask ourselves: How do we take the lessons we have learned because of Covid and apply them successfully in building a stronger region going forward?

First, it is critically important for the entire tri-county region to rebuild and rejuvenate the downtown business district in Lansing. A thriving central city benefits all of us whether we live in the city, suburbs, or rural areas. I say this from the perspective of a business leader and LRCC board member and as a resident of downtown Lansing. My wife Nancy and I recently decided to become part of the downtown community and we could not be happier. We are thrilled with the growing activity, greater selection of restaurants and increasing entertainment options. Things are coming alive from downtown, Old Town, REO Town and East Lansing.

We must also work with our partners at the State of Michigan and the City of Lansing to identify strategies to repurpose vacant office space and help repopulate the downtown area.

We should also seek to strengthen connections with Michigan State University and its wealth of resources. Most notably, the impending launch of the Facility for Rare Isotope Beams (FRIB), will bring some of the most brilliant scientific minds in the world to our region. My firm, Niowave, is an example of the potential spinoff opportunities our region should seek to maximize our government's investment in the FRIB.

I look forward to working with you all in 2022 and encourage you to join us in our efforts. My best wishes to you for a prosperous year as we join together to build a stronger region. ●



MIKE ZAMIARA
BOARD CHAIR
LANSING REGIONAL
CHAMBER OF COMMERCE



I am quite confident Greater Lansing is emerging from Covid stronger than when we went into the pandemic. I think we all need to ask ourselves: How do we take the lessons we have learned because of Covid and apply them successfully in building a stronger region going forward?

Lansing Regional Chamber 2022 Events and Programming

SAVE THESE DATES!

The Lansing Regional Chamber of Commerce (LRCC) is excited to announce its 2022 events and programming dates. We encourage members to mark their calendars and plan to join us for a robust lineup of events in the upcoming year that will provide valuable content and information and give members unique opportunities to connect and network.

Registration for the events below will open soon. The LRCC encourages members to check their email, follow LRCC social media channels, and visit the LRCC website for the most updated information on upcoming educational offerings and networking opportunities.

SIGNATURE EVENTS

- **Healthcare Forum (Feb. 8)** - This event features local healthcare leaders as they discuss the future trends and challenges facing healthcare delivery.
- **Policy Forum (March)** - Enjoy an evening of networking and policy discussion with local, state and federal lawmakers. The event unites business leaders, lawmakers, decision-makers, and chamber officials from across the state and nation.
- **Annual Dinner (June)** - Join hundreds of members and decision-makers to celebrate the success of our region's business and community leaders. Every year, we recognize the small businesses, entrepreneurs and exceptional organizations that impact the Lansing region.
- **Lansing Open (Aug. 16)** - We are pleased to host the region's premier golf outing, attracting more than 150 golfers annually. The event serves as a wonderful occasion to network while enjoying a fun, relaxing day on one of Michigan's most pristine courses.
- **10 Over the Next Ten Awards (Sept. 20)** - In partnership with Lansing 5:01, this award ceremony celebrates Greater Lansing's top young professionals who are anticipated to contribute to the community significantly over the next 10 years.
- **ATHENA Award Luncheon (Dec. 6)** - The ATHENA Award honors individuals who strive towards the highest levels of professional accomplishment, excel in their chosen field, have devoted time and energy to their community, and pave paths for other women to follow. It also celebrates the potential of all women as leaders of the community and recognizes those who support them.

LANSING REGIONAL CHAMBER ECONOMIC CLUB

The Lansing Regional Chamber Economic Club features locally and nationally prominent speakers covering a broad spectrum of business-related topics ranging from economic trends and business success stories to the latest management and leadership techniques. The Lansing Regional Chamber Economic Club luncheons provide members with an excellent opportunity to network with more than 450 of the area's key community, business, and education leaders.

Event Dates: Jan. 20, Feb. 1, March 15, April 12, May 17, Sept. 13, Oct. 4, Nov. 1, Dec. 13

BUSINESS EDUCATION SERIES

The Business Education Series (BES) focuses on the needs of our small business members and is designed to present educational opportunities to those that need it the most. Our programs focus on a variety of different topics. The BES aims to teach small business owners tangible pieces of information that they can take back to their office and immediately implement to save time and money.

Topics to be covered: Employee mentorship (January), employee empowerment (May), finding and sustaining A+ talent, onboarding and orientation, and work/life balance.

DIVERSITY, EQUITY & INCLUSION SERIES

Topics to be covered: Reasonable accommodations (January), diverse hiring strategies, cultural awareness and belonging in the workplace and board diversity and inclusion.

VIRTUAL BUSINESS ROUNDTABLES

Virtual roundtables allow community and government leaders an opportunity to share what is going on in the community and determine ways to advise the tri-county region.

- **Delta Township-Eaton County:** First Wednesday of the Month
- **Lansing-Delhi Township:** Second Wednesday of the Month
- **East Lansing-Meridian Township:** Third Wednesday of the Month

The Lansing Regional Chamber of Commerce (LRCC) hosts numerous events monthly, from Member Mixers to Lansing Economic Club programs. The events and programming provide valuable content and information and give members unique opportunities to connect and network. The LRCC also continues to host weekly roundtables virtually for business, community, and government leaders to provide updates and share what is going on in their community.

The LRCC encourages members to check their email, follow LRCC social media channels, and visit the [LRCC website](#) for the most updated information on upcoming educational offerings and networking opportunities.

Registration is available on the LRCC website.

Thank You Renewing Members

AC Electric	Independent Bank
Aspen Lakes Estates, DTN	Ingham Intermediate School District (Ingham ISD)
Aston Carter	Kramer Management Group Inc.
Audiology & Hearing Aid Center	La Fille Gallery
Auto-Owners Insurance Co.	Larry T. Schaefer, Inc.
Bickford of West Lansing	LorAnn Oils, Inc.
Buckingham Strategic Wealth - Williamston	M3 Group
Cannaisseur	Michigan Princess Riverboat
Custom Built Design & Remodeling	Moonsail North
David Chapman Agency, Inc.	Palmer Construction
Eaton Regional Education Service Agency	Plante Moran, CPAs
Educational Tours, Inc.	PNC Bank
Emergent BioSolutions	Sparrow Health System
Enterprise Logistics + Solutions	Spectrum Consulting Group
First National Bank of Michigan	Staybridge Suites Lansing - Okemos
Friedland Industries, Inc.	Town and Country Auto Service Center LLC
Governmental Consultant Services Inc.	Trumpie Photography
Great Lakes Christian College	Venturit
Hayhoe Asphalt	YMCA of Metropolitan Lansing
Highfields, Inc.	Young's Beauty

Chamber Milestones

We'd like to offer a special salute to these great organizations who reached milestone anniversaries as Lansing Regional Chamber of Commerce (LRCC) members this month. Thank you for your continued support throughout the years!

City of Lansing

15 Years

Lansing Community College Foundation & Alumni Association

10 Years

Adna Technologies

5 Years

Christensen Law

5 Years

Commercial Bank

5 Years

LRCC members have unparalleled access to company and staff profiles on the LRCC website. To access and update this information at any point, visit lansingchamber.org and enter your username and password. If you have not yet logged onto the site, please follow the simple password reset instructions.

Call (517) 487-6340 with any questions.

New Members

Blooming Botanicals

(517) 282-2872

bloomingbotanicalshemp.com

Capital City Childcare and Youth Organization

(517) 583-3301

capitalcityccy.org

4601 W. Saginaw Hwy., Suite J4
Lansing, MI 48917

FASTSIGNS Lansing

(517) 253-7823

fastsigns.com/2399-lansing-mi

406 E. Elm St.

Lansing, MI 48912

Hearts Desire CPR Training LLC

(231) 335-3848

heartdesirecpr.com

6007 W. Mount Hope Hwy.

Lansing, MI 48917

Hierographx

(989) 702-2040

hieroart.com

350 Saint Andrews Road, Suite 100

Saginaw, MI 48638

IMPCO Microfinishing

(517) 484-9411

impco.com

3417 W. St. Joseph St.
Lansing, MI 48917

Lansing Mobile Detail

(517) 282-1525

lansingmobiledetail.com

1022 Bement St.

Lansing, MI 48912

Madeira Networks

(877) 562-3347

madeiranetworks.com

P.O. Box 81170

Lansing, MI 48906

Needham Solutions LLC

(517) 292-3168

needhamsolutions.com

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Serving Clients Nationwide

Quality Air

(517) 333-1858

qualityairinc.com

2501 Coolidge Road, Suite 501

East Lansing, MI 48823

Richards & Addy Wealth Management

(517) 219-1900

richardsaddy.com

4039 Legacy Pkwy., Suite B
Lansing, MI 48911

SINICA-US

(517) 282-5018

3417 W. St. Joseph St.
Lansing, MI 48917

Tyrone Woods Manufactured Home Community

(810) 714-1200

tyronewoodsmhc.com

8378 Hogan Road

Fenton, MI 48430

Workbox Staffing

(517) 329-1400

workboxstaffing.com

6334 W. Saginaw Hwy., Suite 1

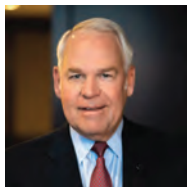
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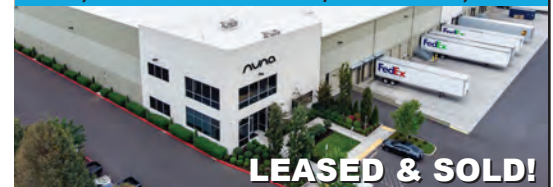
170,369 SF Warehouse | Holt, MI



60,707 SF Warehouse | Lansing, MI



98,400 SF Warehouse | Vancouver, WA



tinkrLAB Fundraiser Supports Children Getting STEAM Education

By: Elizabeth Yassick, Kolt Communications, Inc.

An East Lansing-based learning center is making education focused on science, technology, engineering, arts, and math (STEAM) available to more children, especially those from lower-income families. tinkrLAB is a retail and learning center for children ages 2 ½ - 12 years. The center allows young children access to these specialized subjects early on to set them up for future success.



scholarships for childcare or preschool. The subsidized



"The younger they can learn it, the more ingrained it is in how they discover and learn," said Melissa Rabideau, CEO and founder, tinkrLAB. "With kids, it's important that the learning is hands-on and discovery-based."

When Rabideau started tinkrLAB seven years ago, she knew she wanted to offer STEAM education for any family that wanted it, regardless of their ability to pay. From there, she came up with the idea for tinkrCARE Helps. This program is an opportunity for individuals and local businesses to help cover tuition for single parents. Part of tinkrCARE Helps is tinkrTILES, an ongoing fundraiser where families or businesses can purchase a ceiling tile to decorate and place in one of the classrooms.

"I believe STEAM education should be available for all families, not just those who can financially afford it," said Rabideau.

Funding from tinkrTILES will primarily go to single parents, and any family that needs extra help. One-hundred percent of the funding will go towards

rate is not indefinite but gives parents enough time to financially be in a better position.

Rabideau said, "Sometimes people just need a little kindness and a little help to get back on their feet, and who knows where these kids are going to be in 10 years? I want to say we were part of their success."

When parents and kids see these ceiling tiles, they can appreciate the extent of community involvement. Including the children in this fundraiser is a great way to show how many people care.

"Coming together as a community is really important", said Rabideau. "We've had a lot of community support as a small business and now we want to support our families. It takes a village to do this, and I have so much appreciation for the individuals and business in the community who have supported us and this project."

To learn more about tinkrLAB or tinkrTILES, visit tinkrLAB.com or email info@tinkrLAB.com. ●

LCC Graduate Honored as Chicago Fire Department Paramedic of the Year

It was July 2020, when Lansing Community College (LCC) graduate Chris Oswalt was dispatched with his Emergency Medical Services (EMS) partner and Chicago police to report a domestic dispute. When they arrived, a person in the building began firing gunshots out the window at first responders. Oswalt positioned his ambulance to provide a protective barrier from gunfire for the on-scene police and EMS.

During this encounter, an officer was shot in the leg. Oswalt and his partner treated the wound and transported the officer to the hospital. The event ended with the person accused of firing shots being taken into custody.

As a result of his actions on this call, Oswalt was honored with the Chicago Fire Department Paramedic Award for Valor and the Chicago Fire Department Paramedic of the Year Award. Oswalt is a 2006 graduate of LCC's Paramedic Program and worked as a paramedic in Michigan until he was hired by the Chicago Fire Department in 2014.



Oswalt had some advice for current LCC EMS students. "Stay the course," he said. "You never know what's going to happen or what opportunities you will experience in your professional life."

LCC's EMS Program Director Marvin Helmker made the trip to Chicago to attend the award ceremony. "In an agency with several thousand personnel, six received awards," said Helmker. "It was great to be there in person to witness one of our graduates receiving this honor."

LCC is proud of Chris Oswalt and his brave actions. ●

New Contract Ratified Between Sparrow Hospital and PECOSH-MNA

Members of the Professional Employee Council of Sparrow Hospital – Michigan Nurses Association (MNA), the union representing 2,300 Sparrow Hospital caregivers, have approved a new three-year labor contract. Voting took place Dec. 9 and 10, 2021, and results show approval.

"We are pleased to have secured a new long-term contract covering our hardworking and dedicated caregivers," said Amy Brown, chief nursing officer, Sparrow Hospital. "We are grateful to all of our caregivers for continuing to put our patients and the community first by delivering outstanding care during these unprecedented times."

Negotiations for a new contract began on July 28, 2021, and both sides participated in 29 bargaining sessions. The terms of the new labor agreement include:

- Continuing to provide Sparrow Hospital caregivers with above-market pay.

- Providing Sparrow caregivers with some of the best healthcare benefits in Michigan.
- Maintaining Sparrow's staffing guidelines, which are already in line with or better than other Michigan hospitals, helping ensure their patients receive the best possible care.
- Continuing to focus on the safety of their caregivers as a priority.

Sparrow says it plans to build on the momentum that began before these negotiations to recruit and retain top talent across their units, continue supplying caregivers with all necessary personal protective equipment to keep them safe, offer competitive wages and benefits and implement attendance and staffing policies to ensure caregivers and patients receive the support they deserve. ●

Reasonable Accommodations for a More Inclusive Workplace

By: Celine Kerik, Kolt Communications, Inc

The Lansing Regional Chamber of Commerce (LRCC) has made a major commitment to diversity, equity and inclusion (DEI) programming, as they recognize the importance of “empowering the business community to contribute to an equitable and inclusive region.”



Warbach

On Jan. 6, the LRCC conducted a workshop that focused on reasonable accommodations. Anna Warbach, a business relations consultant and Christine Roberts, an occupational therapy consultant, both working at the Michigan Department of Labor and Economic Opportunity, conducted the program.

A reasonable accommodation is a term that may confuse some trying to implement it in the workplace.

“Reasonable accommodation is any change to the application or hiring process, to the job, to the way the job is done, or the work environment that allows the person with a disability who is qualified for the job, to perform the essential functions of that job, and enjoy equal opportunity,” said Warbach. “Accommodations are considered reasonable if they do not create undue hardship or direct threat.”

The workshop delved into what employers must do to make their workplace more accessible to persons with disabilities by teaching through various activities. Warbach and Roberts put participants into groups and gave each group one of four roles: HR, training, production, and facility. They then evaluated the potential issues for persons with six specific disabilities and possible accommodations and finally developed a plan for each employee with a disability.

“Our objectives for it were to acquaint the participants with the creative process in identifying possible reasonable accommodations, to acquaint participants with the interactive communication process to develop accommodations, and to sensitize the participants to a wide range of disabilities that may require reasonable accommodations,” said Warbach.

Many companies have been investing in reasonable accommodations to create welcoming environments to those with disabilities. However, some employers worry about the cost of such investments. This perception often becomes a barrier, but Warbach says that it’s financially easier to provide reasonable



Roberts

accommodations than one may think.

“According to the Job Accommodations Network (JAN), typically accommodations are a one-time cost of an estimated \$500. However, most employers reported paying less or paying nothing at all for the accommodations that they provided to their employees,”

said Warbach. “JAN reports that 59 percent of job accommodations cost absolutely nothing. It could be as simple as allowing somebody to have some flexibility to test their blood sugar or have snacks during their workday. There’s a lot of different types of accommodations.”

Roberts stressed the importance of a comprehensive, reasonable accommodation process for employers, as it will do more than increase the inclusivity in workplaces. Still, it will also provide a different point of view to many businesses in the greater Lansing region.

“People with disabilities can bring a unique perspective to the workforce. They overcome challenges, whether they’re physical or mental, as they move through their daily lives. They’re creative problem solvers,” Roberts says. “It’s really about finding out what a person’s strengths are and if there’s a functional limitation, using an accommodation to address it.”

To learn more about reasonable accommodations, please visit michigan.gov/mrs. ●

Chamber Events

Your Connection to Professional Development and Networking Success

From professional development to networking, the Lansing Regional Chamber of Commerce hosts events to fit every need.

A full list of events is located on the Chamber Calendar on the LRCC website.





The **Financial Technology Inc.** team was proud to officially cut the ribbon on their new office, located at 333 Albert Ave., Suite 400, East Lansing. This new space accommodates the company's growth and breadth of its services. Employees and clients enjoy being plugged into the energy and activity of downtown East Lansing and the many amenities it offers. Financial Technology specializes in wealth management, insurance solutions, and employee benefit plans while working to solve problems for the business owner without creating new ones.



More than 150 members and business leaders enjoyed a very festive night at the Dec. 14 Holiday Member Mixer hosted by our good friends at **Financial Technology, Inc.!** The University Ballroom in the Marriott East Lansing at University Place provided the perfect holiday venue for our guests to connect and build valuable relationships and celebrate the accomplishments of 2021. A big thank you to the Jacob Nance Trio for providing the festive music, Nikki Thompson-Frazier with Sweet Encounter Bakery for the delicious treats, and to Jackson National Life, PHP, and the Marriott East Lansing for their co-sponsorship.



The Lansing Regional Chamber of Commerce (LRCC) Ambassador Committee does so much to support the growth and connectivity of our members. For their holiday celebration this year, they were proud to donate more than 250 pairs of socks and underwear to the children at Willow Elementary in Lansing. A big thank you to Scott Berman and the wonderful team at **One North Kitchen and Bar** for generously hosting the LRCC Ambassador Committee.

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Mike Zamiara of Niowave to Lead Lansing Regional Chamber 2022 Board of Directors

MATT RESCH OF RESCH STRATEGIES TO SERVE AS CHAIR-ELECT

Mike Zamiara of Niowave will serve as the 2022 board chair of the Lansing Regional Chamber of Commerce (LRCC) Board of Directors. Zamiara succeeds Wendy Hamilton of TechSmith, who will remain as past chair. Matt Resch of Resch Strategies will serve as chair-elect in 2022 and will serve as board chair in 2023.

In addition to Zamiara, Hamilton, and Resch, the 2022 LRCC board officers will be Patricia Scott, (Foster Swift Collins & Smith) (Legal Counsel); Luke Terry (Rehmann) (Treasurer); and Tim Daman, who continues to serve as LRCC president and chief executive officer.

The LRCC Board of Directors includes three newcomers, including Luke Terry (Rehmann), Amy Scoby (Christman Company) and Lisa Webb Sharpe (Peckham).

OFFICERS (ONE-YEAR APPOINTMENT)

Board Chair: Mike Zamiara, Niowave

Past Chair: Wendy Hamilton, TechSmith

Chair-Elect: Matt Resch, Resch Strategies

Legal Counsel: Patricia Scott, Foster, Swift, Collins & Smith, P.C.

Treasurer: Luke Terry, Rehmann*

President: Tim Daman, Lansing Regional Chamber Of Commerce

DIVISION DIRECTORS (ONE-YEAR APPOINTMENT)

Marketing Communications: Lisa O'Connor, Publicom

Regional Initiatives: Kirk Ray, McLaren Greater Lansing

Member Services: Michelle Massey, TechSmith

Government Relations: Amy Scoby, Christman Company*

AT-LARGE

Tina Brumley, Auto-Owners Insurance Co.

April Clobes, MSUFCU

Jim Farrell, Dart

Roger Graff, Farm Bureau Insurance Co.

Glenn Granger, Granger Construction

Keith Granger, Granger

David Lewis, AT&T

Darci Marcum, General Motors

Van Martin, Martin Commercial Properties

Jeff Metts, Dowding Industries

Ken Misiewicz, Pleune Service Company

Steve Quinlan, Neogen

Joe Ruth, Sparrow

Lisa Webb Sharpe, Peckham*

Lisa Ellen Smith, InVerve Marketing

Todd Surline, Hiring Solutions

Dr. Kathleen Wilbur, Michigan State University

Kevin Zielke, AF Group

David Zyble, Jackson National Life

BOARD PARTNERSHIPS

Bob Trezise, LEAP, Inc.

Dr. Alane Laws Barker, Black Business Alliance

Chris Sell, Lansing 5:01

Chaz Carrillo, Greater Lansing

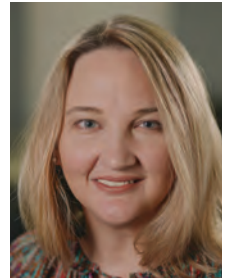
Hispanic Chamber of Commerce

Jenn Sturdy, ATHENA WIN ●

**New Board Members*



Zamiara



Hamilton



Resch



Scott



Terry



Daman



O'Connor



Ray



Massey



Scoby



Lansing Regional Chamber of Commerce Celebrates Small Business Saturday® with Local Small Businesses

The Lansing Regional Chamber of Commerce (LRCC) was honored to support the small business community in the tri-county region for Small Business Saturday on Nov. 28, 2021.

Created in 2010 by American Express, the annual observance occurs the Saturday after Thanksgiving and supports small businesses nationwide to make a local and positive economic impact during the holiday season.

"This year's Small Business Saturday looked vastly different from years past," said Michelle Rahl, vice president of member engagement, LRCC. "The COVID-19 pandemic has severely impacted our local small businesses. We thank all shoppers who did the bulk of their holiday shopping locally and not only supported our region's businesses but keeping those dollars in our communities."

Shopping small is making a difference and making an impact throughout our community. Sixty-two percent of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2021 to stay in business. The LRCC encouraged residents to visit local and independently-owned stores – particularly those with 'Shop Small' branding – to purchase various goods and services.



"It was so important for us more than ever to participate in the Small Business Saturday campaign as more than 80% of our chamber membership is comprised of small businesses with 15 employees or less," said Rahl. "Our small business owners and entrepreneurs are the lifeblood and soul of our community and we were proud to support them through partnerships like Small Business Saturday."

The LRCC supports Small Business Saturday as a "Neighborhood Champion," which provided the organization with kits to distribute to a handful of businesses. The kit consisted of branded materials, such as a banner and tote bag to drive traffic on Nov. 28. The businesses that received the kits from the LRCC include:

- Moneyball – Okemos
- Kellie's Consignments – Okemos
- Dusty's Cellar – Okemos
- Peanut Shop – Downtown Lansing
- Kositchek's – Downtown Lansing
- Preuss Pets – Old Town Lansing
- Brady's Home and Garden – Old Town Lansing
- Playmakers – East Lansing
- Country Stitches – East Lansing
- Capitol Discount – Lansing ●



Official Groundbreaking Ceremony Hyatt House and the Marriott AC Hotel at the Red Cedar Development

Construction on the hotels began two months ago, but on Dec. 9, 2021, elected officials and others joined Continental/Ferguson, LLC and Concord Hospitality for the official groundbreaking ceremony on the vertical construction phase of the dual-branded hotels, a Hyatt House by Hyatt and AC Hotel by Marriott. This is a part of the \$256 million mixed-use Red Cedar Development (RCD) on Michigan Avenue.

The hotels will have approximately 300 guest rooms, complete with approximately 5,000 Square feet of meeting and event space. The hotels will also be home to Toscana Restaurant and Bar, which will be completed by August 2022. Mark Laport, president and CEO of Concord Hospitality, shared his excitement to be part of this project, "I know Michigan State and their hospitality school are excited, a number of their graduates work for our company, which really helps drive success in all 138 locations that we have."

In addition to the Hyatt House and AC hotels, the RCD features market-rate apartments, an assisted living facility, and a state-of-the-art student housing complex, which was completed in August 2021, and is fully leased. The development features restaurants, retail space, and commercial space. Along Michigan Avenue, the RCD, which overlooks the Red Cedar River, will be located adjacent to a newly constructed 20-acre public park. Joel Ferguson, principal at Continental/Ferguson, spoke about the recently dedicated Jack and Susan Davis public amphitheater, "This will be just one of the many attractions that will bring people together in this area."

Located along the vital Michigan Avenue Corridor, the RCD will create new opportunities for living, working and playing, and activate the corridor that connects Lansing to East Lansing. Frank Kass, principal at Continental/Ferguson reflected on what it took to get here, "We're just finishing the building to be done in 20 months. In the end, we're here forever, after completely

transforming a closed golf course into a floodplain. What an incredible accomplishment for all of us to come together and make this happen after several years of hard work and planning."

Student housing is fully leased and the assisted senior facility is on track to be completed by July 2022. The 181 market-rate units will be complete and open by February 2022. The hotels are expected to be completed by August 2023, but retail and commercial space is currently leasing and will be completed by spring 2022. ●



Ferguson

Consumers Energy Again Provides Holiday Cheer with \$750,000 for Gift Cards in Over 60 Michigan Communities

'OUR TOWN' TEAMS WITH CHAMBERS, DOWNTOWNS TO HELP SMALL BUSINESSES

Consumers Energy again celebrated the holidays by helping shoppers and Michigan's local businesses, providing \$750,000 in matching gift cards in 63 communities through its "Our Town" effort.

Consumers Energy provided holiday shoppers with a dollar-for-dollar match for gift cards they purchased through local chambers of commerce and downtown organizations, doubling the amount they could spend at downtown businesses. Consumers Energy provided \$5,000 to \$40,000 in each community.

This year, local organizations involved in the program included Downtown Lansing, Inc., the Mason Chamber of Commerce, Charlotte Chamber of Commerce, Grand Ledge Chamber of Commerce, and the St. Johns/Clinton County Chamber of Commerce.

"Consumers Energy was excited to support again

Michigan's small businesses and communities we serve this holiday season," said Lauren Youngdahl Snyder, vice president of customer experience, Consumers Energy. "Our Town' made an impact across Michigan last year, and we look forward to seeing the program's dollars and shoppers give a boost to shops and restaurants in their hometowns."

"Small businesses will be the engine that powers Michigan as we continue to rebound from the pandemic. We appreciate Consumers Energy's commitment to those businesses and our communities by bringing back 'Our Town' this holiday season," said Rich Studley, president and CEO, Michigan Chamber of Commerce.

Shoppers earned the matching dollars when they bought gift cards directly from local chambers and downtown organizations. ●



Love Lansing

MEET LIKE A LOCAL

The GLCVB's role is to market the Capital Region as a travel destination and our vision is to inspire visitors and residents alike to love Lansing as much as we do. We understand what makes this community great. Work with us to host your next meeting or event and together we can grow the local economy while showcasing our hometown pride. Contact us today!

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MOBILITY

Powering Up a New Transportation Environment

The entire way we move from point A to point B is **changing**.

involves creating an ecosystem that integrates research, innovation and public, private partnerships that are changing the landscape in bold new ways.

Michigan and the Greater Lansing region are establishing leadership in the mobility arena in several exciting ways, including:

- Greater Lansing is in the running to be the home of a new EV battery plant that General Motors plans to build in partnership with Ultium Cells, LLC. Community leaders say the project, if approved, would have a transformational impact on the region.
- Michigan State University (MSU) has already transformed its 5,200-acre campus into a live, connected ecosystem to advance smart-vehicle technology and better understand the human element.
- Governor Gretchen Whitmer recently announced a new initiative to develop the nation's first wireless charging infrastructure on a public roadway. The development

It includes everything from personal cars and public transportation to taxis, ride-sharing services, bicycles, and scooters. The technological transition into the future of mobility

of the wireless dynamic charging roadway is seen as a step forward in addressing range anxiety and will accelerate the transition to all-electric transit fleets in Michigan and beyond.

- Michigan is leading efforts to map fast-charging electric vehicle (EV) station placement statewide. The plans in place will create 75 charging stations with nearly 300 chargers by 2030.
- Michigan utilities, including Consumers Energy, are taking leadership roles in taking electric vehicle transformation to another level. Consumers has announced plans to power one million EVs by 2030. The company is committed to powering fast charging locations and chargers at homes and businesses across Michigan over the next three years.

"By working collaboratively across the public and private sector, we can continue to encourage EV adoption, enable our workforce, and build our manufacturing core, all while working to meet our goals to be carbon neutral in Michigan by 2025," said Trevor Pawl, chief mobility officer at the Office of Future Mobility and Electrification. "From charging stations spanning the Lake Michigan shoreline to building the pipeline to fill critical jobs in EV-related industries today and in the future, we are building a stronger state economy through safer, more equitable and environmentally conscious transportation for all Michigan residents."

GREATER LANSING HOPES TO PARTNER WITH GENERAL MOTORS IN THE EV REVOLUTION

The Greater Lansing region appears to be in the running for one of two new battery plants that GM plans to build as part of its commitment to the transition to an EV future. GM is partnering with Ultium Cells LLC on the projects. One site under consideration is 590 acres near GM's Lansing Delta Township Assembly plant. The Lansing City Council and Delta Township Board of Trustees have agreed to modify its existing 425 land agreement to allow the project site to be eligible for economic incentives.



GM is very much a part of the autonomous vehicle revolution. The Cadillac CT4 and CT 5 being built at the Lansing Grand River Assembly plant has Super Cruise which is regarded as the industry's first true hands-free driver assistance system for compatible highways in the U.S. and Canada.

"Lansing/Delta Township is the perfect location for the proposed GM/Ultium battery plant," said Tim Daman, president & CEO, Lansing Regional Chamber of Commerce. "Though there is still a substantial amount of work that needs to be done to hopefully secure this historic project, we are optimistic that our region's proven track record in high tech manufacturing and a workforce second to none will be difference-makers in the final determination about the project. We commend the Lansing City Council and Delta Township for again demonstrating leadership and being willing to make this important commitment that could result in a significant number of jobs and major investment in our region."

If built, the project would be completed by the end of 2025 and create 750 jobs, eventually growing to 1,500. The Michigan legislature has also voted to put up to \$1 billion into a fund to attract economic investment, including the GM battery plant.

"With the number of jobs, it's tremendous for the economy," Lansing Mayor Andy Schor told the Lansing State Journal.

"We have the best workforce in the world," and the new plant would be "transformational for the Lansing region."

GM has announced plans to invest \$35 billion in EVs and 30 new global EVs by 2025. Forty percent of the company's U.S. entries will be battery EVs during that time.

GM recently celebrated the grand opening of the Factory ZERO EV assembly plant. Production is now set to begin at the former Detroit-Hamtramck assembly plant, less than two years after GM announced the massive \$2.2 billion investment to fully renovate the facility to build a variety of all-electric trucks and SUVs.

"GM's U.S. manufacturing expertise is key to achieving our all-electric future," said Mary Barra, chair and CEO, GM. "This is a monumental day for the entire GM team. We retooled Factory ZERO with the best, most advanced technology in the world to build the highest quality electric vehicles for our customers."

Greater Lansing is very much involved in the autonomous vehicle revolution. GM recently added 1,200 jobs at its



Pawl



Daman



Barra



Schor



Upda

Lansing Grand River Assembly facility to support the launch of the Cadillac CT4 AND CT5. Those vehicles will include Super Cruise with Lane Change on Demand functionality is available on the CT4 and CT5 Premium Luxury and V-Series trims. Super Cruise is the industry's first true hands-free driver assistance system for compatible highways in the U.S. and Canada.

THE MOBILITY FUTURE HAS ARRIVED AT MICHIGAN STATE UNIVERSITY

The EV future is in motion now at MSU. The university introduced an autonomous electric bus that will serve students, staff and faculty beginning in early 2022 as part of the campus' smart mobility ecosystem. The bus represents one of the largest electric autonomous transit vehicles deployed on U.S. roadways to date.



Through its collaboration with the state of Michigan, bus manufacturer Karsan and ADASTEC, a San Francisco-based company delivering advanced automated transportation platforms for full-size commercial vehicles, MSU will officially deploy the bus after completing intense on-campus testing and National Highway Traffic Safety Administration validation of the bus, route, and infrastructure.

"We are incredibly pleased to partner with Karsan and ADASTEC to bring another level of mobility to campus," said Satish Udpa, interim director of MSU Mobility and University Distinguished Professor of electrical and computer engineering and member of the State of Michigan's Council on Future Mobility and Electrification. "This will offer our students a firsthand look at the future of mobility and give us the tremendous opportunity to analyze real-world autonomous driving data, supporting a host of R&D initiatives on campus."

The bus has 22 seats, with students, staff and faculty able to board and depart at two stations. The bus's 2.5-mile route will run non-stop, roundtrip from the MSU Auditorium to

the MSU Commuter Lot (#89) at the intersection of Farm Lane and Mount Hope Road, which houses the largest solar carport array in North America. To make this non-stop route possible, all traffic lights will be controlled through intelligent roadside units and will actively communicate with the bus to improve its safety. To ensure optimal safety, a driver from ADASTEC's Detroit office will be present on board at all times, prepared to take control if needed.

Students, faculty, and the public will be able to ride the bus beginning spring semester 2022 after rigorous testing and validation is complete. A \$100,000 grant through the Michigan Office of Mobility and Electrification, awarded to ADASTEC, helped make this collaboration possible.

CONSUMERS ENERGY/LANSING BWL RAMPING UP EV PROGRAMS

Consumers Energy says its commitment to power one million EVs by 2030 would put Michigan in the driver's seat for the next generation of clean, zero-emissions vehicles and support the auto industry's goal to have electric vehicles be 50% of new sales by 2030.

Today, there are about 13,000 registered EVs in Consumers Energy's territory, and EV sales have already been growing by 20% annually. That growth should accelerate due to commitments by U.S. automakers and Michigan's partnership with other states to build fast EV charging stations, a major step to encourage potential EV buyers. Consumers Energy's actions include over 1,300 rebates for home, business and public charging stations through its PowerMIDrive program. Those include over 30 fast-charging locations. Consumers also has plans to power the growing demand for EVs, with 200 fast-charging locations – and over 2,000 chargers at homes and businesses – across Michigan over the next three years.

Consumers PowerMIFleet program will provide Michigan businesses with expertise and guidance to electrify their vehicle fleets.

"The program provides Michigan businesses with a fleet electrification assessment," said Bethany Tabor, electric vehicle program manager for Consumers Energy. "We will give them guidance on how to electrify their existing vehicle fleet, as well as rebates for charging stations."

Consumers is already working with 20 businesses in the PowerMIFleet program and actively encouraging businesses in the Consumers service area to apply for the program at www.ConsumersEnergy.com/PowerMIFleet.

"We are working with consultants that have considerable expertise with electrification across the nation," said Tabor. "We will help customers assess what it currently costs to own and operate their vehicle fleet and what would the cost savings be if they convert to electric vehicles. EVs are more efficient than diesel and gas vehicles, so fleet operators will



Tabor



Cushman



Radha



Nelson

creating economic opportunity here in the state," said Pawl. "We are excited to be able to support these deployments through a commitment to public/private partnerships as we continue to make Michigan a state where mobility

see savings on fueling and maintenance costs. We'll also look at sustainability and the impact of reduced emissions. Many businesses are committing to reducing their carbon footprint, and transitioning to an electric vehicle fleet is a great way to achieve that goal."

For residential customers that install their charger, Consumers Energy's [BringYourOwnCharger.com/ConsumersEnergy](https://www.consumersenergy.com/bringyourowncharger) program will allow EV owners to receive energy savings and monthly rebates for charging at night.

The Lansing Board of Water & Light (BWL) has been on the leading edge of the EV revolution for more than a decade. BWL initiated a Plug-in Electric Vehicle (PEV) Community Project in 2010 and continues today by offering incentives to assist consumers with owning a PEV, including providing rebates to help offset the costs associated with installing home charging stations. To participate, customers must sign up for electric service rate of 22 and meet installation requirements. Funds are limited and available on a first-come, first-serve basis. More information is available at www.lbwl.com/pev.

PROVIDING A BOOST FOR THE ECONOMIC DEVELOPMENT POTENTIAL

Michigan's Office of Future Mobility and Electrification, in partnership with the Michigan Economic Development Corporation and Michigan Department of Transportation, launched the Michigan Mobility Funding Platform to provide grants to mobility and electrification companies looking to deploy their technology solutions in the state of Michigan. This first round of grants will award \$440,000 to five deployments to help accelerate investment in mobility and electrification and support high potential mobility and electrification companies who anticipate long-term growth in Michigan.

"Michigan entrepreneurs and innovators are leading the way in mobility and electrification transportation solutions that will have an impact around the globe, while

solutions are born."

One of the initial grants was a \$65,000 award to Owosso-based Indian Trails. With frequent daily round trips each between East Lansing, Brighton, Ann Arbor, and the Detroit Metropolitan Airport and more than 200,000 passengers a year, Michigan Flyer—along with its parent company Indian Trails, Inc., and technology

"Realizing the extraordinary promise of the future of mobility means more people will be able to move faster, cheaper, and cleaner than today. Constructing the infrastructure needed is a monumental task that requires the continued commitment of public and private sectors to invest, innovate and implement strategies to activate this rapidly evolving mobility ecosystem fully."

partners VIA RIDE and Turnit Reservations—will develop an application programming interface (API) that enables the reservation systems of different transportation providers to exchange data and coordinate with one another. This API will allow passengers will be able to reserve and pay for end-to-end trips using multiple providers on a single e-ticket. Phase I will focus on providing cross-regional connections for people

who live and work in the Greater Lansing and Ann Arbor metropolitan areas.

"Michigan Flyer is uniquely positioned to lead the development of an integrated, multi-modal system that finally goes the full distance for passengers," said Chad Cushman, president of Indian Trails. "It has longstanding public-private partnerships with the Ann Arbor Area Transportation Authority and Livingston Essential Transportation Services to operate daily service between their regions and Detroit Metro Airport. Since 2016, it has been testing multi-provider arrangements through which we can offer door-to-door transport services. And it has the support of folks representing several organizations of people with disabilities, including veterans, who will serve as a user testing group for the integrated system."

MSU AT THE FOREFRONT OF MOBILITY RESEARCH AND TECHNOLOGY

MSU is a world leader in mobility research and is revolutionizing how people and goods safely move throughout the world through research, traffic management, legislation, and public policy, and sociomobility. MSU Mobility and MSU's CANVAS—



Connected and Autonomous Networked Vehicles for Active Safety—is at the forefront of technology that promises solutions and benefits to real-life driving problems, including preventing accidents and improving traffic flow. For autonomous vehicles to become a reality on the roads requires technology that best detects and communicates impending challenges such as ice, snow, or a pedestrian crossing into a vehicle's path.

CANVAS director Hayder Radha is helping MSU lead in this space, with an eye toward a more connected future in which vehicles communicate in real-time with other vehicles, their physical environment, and their passengers.

"Much of our work focuses on technology that integrates the vehicle with its environment," says Radha, professor of electrical and computer engineering, MSU. "In particular, MSU is a recognized leader in computer vision, radars and antenna design, high-assurance computing and related technologies, all areas that are at the core of self-driving vehicles."

Spartan Mobility Village, a part of MSU's live, connected ecosystem, is home to MSU Mobility's labs, where roadways and parking lots can be closed to test new technologies. In

the future, unoccupied buildings will be used as a background for sensing technologies, including radar clutter simulating the suburban and urban environment.

MSU has also recently launched an exclusive partnership to provide e-scooters on campus with Spin, a San Francisco-based micromobility unit of Ford Motor Co. Hundreds of e-scooters are now available to students and faculty at various locations throughout campus. They have a top speed of 15 mph and are operational from 6 a.m. to 10 p.m.

Riders must download the Spin app onto their Apple or Android device to unlock the vehicles. The scooters cost \$1 to unlock and 20 cents per minute to ride. More than 600 scooters are now on campus, and that number will likely continue to grow. By early November, Spin had already tracked more than 170,000 rides.

"I am not at all surprised at Spin hitting this milestone so quickly on the MSU campus," said Brice Nelson, senior director of corporate partnerships at Business Connect, the corporate engagement arm of the MSU Innovation Center. "Spin has a great team that has become part of our ecosystem by working collaboratively to understand and address operational issues while investing in future mobility by working with student teams and faculty research programs."

Realizing the extraordinary promise of the future of mobility means more people will be able to move faster, cheaper, and cleaner than today. Constructing the infrastructure needed is a monumental task that requires the continued commitment of public and private sectors to invest, innovate and implement strategies to activate this rapidly evolving mobility ecosystem fully. ●

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Michelle Massey Receives 2021 ATHENA Leadership Award

An enthusiastic crowd of business leaders and community members attended the ATHENA Award luncheon on Thursday, Dec. 2. The event honored Michelle Massey as the 2021 ATHENA Leadership Award recipient. Massey, who serves as vice president of community outreach and customer operations for TechSmith was named the 2021 ATHENA Award recipient for her demonstrated leadership in her profession, commitment to the community, and long-standing commitment to helping women develop their skills.

"I am honored to be the recipient of the 2021 ATHENA Leadership Award. It is wonderful to be recognized for doing good in a community that I am passionate about," said Massey. "Receiving this award is humbling because there are so many others committed to the Lansing region and doing great things."

The event also recognized the 2021 and 2022 recipients of the ATHENA PowerLink (APL) Award, a national mentoring program that connects selected women business owners with a skilled advisory panel. The specified panel of advisors will donate an estimated \$25,000 value of business consultation services to help the business achieve the next level of success. As 2021 APL recipients, FLEXcity Fitness owners Trista Parisian and Jenny Quinn have been working with their mentor panel to develop new strategies to help grow their business. Tobi Lyon, founder and CEO of Ngage Management, has been named the 2022 APL Award recipient. ●



ATHENA honoree Michelle Massey with Tim Daman, president & CEO, LRCC, and Sheri Jones, event emcee and previous ATHENA honoree.



Michelle Massey making her remarks after receiving the ATHENA Leadership Award.



Tobi Lyon, CEO and founder of Ngage Management is the recipient of the 2022 ATHENA Powerlink Award.



Jenny Quinn and her business partner Trisha Parisian were recipients of the 2021 ATHENA Powerlink Award.



2021 Policy Priorities and Positive Outcomes

While 2021 remains just as unique and unpredictable as 2020, the Lansing Regional Chamber's government relations team has been serving its essential role of supporting and advocating on issues important to you.

Below you will find the policy priorities along with key areas of success our team has had on your behalf at the federal, state, and local levels of government:

JOBS & THE ECONOMY

- Supported and aided the Lansing Economic Area Partnership (LEAP) and other entities providing federal, state, and local COVID-19 relief grants and loans to small businesses.
- Supported the Winning Michigan Jobs legislation to retain and grow businesses and create good-paying jobs.
- Supported the enhanced economic development incentive legislative package to strengthen the state's economic competitiveness and compete for and win transformational projects.
- Supported legislation to provide \$409 million in federal/state funding in aid for MI small businesses impacted by COVID-19

TALENT & WORKFORCE DEVELOPMENT

- Secured \$100 million for the Going PRO Talent Fund (Up from \$28 million in 2020).

2022 POLICY PRIORITY FOCUS AREAS

OUR MEMBERS HAVE INDICATED THE FOLLOWING POLICY PRIORITIES THEY WANT THE LRCC TO WORK ON IN 2022

Jobs & the Economy: **60%**

Talent & Workforce Development: **60%**

Regional Infrastructure: **58.46%**

Economic Development: **44.62%**

Education (K-12, higher education, professional trades, etc.): **35.38%**

Government regulations: **27.69%**

- Secured \$100 million for Futures for Frontliners & MI Reconnect wraparound services.
- Supported \$100 million for the Office of Global Michigan Immigration & Refugee Support.
- Supported the MI Tri-Share Child Care Pilot Program.
- Supported the Michigan Global Talent Attraction, Retention and Recovery Plan.
- Supported Holt, Okemos, and Waverly Community Schools bond proposal to update infrastructure, safety and security, innovation and learning environments.

REGIONAL INFRASTRUCTURE

- Supported the \$1 trillion federal infrastructure bill package – Michigan will receive \$10 billion.
- \$7.3 billion for federal-aid highway apportioned programs.
- \$1 billion in public transportation.
- \$563 million for bridge replacement and repairs.
- \$100 million in broadband coverage.
- \$275 million in regional infrastructure improvements investment in 2021.
- Completion of the Forest | Collin Roads improvement and safety modernization.
- Completion of \$3.3 million Aurelius Road bridge replacement over I-496.
- I-96 to Airport Road | \$73 million investment & 927 jobs.
- Continue to support Michigan Avenue Corridor improvements between the Michigan State Capitol Building and Michigan State University campus.

ECONOMIC DEVELOPMENT PROJECTS SUPPORTED BY THE LANSING REGIONAL CHAMBER OF COMMERCE

- Supported and secured state grants for 15 local projects through the Michigan Enhancement Grant program.
- Sparrow Health System capital improvement plan - \$800 million.
- Downtown conversion boost.
- Supported the City of Lansing Small Business Façade Improvement Program.
- Delta Crossings (Delta Township) - \$200 million mixed-used development.
- Amazon Distribution Center (Delta Township).
- Redevelopment of the historic Clara's Train Station.

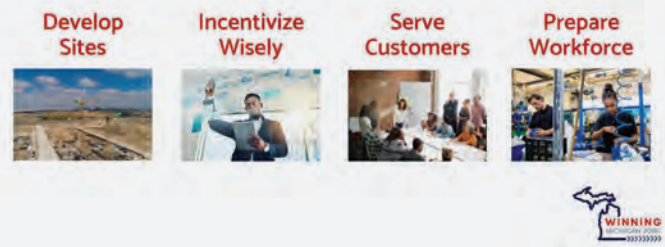
HEALTHCARE ACCESSIBILITY & AFFORDABILITY

- Continued to encourage and educate employers and employees on COVID-19 vaccines through the RELAUNCH Greater Lansing Task Force.
- Requested Gov. Whitmer administration support procuring and paying for COVID-19 tests for employers through a grant program or other method.
- Supported the Sparrow Health System free-standing emergency department (Meridian Township).
- Supported the Sparrow Health System expanded outpatient offices across the Greater Lansing region.
- Supported McLaren Greater Lansing requests for mental/behavioral health partnership with state of Michigan for McLaren Greenlawn Campus

REGULATIONS | LOCAL GOVERNMENT FINANCIAL HEALTH

- American Rescue Plan Monitoring: Ensuring federal COVID-19 relief funding is spent wisely.

Our four-part strategy will get Michigan back in the game:



Winning Michigan Jobs

The Lansing Regional Chamber joined over 20 organizations and leaders throughout the state to work collectively to help Michigan regain a competitive edge in the race for new jobs and investment. Chamber members continue to indicate that the most important priorities they want their Chamber team to focus on is supporting policy that creates jobs and strengthens our economy as well as working on solutions to our talent and workforce development challenges.

Learn more about the four key strategies at the Winning Michigan Jobs website, www.winningmichiganjobs.com.



- Opposed the Build Back Better federal plan, specific to tax structure changes that would negatively impact corporate and small businesses.
- Supported new social districts in downtown Lansing, Old Town and REO Town to assist restaurants and bars.
- Supported restoration for tax parity between large C corporations and smaller “pass-through” businesses.
- Opposed federal and state mandates that were an overreach of government authority into private industry operations. ●



Anderson



Messer

2022 Economic Outlook: Challenges and Opportunities

The troubling combination of Covid, inflation, supply chain disruptions and a continuing labor shortage will challenge the economy throughout 2022.

However, out of those challenges are some opportunities for Michigan and particularly the Greater Lansing region should seek to leverage to improve its competitiveness. Those were messages delivered to the Lansing Economic Club at its December meeting by speakers Patrick Anderson, principal and CEO, Anderson Economic Group and Quentin L. Messer, Jr., president & CEO, Michigan Economic Development Corporation.

"Consumers are still very worried and that is something we need to be concerned about," said Anderson.

Working with the Lansing Regional Chamber of Commerce and the Lansing Area Economic Partnership, Anderson Economic Group recently completed a first-of-its-kind benchmarking study comparing the Lansing region to 11 other competitive communities around the country. Anderson told the crowd that two of the significant shortcomings the study found are that the region needs to focus on are increasing the size of the private sector and a low population base.

"We need to attract more people here," said Anderson.

According to the study, the strengths of the region were affordable housing, and a high Gen Z population. Anderson said the region should seek to leverage those strengths plus high-tech employment and improve educational attainment.

"If we do those things well, we will win and be happy that we seized the moment," said Anderson.

Messer said Michigan needs to get four things right as it seeks to strengthen its competitive position, including creating an environment that celebrates risk, focusing on entrepreneurship, getting things done at the State Capitol and serving our customers.

"This is about teamwork," said Messer. "If you are going to build a great program, you have to think about sustaining it over multiple years."

Messer also encouraged the Lansing region to better tell its own story, which is a good one.

"It's not bragging if what you are saying is true," said Messer. "There is a genuine humility in this region which sometimes prevents us from telling a story that needs to be told." ●

NEW HIRES



Hinton

Certified Nurse Practitioner **Stacey Hinton, FNP-C**, has joined the **Sparrow Medical Group** Charlotte 123 practice, adding to the long-standing excellent patient care

provided by **Kimberly Friar, M.D., Scot Randall, D.O.**, and **Summer Clay PA-C**. Hinton is a familiar face in Charlotte, having served as the primary provider at the former Cherry Health – Eaton Community Health Center for several years, and is eager to continue caring for the community.



Thomas

Mason Public Schools has recently named **Connor Thomas** the new athletic director at Mason High School. Mr. Thomas most recently served as the athletic director for Caro

Community Schools. Mr. Thomas received his Bachelor of Science in Marketing from Oakland University is currently finishing his Master of Arts in Sports Administration from Wayne State University.

Mercantile Bank of Michigan is proud to announce the expansion of their commercial lending presence in Grand Rapids/Lansing with the addition of several experienced Commercial Lenders: **Mike Bishop**, senior vice president, commercial lender, a 22-year veteran of the commercial banking world, will function as a team leader of this experienced lending team and will work to further develop client relationships; **Brian Campbell**, first vice president, commercial lender, brings 22 years of banking experience with a concentration in commercial real estate; **Steve Bosscher**, first vice president, commercial lender,

brings 15 years of experience and market knowledge to this role; and **Greg Adkins**, first vice president, commercial lender, brings 21 years of comprehensive lending experience to this role.



Bacon

Union Bank has announced the addition of **Dana Bacon**, vice president, treasury management director. In her new role, Bacon, a certified treasury professional, will focus on strategic initiatives to successfully drive new business with product roadmap development, market research and data analysis to help support local businesses and build the banks' brand throughout the various markets it serves.



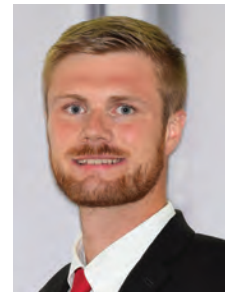
Lucas

The **Greater Lansing Convention and Visitors Bureau (CVB)** is pleased to announce its hiring of **Amie Lucas** as manager of digital marketing and content. She will be joining the marketing communications team, bringing over 10 years of web design and content creation experience. Lucas received her Bachelor of Arts degree from Michigan State University in telecommunications, information studies and media. She comes to the CVB from MSU where she was a web designer/developer, content manager and digital media marketer.

Foster Swift welcomes new associates **Anthony M. Dalimonte**, **Jim W. Scales** and **Mariah M. Silverstein**. All three are members of Foster Swift's litigation practice group. An alum of Wayne State University Law School, Dalimonte practices from the firm's Southfield office. His experience includes conducting legal research



Dalimonte



Scales



Silverstein

and drafting memos, briefs, and dispositive motions on matters concerning general and commercial litigation.

Scales is based in the Grand

Rapids office. He is a graduate of the University of Notre Dame Law School. His experience includes appeals briefs, wrongful death, contract breaches, personal injury, probate estates, employment matters, and religious liberty & religious organizations. Silverstein is based in the firm's Lansing office. She received both her undergraduate and law degree from the University of Michigan. Her experience includes conducting legal research and drafting motions for criminal and civil cases in both state and federal court.

AWARDS



McLaren Greater Lansing nurse **Alexis Falcon** was honored with the DAISY Award for Extraordinary Nurses. The award is part of the DAISY Foundation's program to recognize the exceptional care nurses provide daily. The nomination, submitted

by one of Alexis's patients, read as follows: "As my primary nurse, Alexis was very informative, sensitive, and patient. She was professional in every way. While commending Alexis, I cannot understate the care and respect given to me by the nurse assistant, Kendra. Thank you." Falcon was rewarded by hospital leadership and co-workers and received a certificate commending her for being an "Extraordinary Nurse," as well as a sculpture called "A Healer's Touch," hand-carved by artists of the Shona people in Zimbabwe.

The **Arts Council of Greater Lansing** and **Ingham County** are pleased to announce the 2021 Ingham County Hotel/Motel Funds for Arts and Tourism grantees. This year, grant funds totaling \$72,123.07 were distributed to area arts organizations. The arts and tourism awards were given to 11 regional arts and cultural organizations and will support their publicity efforts and boost tourism to our area. Arts and tourism funding was provided to the following organizations: **All-of-Us Express Children's Theatre; Broad Art Museum; East Lansing Art Festival; Impression 5 Science Center; Lansing Art Gallery & Education Center; Lansing 5:01; Lansing Symphony Orchestra; Michigan Institute for Contemporary Art;**

Michigan State University Science Festival; Wharton Center for Performing Arts; and Williamston Theatre.



McLaren Greater Lansing has received the American Heart Association/American Stroke Association's Get with The Guidelines®-Stroke Gold Plus Quality Achievement Award for their continued success in utilizing the *Get with the Guidelines for Stroke* patient management program. The award recognizes the hospital's commitment to ensuring stroke patients receive the most appropriate treatment according to nationally recognized, research-based guidelines based on the latest scientific evidence. This includes the proper use of medications and other stroke treatments to speed up recovery and reduce death and disability for stroke patients. Before discharge, patients receive education on managing their health, schedule a

follow-up visit, and are made aware of other transition interventions.



Tilley

Daryl Tilley, executive director of information technology services at **Ingham ISD**, has been awarded the 2021 Info Tech CIO Award for the large and enterprise

division. The award is presented by Info Tech Resource Group, a leading information technology research and advisory firm. Tilley has worked at Ingham ISD for more than 14 years and will be retiring in 2022.

Maner Costerisan is celebrating a significant accolade. The firm was named to Accounting Today's 2021 Best Firms for Young Accountants list, ranking tenth in the nation. There are more than 44,000 accounting firms in the United States. To qualify for the Best Firms for Young Accountants honor, firms needed to have at least 15 employees who were under the age of 30 or have employees under 30 constitute at least 10 percent of their total, with at least a 40 percent response rate for employees under the age of 30 to the anonymous employee survey. Firms were ranked according

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to the average positive response rate to the survey of employees under 30.

DISTINCTIONS

A national rural health organization has recognized a **Sparrow Eaton Hospital** caregiver as Michigan's Community Star for her work on improving the health of rural communities. **Kalli Dempsey**, of Charlotte, was the lone statewide honoree of the National Organization of State Offices of Rural Health. Dempsey works as the Neighborhood Coordinator for the Eaton Community Health StreetHeart program, part of a collaboration with Sparrow Eaton, a community health worker. Dempsey has been a Sparrow caregiver for about three years.



Teahan

Super Lawyers has recognized **Fraser Trebilcock** attorney **Marlaire C. Teahan** as one of this year's "Top 100: 2021 Michigan Super Lawyers," and "Top 50: 2021 Women Michigan Super Lawyers."

Marlaire is no stranger to legal accolades. This is the second time she has been recognized as one of the "Top 100 Michigan Super Lawyers" and the eighth time she has been one of the "Top 50 Women Michigan Super Lawyers" named by peer reviews conducted by *Super Lawyers*.

Sparrow Hospital is one of 15 national hospitals to receive a NICU donation of five MamaRoo Infant Seats as part this year's *Nominate a NICU* program, an initiative sponsored by Project Sweet Peas, a national non-profit organization that supports NICUs and NICU families; The Superhero Project, a regional non-profit that assists NICU families; and 4moms, the makers of the MamaRoo Infant Seat. In its fifth year, the *Nominate a NICU* program invites, parents, families, and hospital employees to share their stories about their incredible NICUs and NICU staff for the opportunity to

become one of 15 hospital donation recipients. Sparrow received nearly 100 nominations.

MSU Federal Credit Union (MSUFCU)

was named #8 out of 30 large employers for the Detroit Free Press 2021 Top Workplace Awards. In addition, **April Clobes**, president and CEO of MSUFCU, was selected as one of three Top Leaders. This marks the eleventh consecutive year the Credit Union has been named a Top Workplace by the Detroit Free Press and the second time that April Clobes has received recognition as a Top Leader.



Kellogg

Fraser Trebilcock

is pleased to announce that attorney **Mark E. Kellogg** has been selected as one of this year's "Leaders in the Law" by Michigan Lawyers Weekly. This award

recognizes those who contribute significant time and energy to the practice of law in Michigan and demonstrate leadership in improving their communities and the justice system in Michigan. Mark has devoted over 30 years of practice to the needs of family and closely held businesses and enterprises, business succession, commercial lending, and estate planning.

The National Association for Business Resources has named **MSUFCU** as a Michigan Best and Brightest in Wellness® 2021 winner for the ninth consecutive year by the National Association for Business Resources. This program honors companies that promote employee well-being, worksite health, and wellness. Companies were evaluated by an assessment administered by SynBella, a leading wellness systems firm. Company entries were examined for quantitative and qualitative data and scored on a criteria-based point system to benchmark and improve wellness program effectiveness. They

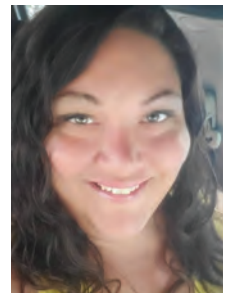
include outcomes, analysis, tracking, participation and incentives, benefits and programs, leadership, employee input, culture, and environment.

Foster Swift Collins & Smith will be one of the 70-plus law firms participating in the Midsize Mansfield Rule Certification program. This program was established by the Diversity Lab (an incubator for innovative ideas and solutions that boost diversity and inclusion in the law) to boost the representation of historically underrepresented lawyers in law firm leadership by broadening the pool of candidates considered for these positions.

PROMOTIONS



Jones



Chall

Highfields is pleased to announce two promotions to the senior leadership team: **Tyler Jones** as interim director of residential services and **Terra Chall** as director of community services for the South Team. Jones joined Highfields as a residential family counselor in 2013. He later became the manager of treatment services before accepting his new leadership role. Chall joined Highfields in 2013 as the community services supervisor for their Jackson location.



Earl

Hospice of Lansing

announced the promotion of greater Lansing area native **Andi Earl** as its new executive director. Earl, who served as the Hospice of Lansing director of operations for the past two years

MEMBERS ON THE MOVE

will replace John Person, retiring after serving nine years as executive director. Earl joined Hospice of Lansing in 2014, where she served as Stoneleigh Residence liaison, administrative and facilities manager, clinical support manager, and operations supervisor.



Youngstrom

Yeo & Yeo, a leading Michigan-based accounting and advisory firm, announces that **Dave Youngstrom, CPA**, will begin his term as the firm's eighth President and

CEO on January 1, 2022. Youngstrom will take over executive leadership of the firm's nine offices and all Yeo & Yeo companies – Yeo & Yeo CPAs & Business Consultants, Yeo & Yeo Medical Billing & Consulting, Yeo & Yeo Computer Consulting and Yeo & Yeo Wealth Management. Youngstrom succeeds Thomas Hollerback, who retired on Dec. 31, 2021, after 38 years with Yeo & Yeo and serving the past nine years as President and CEO. Under Hollerback's leadership, Yeo & Yeo has continually been recognized as a top performer.

BOARD OF DIRECTORS & EXECUTIVE COMMITTEE UPDATES



Duncan

The Professional Board Staff Network has elected **Lansing Community College (LCC)'s** executive assistant and board liaison **Benita Duncan** as president. Her

election came during the recent 2021 Association of Community College Trustees (ACCT) Leadership Congress in San Diego, California. Ms. Duncan becomes the first Black woman to ascend to the position of President for the Executive Committee of the ACCT

Professional Board Staff Network (PBSN). The PBSN is a national-level resource for those who support governing boards or presidents of community colleges.



Anderson

Granger Waste Services is pleased to announce the promotion of **Paul Anderson** to the chief operating officer. Anderson joined the company in 2002. As chief operating

officer, Anderson will collaborate with the CEO in setting and driving organizational vision, operational strategy, and future direction of the company. He will also take the lead on expansion activities and oversee and coordinate the entire operation of the organization toward the achievement of established policies, goals, and operating objectives.

The American Osteopathic Foundation (AOF) has elected **MOA** Executive Director **Kris Nicholoff** to the AOF Board of Directors. The role as AOF Board member adds to the leadership duties on Nicholoff's list as he also serves on the American Osteopathic Association's Bureau on Federal Health Programs and the Osteopathic Political Action Committee.



Ganguly

Junior Achievement of Mid-Michigan (JA) welcomes **Dev Ganguly**, EVP and chief operating officer of Jackson, to the JA Board of Directors. Dev is looking forward

to getting involved. He shared these thoughts about joining the board, "JA'S mission to inspire and prepare young people to succeed in a global economy resonates with my passion for promoting financial literacy and career preparedness. I look forward



MICHIGAN PREMIER EVENTS

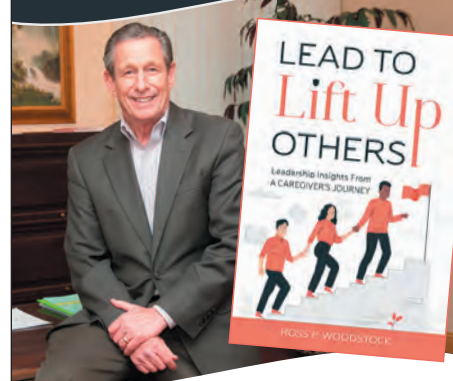
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to contributing towards JA reaching even more students to help build a better workforce for tomorrow." JA is excited about the future for students in mid-Michigan with Dev Ganguly as a part of the JA Team.

The **Arts Council of Greater Lansing** is very excited to add **Andie Poole** of Martin Waymire to its list of stellar board members. Andie is the vice president at Martin Waymire and partner. She also sits on the Arts Council's fund development and advocacy committees, and they look forward to all she will bring to the table as a board member.

COMPANY NEWS



LCC held its Tech Forward: Men of Color event on Nov. 19, 2021, at its West Campus location, 5708 Cornerstone Drive, Lansing. Tech Forward provides an opportunity to learn what programs at LCC can launch your career in one of these high-paying, high-demand fields. **Wayne Lynn**, the director of transmission and distribution operations and engineers for the Lansing Board of Water and Light was the keynote speaker. Lynn is responsible for the electric overhead and underground construction, maintenance, service restoration and engineering and vegetation management.

Ele's Place recognized Children's Grief Awareness Day on Nov. 18, 2021, by conducting tours of their building near downtown Lansing. One in 12 children in Michigan will experience the death of a parent or sibling by the age of 18. That does not include other relatives, friends, neighbors, classmates, teachers, and coaches. Unresolved childhood grief can result in depression, anxiety, risk-taking

behaviors, and more.

The **Salvation Army Lansing Capital Area** hosted two community meals to celebrate Thanksgiving. On Nov. 22, 2021, the Salvation Army hosted a Thanksgiving Lunch at its Citadel Corps (525 N. Pennsylvania Ave.). Guests were welcomed in to sit down and enjoy a warm Thanksgiving meal with all the fixings. On Wednesday, Nov. 24, 2021, there was a Thanksgiving dinner at the South Corps locations (710 W. Jolly Road). Meals were served in two shifts, the first from 4 to 4:45 p.m., and the second from 5:15 to 6 p.m., to allow for proper social distancing and cleaning practices. The sit-down dinner was limited to 60 people per shift.

Arts Council Greater Lansing is pleased to announce that they have been awarded a \$250,000 American Rescue Plan grant from the National Endowment for the Arts. The Arts Council will use funds to create a regranting program to provide pandemic recovery dollars to the region's arts and cultural sector. Available funds will be redistributed to eligible recipients to fund nonprofit operations and facilities, and community arts projects. The Arts Council is currently designing the regranting program. Area artists and federal nonprofit arts and cultural organizations will apply for funds if they meet all NEA and Arts Council criteria. The goal is to make an equitable, simple, accessible application process for all interested applicants to get funds into the hands of grantees as quickly as possible. The Arts Council hopes to complete the application and panel selection process to present financial awards in early 2022.

LCC invited the Greater Lansing area to Take a Stand! and Sit In! on Nov. 22 & 23, 2021. The two-day symposium of engaging presentations intended to encourage dialogue about diversity, equity and inclusion featured many new voices and topics. LCC theater alum **Rudy Valdez** presented his Emmy Award-winning documentary,

"The Sentence," and a conversation about the film. The documentary tells the very personal story of his sister's experience with the criminal justice system and shines a light on mandatory minimums and sentencing reform. Valdez won the Emmy for Exceptional Merit in the Documentary Filmmaking category at the 71st Primetime Emmy Awards in 2019.

As part of its community outreach and giving efforts, **CASE Credit Union** recently presented Youth Haven with a check for \$5,028. Credit union employees raised the funds throughout the third quarter of 2021. Youth Haven's mission is to meet disadvantaged children's physical, emotional and spiritual needs. This includes children living in foster care, single-parent families, or low-income homes, as well as children who have experienced abuse, neglect, gang violence, or even a parent in prison.

The **Lansing Economic Area Partnership (LEAP)**, regional placemaking funders and the Meridian Township community dedicated a new art sculpture at the farmers market in Meridian Township. The contemporary sculpture, titled *SOW*, is the latest piece of permanent public art funded in part by a \$10,000 grant from LEAP's Public Art for Communities (PAFC) grant program, with support from the **PNC Foundation**. Meridian Township chose artist Dane Porter of Dane Porter Art Studio to enhance the recently updated Marketplace on the Green pavilion. Inspired by nature, growth and the farmers market's local produce, *SOW* adds another layer of vibrancy to Meridian Township's Marketplace on the Green.

After working for **Sylvan Learning Center** for 15 years, **Jessica Rollins** along with her husband, **George** had the opportunity in March of 2017 to purchase three locations (Lansing, Jackson, Brighton). Before March 2020, no services were being offered virtually, and they worked to fully transition to a virtual environment

from March until June 2020, completely uprooting their business model! They re-opened to both in-person and live online services in June 2020 and continued to focus on community partnerships. In April 2021, their in-school services had grown, and Jessica's husband joined her full time in the centers to support that growth. In September 2021, they had the pleasure of adding two additional centers to their team: Ann Arbor and Novi.

Sparrow has launched a new initiative to reach out and help hungry families, especially pregnant women in need. The program, Feeding Your Growing Family – Addressing Food Insecurity among At-Risk Mothers, will aim at helping at-risk woman of child-bearing age who are either patients of Sparrow's High-Risk Ob/Gyn clinic or delivering children at Sparrow Hospital. Through partnerships with the Delta Dental Foundation, Capital Area United Way, Greater Lansing Food Bank, and Ingham County Health Department, the program aims to decrease food insecurity and increase nutrition for at-risk mothers in Mid-Michigan. By providing free access to resources, healthy food, and nutrition education, this program addresses at least four common barriers to health transportation, financial stability, education, and access to resources. Funding was made possible thanks to the Michigan Health Endowment Fund, which has awarded a \$231,206 grant to the Sparrow Foundation.

Five community leaders will be recognized for their contributions during a fundraiser to support the **Xavier DeGroat Autism Foundation** at the Meridian Mall on Friday, Feb. 4 from 4 to 9 p.m. The dinner and program will begin at 7p.m. Community leaders being honored include: **Kelli Ellsworth-Etchison**, chief marketing officer & chief diversity officer, LAFUCU; **Lori Adams Simon**, director, diversity, equity & belonging and civil rights coordinator, Sparrow; **Virg Bernero**, former Lansing Mayor; **Elaine Hardy**, diversity,



equity and inclusion administrator, City of East Lansing; **Joel Ferguson**, developer and longtime Michigan State University Trustee; and Ingham County Sheriff **Scott Wriggelsworth**.

MSUFCU employees celebrated the 84th anniversary of its founding by paying it forward with acts of kindness. Employees have participated in this practice each year since the Credit Union's 75th anniversary in 2012. This year, employees of the Credit Union and its foundation, the Desk Drawer Fund, donated \$8,400 to charities and local heroes during the week of Nov. 14-20, 2021. In addition, employees surprised 760 members at branches with gift cards to local establishments. Fourteen organizations and two local heroes received donations from MSUFCU this year, and most were nominated by employees. In addition, two local heroes each received \$500: **Marissa Thaler**, a Lansing artist who uses her talents to give back to the community. She volunteered to repaint the defaced "Fruit of Her Labor" mural by **Nanibah Chacon** in Old Town. She assisted in restoring Art Path artist **Isiah Lattimore's** mural honoring George Floyd. **Ceci Bordayo**, director of Pass it On Community Center is currently raising money to renovate the center, which at one time was slated to close. Bordayo also worked with various community groups to help more than 50

students from kindergarten through sixth-grade complete schoolwork at the facility.



LAFUCU's Listen & Learn Program and Rooftop Landing Reindeer Farm presented a live, virtual event that celebrated the magic of Christmas on Dec. 7, 2021. The free, family-friendly "Christmas Special," included a special story time with Santa, a peek inside the farm located in Clare to learn fun facts about reindeer, and a visit to Santa's workshop to see how candy canes are made. Committed to helping communities it serves to thrive, LAFUCU created the Listen & Learn Program in response to the pandemic to provide a fun, new option for kids up to age 12 to learn, listen, read, and interact. In addition to live events, readings of children's books are available by phone, (517)622-6789, and YouTube, <http://bit.ly/LAFUCU-L-L>. Volunteer readers can sign up at <https://bit.ly/LAFUCUvolunteers>.

The **Ingham County Board of Commissioners** and **LEAP** announced \$1,520,000 in Ingham County Sunrise Small Business Grant Program Impact Grants to 17 organizations, finalizing the program's grant distribution. The Impact Grants include 11 childcare impact grants, three community economic impact grants and three business incubator impact grants. These awards add to the \$6.6 million in grant funds awarded by LEAP and Ingham County since the Sunrise Grant application closed July 31, 2021, focusing on increasing childcare capacity, stabilizing severe economic disruption, and growing entrepreneurship and business ownership within underrepresented communities.

The **Clinton County Board of Commissioners** and **LEAP** announced 107 Clinton County small businesses will receive grants from the Clinton County Small Business Relief Program. Grants range from \$10,000-\$25,000 based on total employment and collectively total \$1,640,000 funded by the county's first tranche of American Rescue Plan Act funds. Fifty-eight percent of the 185 eligible applications received awards, which were distributed throughout all corners of the county. Notably, 49 percent of eligible applicants were from women-owned businesses, with 46 percent of awards reaching this significant group of Clinton County business owners.

The **Arts Council of Greater Lansing's** 2021/2022 billboards have taken to the sky. Congrats to artists **Christine Beals, Chelsie Boodoo, Max Boyang, Louis Boyang, Isabella Croff** and **Jena Hovey**. The first billboard to go live was Chelsie Boodoo's on Dec. 6,

2021. Each artist's work will run for two months from December 2021 to November 2022 with a two-week big splash in January, featuring all the artists at once.

A local nonprofit with over 45 years of experience assisting refugees will leverage a recent grant to help ensure 150 Afghans newly arrived in the United States can find employment as quickly as possible, so their families can become self-sufficient as they resettle in the Lansing area. **St. Vincent Catholic Charities**, which operates the only refugee resettlement program in mid-Michigan, received a \$40,000 grant from the **Jackson** biannual grant program. According to Tamara El-Khoury, the nonprofit's director of development, in addition to helping 150 refugees find jobs, the grant also indirectly assists their families, supporting 300 Afghans in all. She said time is of the essence providing employment services to these

refugees because they emigrated to the United States suddenly during the rapidly evolving crisis in Afghanistan through the Afghan Placement and Assistance program.

Okemos-based premier software as a service (SaaS) provider **Konnech, Inc.** has kickstarted an exciting new business growth phase by expanding and opening a new office in downtown East Lansing. Konnech specializes in election logistics management products and services, providing programming, hosting, technical support and training for election administrators. Konnech currently has a team of 35 full-time employees spread across the globe, with nine at home in the Lansing region. Konnech's expansion in East Lansing will create more than 51 full-time high-quality jobs in the Lansing region and paves the way to onshore additional positions currently based overseas. ●



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