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January 2017



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Have feedback, ideas, or submissions? We are always happy to hear from you! Deadlines for submissions are the 5th of each month. Go to www.bestversionmedia.com and click "Submit Content." You may also email your thoughts, ideas and photos to:

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Content submissions and new business sponsors must be received by the 5th of each month for the next month's publication.

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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



Vision:

Building successful businesses that lead to a thriving community.

Mission:

Connecting businesses to each other and the resources they need to grow and succeed.

The act of setting new resolutions permeates conversations during the holiday season, and having goals for 2017 will certainly help you achieve them—both personally and professionally. As we get a fresh start on a new year, setting goals can be a powerful catalyst for business growth. The question becomes *which* goals to set. Which goals will matter most to your business and help it grow?

Without a doubt, maximizing your Chamber membership should be high on your list. We make it our business to help our members connect to each other and to the resources that will help them succeed, and we've got the tools to make that happen for your business.

Looking to promote your business? Drive traffic and sales? To make new contacts? Our networking programs are designed to give you a variety of different settings to connect with people that can keep your business thriving. Come to a breakfast, a lunch, a ribbon cutting, a committee meeting. Don't have time for an event? List yourself in our directory and on our website, post specials and events in our member news. There are lots of ways we can help you share your story.

Does your business depend on what's happening in the legislature? We have numerous advocacy programs designed to give our members the platform to discuss public policy issues, and the access to our local, state and federal representatives. Their regular attendance at our events is a member benefit that is available to you to make the most of.

This magazine gives you an overview of some of the different ways our business community comes together through the Chamber, but there is much more than what you can see in these 20 pages. Get online and look at our website (www.westcoastchamber.org) or call our office and schedule a consultation. It's our resolution to make sure you are getting the most out of your membership, and we invite you to make maximizing your membership a goal for 2017 as well.

Best Regards,
Jane Clark

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Feature:

Professional Lakeshore Latinas

By Chelsea Hall



Dawn Ward and Juanita Bocanegra

Meet the Founders

Dawn Garcia Ward serves as senior counsel for Warner Norcross & Judd LLP in Holland. She holds a bachelor's degree and Juris Doctor degree from Notre Dame and possesses a wealth of experience in the field of data record information management and information governance. Dawn was proud to be recognized by *The Grand Rapids Business Journal* as one of the "2016 50 Most Influential Women in West Michigan." She serves on the West MI ARMA Board and as a trustee on the Holland Hospital Board of Directors.

Juanita Bocanegra currently works for the Ottawa County Prosecutor's office as an assistant prosecuting attorney. She earned her Bachelor of Arts degree in international relations and Spanish from Grand Valley State University's honors program and her Juris Doctor from Thomas M. Cooley Law School. She currently serves as chair of the distribution committee and board secretary for the Community Foundation, and also serves as trustee on the Holland Hospital Board of Directors as well as being a member of the Lakeshore Alliance Against Domestic and Sexual Violence.

Idea

A few years ago, Dawn Ward and Juanita Bocanegra had an idea for a way to fill a need within their community. "Juanita and I decided to organize social events geared toward meeting and uniting the local Latina community," Dawn explained. "We knew other professional Latinas were out there, but at the time we had no idea how many talented, interesting and successful Latinas live and work right here in our community."

The group's first meeting was held at Butch's Dry Dock in Holland. "There were only five of us," Dawn recalled. "We had dinner and wine. We shared our stories, sympathized with each other, laughed and had a great time." The group agreed that meeting with each other regularly would be fun, relaxing and uplifting. "There was no pressure," Dawn explained. "We were there to build relationships and support each other." And so, the Professional Lakeshore Latinas (PL2) was formed.

Growth

PL2 continued to meet regularly and remained small for a year or so. That is, until the West Coast Chamber heard what it was doing. "As soon as Jane Clark (President, West Coast Chamber) found out about PL2, she asked us, 'How can the Chamber help?'" Dawn said. "The Chamber offered to get the word out about the group, and since then we have grown to over 55 members." Both women say PL2 owes much of their growth to Jane and the Chamber. "Currently, the Chamber assists with coordinating gatherings, promoting the group on the Chamber website and essentially providing an administrative function so that the group can continue to grow," Dawn said.

Dawn and Juanita recognize the value in living and working in the Holland area, and thoroughly enjoy the community they serve. "We love the friendliness of people here and their commitment to making ideas and plans happen," Dawn said. "People here do not give up." To see the positive impact PL2 has on its members and the Latina community in Holland, one doesn't have to look much further than the group's Facebook page. One comment reads, "I can honestly say that each and every one of your stories resonated with me, and I am truly grateful for tonight and excited to see what the future has in store for this group of powerful, confident Latina women!" Dawn and Juanita are proud of feedback like this. After all, this is the connection they yearned for when the first group of five met just a few years ago at Butch's.

More recently, PL2 decided that while it was great fun to network, the group also wanted to have a more defined role in the community. "And so, we developed the following mission: *To foster relationships and empower Latinas through advocacy, service, and professional development*," shared Juanita.

Inspiration

Dawn and Juanita said they are continuously inspired by the Latina professional women in the community. "Our members are attorneys, engineers, executive directors of local non-profits, teachers, business owners and much more," Juanita noted. "The diversity of our career paths has been inspirational. Latina women can do anything they want to do." Several of PL2's members have been honored with awards recently. "Lena DelReal was nominated for the Lakeshore Athena award," Dawn said. "The speaker at the event, Pat VerDuin (also a member of PL2 and an Athena award winner), nominated Lena for this prestigious award. Many of us attended the event in support of both women." That support of community and feeling of sisterhood among the members is what Dawn and Juanita find rewarding.

Future

PL2 has much to look forward to, as the organization continues to grow and find new ways to give back to the Holland area, while maintaining the same come-as-you-are, hospitable environment they've had since their very first meeting. "We intend to continue to meet quarterly and fulfill our mission statement without placing an unwelcome or too large of a 'to-do' list on anyone's plate," Dawn said. "Our real goal is relationship building. We want the meetings to be a time that we each look forward to attending and not time we have to prepare for. We want each woman to say before a meeting, 'I want to attend,' not, 'I should attend.'" Dawn and Juanita also plan for PL2 to do service projects in the future.

In Dawn and Juanita's mission to unite the Latina community and uplift others, they have been humbled by the way PL2 has impacted their lives as well. Said Juanita, "I love seeing the support among women. I have met incredible women that I have confided in and whom I trust."

Please contact Colleen Schipsi at Colleen@westcoastchamber.org for information on attending an event. Visit Professional Lakeshore Latinas' Facebook page at www.facebook.com/groups/720401988107598/?fref=nf.



Member Testimonials

from Professional Lakeshore Latinas November Meeting

*"I thought it was a great bonding experience that worked toward empowering women to talk about their experiences. It felt like a safe environment to be able to come together and make new friends."
—PL2 member*

"I enjoy being able to express my concerns, accomplishments, and ideas while having a large group of women validate and genuinely understand me. I also like being able to learn about what other women in the area are doing and how we can support them and be there for one another. I am excited for the relationships I will build and the lifelong mentors I will gain. Excited for what the group has in store for me as an individual."—PL2 member

Professional Lakeshore Latinas November 2016 meeting at Boatwerks in Holland, photo credit: deVries Photography



Primary Care Physicians Provide a Cost-Effective First Line of Defense for Your Employees' Health Care Needs

Content Provided by Mercy Health

The health and well-being of your employees are important to you. Studies show that access to a primary care physician (PCP) can help your employees feel better, live longer and avoid disability and long absences from work. What's more, health care costs are lower when employees have a PCP overseeing their care and coordinating all the tests, procedures, and follow-up care.

Whether it's an internist, pediatrician or family medicine doctor, a PCP serves as the first line of defense for diagnosing and treating a majority of a patient's medical needs. Your employees will visit a PCP for acute illnesses such as sore throats and earaches, for chronic diseases like diabetes and high blood pressure, and for routine physicals and health screenings. As the touchstone of a patient's overall care, PCPs also help coordinate care across the broader spectrum of the health care system including specialists, hospitals, home health care, community services, and long-term care. Urgent care centers and hospital emergency departments serve a specific purpose. However, when it comes to continuity of your employees' overall care there's no better choice than a PCP.

Increasingly, PCP practices are modeling a philosophy of care known as the patient-centered medical home (PCMH). These practices strive to develop a close partnership between the patient and their physician, putting the patient at the hub. The PCP and his/her health care team—consisting of physician assistants, nurse practitioners, nurses and medical assistants—work directly with patients to design a personalized care plan that encompasses their physical and behavioral/mental health needs. The use of technology including electronic health records and online patient portals improve the accessibility and communication between patient and the health care team.

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The Hardest Check to Write

By Rob Stam, Navigate



Marketing is part of what I do for a living, so I obviously like to see a business that invests in its marketing. However, as a business owner I also understand how difficult an investment that is to make. In fact, I dare say that it is THE hardest investment to make. Why is that and what should you do about it?

The “why” portion of that question is easy to answer: it’s difficult to anticipate your return on investment. Most of us know that not marketing isn’t going to bring us business, but how much marketing will it take to justify the cost? Will investing in minimal marketing, such as Facebook ads, be effective or will that only be effective as part of a larger overarching strategy? These questions plague most small business owners.

How to make marketing a good investment is ultimately the tough question to answer. First of all, it’s essential to understand the goal of good marketing: to make more money. At the end of the day you don’t really care if your website wins awards or your video makes people laugh, you care if it improves your bottom line. Whenever you invest in creative assets, remove your business owner hat and put on your customer hat. Evaluate your website, brochures, videos, and any other marketing assets with that mindset. Do they move you to engage with the product or business or do they just look good?

Second, remember that story sells. People do not communicate by sharing features and benefits, we communicate by telling stories. If you ask me about a new restaurant in town I’m not going to list the menu items, I’m going to tell you a story about my experience. Make sure your marketing assets follow that same thought process. Strong images, short phrases, or powerful videos with great music are way more impactful than listing all the wonderful things about your company or product. Certainly, you need to be clear about what you offer, but you’ll only engage a client in what you do after they’re intrigued by who you are.

Third, be strategic with your deployment. You can pay for billboards, Facebook ads, TV commercials, print ads, and everything else, but you should first clearly define your target audience. Who are they? Where do they live? What do they read? Where do they hang out on the weekends? Just like you design a product or service around a certain type of ideal customer, choose your deployment outlets in the same manner. Reverse engineer from there versus just taking a guess.

Finally, do it in the right order. Nothing about marketing is rocket science, but it does demand effort beyond developing attractive materials. Do the leg work and the market research, refine your message, set a budget and a goal for revenue growth, and then proceed with creating the assets that play into the strategy instead of doing it the other way around. In doing so you’ll save yourself thousands of dollars and make yourself thousands more.

Rob Stam is the president of Zeeland-based Navigate, and the author of Almost Our Time (2010), and Trajectory (2016). Reach him at www.robstam.com.



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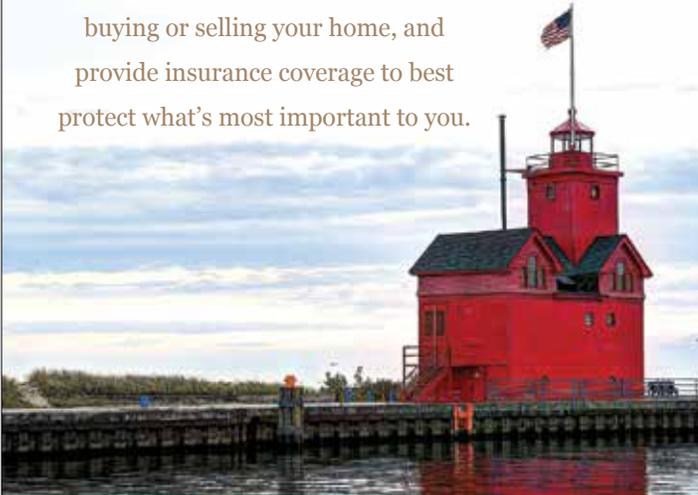
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EOS Users Group

Entrepreneurial Operating System (EOS)



Scott Patchin, The trU Group



EOS Users Group lunch meeting at The Courtyard Marriott.



Tables are grouped by EOS roles to facilitate sharing of ideas.

The Traction EOS Users Group is for West Coast Chamber members who follow the Traction Entrepreneurial Operating System (EOS) popularized by Gino Wickman's book, *Traction: Get a Grip on Your Business*. We hold quarterly gatherings to connect, ask questions, and share insights, exchange ideas, help overcome challenges, and get more traction. Currently over a dozen West Coast Chamber member companies follow EOS.

Scott Patchin, President of The trU Group facilitates the EOS Users Group meetings along with Chamber President Jane Clark. He specializes in organizational and leadership development, and has been the Chamber's EOS Coach from the start. Of the group, he says, "The growth of the EOS group has reminded me how important strategic planning is to organizations and the value leaders put on getting together with peers to connect and learn. It is a great community."

The EOS system is a practical solution that guides entrepreneurs and business leaders to success. The simple concepts within EOS help leaders develop and communicate a vision, get traction across the organization, so that the team can move forward with the vision, and keep leadership teams healthier. EOS asks leaders to reflect on issues such as:

- What are the core values of the organization? What values can everyone get behind?

- What are the business goals for the next 10 years?
- How can the long-term goals be broken into three year, one year, and quarterly goals for the organization and each department?

Why does the Chamber love Traction EOS? The Chamber started our EOS journey in the summer of 2015, and now live it on a daily basis, building staff meetings and training sessions around the concepts. It has become a universal language that permeates our organization, and empowers each of us to use the tools to make decisions, and to use our own personal strengths to keep the Chamber thriving and moving in the desired direction. EOS is, quite simply, a holistic approach to keeping businesses strong and looking forward, and we look forward to where it is taking us.

To learn more about the Chamber's Traction EOS Users Group, contact Jane Clark at jane@westcoastchamber.org or call 616-392-9634. To learn more about the Entrepreneurial Operating System (EOS), visit www.eosworldwide.com.



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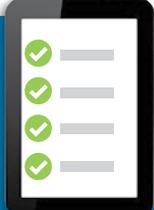
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What's Trending at the Chamber?

From new networking tools to new online educational tools, the Chamber is always on the lookout for ways to help you improve your business and connect with other businesses that can help you grow and succeed. Watch for these new programs, coming your way in early 2017.

Socio... Connecting with people is just a "phone shake" away!



Socio is an iOS and Android app that eliminates the hassle of exchanging contact information by linking all your info, including email, phone number, and social media accounts into one Socio profile.

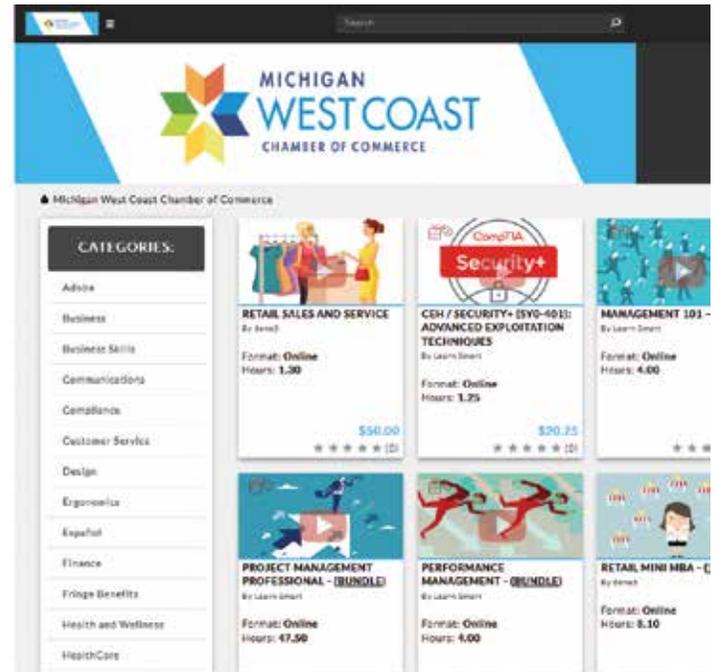
When you want to share your information with someone (or a group of people) you both give a quick "phone shake" or search for one another on the app and all of your information is instantly swapped upon consent! No more copying and pasting account information into each app one by one, or passing your phone to people asking them to type in their usernames or numbers. Whether you're connecting with just two people or 200, you just shake and connect!

Socio is cloud-based, so if you are changing your phone number or one of your social media information, updating your Socio profile will be enough to notify everyone!

You can expect to start using Socio at Chamber events such as the next Power Breakfast (in March), and at the February Network @ Lunch.



ZipEd Tech



There are great member benefits available to you even if you cannot make it to an event! One of these benefits is educational training for you and your employees. New in 2017, the West Coast Chamber is partnering with ZipEd Tech to offer our members quality workforce online education/training, all accessible via our website. ZipEd Tech is a full-service provider of business intelligence solutions and educational technology, featuring expert instructors, cutting edge content, tracking in the cloud, certificates upon completion, and mobile capabilities. Course categories may include:

- Adobe
- Business
- Compliance
- Customer Service
- Health and Wellness
- HealthCare
- HR
- IT
- Management
- New Business
- Office Productivity
- Project Management
- Retail
- Safety Compliance

The West Coast Chamber website will have a portal to access these educational opportunities, available as a member benefit.

Look for the official launch to take place in February!



David Slikkers,
President/CEO
Tiara Yachts, Div.
of S2 Yachts, Inc.



"I just wanted to pass along some positive feedback on this morning's Governmental Affairs breakfast (*November 21, Governmental Affairs*). I thought Joe did an excellent job of setting the stage for the various updates from federal to state to local. I think that was the best Governmental Affairs breakfast I have attended in a very, very long time. I could get used to that format. And while I know that you are trying to manage the time, this is one of the best tools the Chamber offers to its members, so don't cut it short, and if it goes a touch longer because of the good update, let it run. Members will leave when they absolutely must.

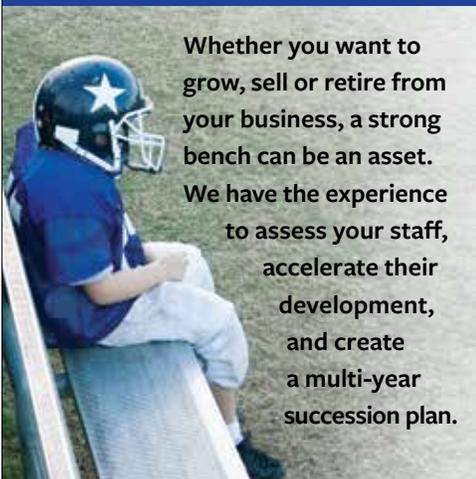
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"...this is one of the best tools the Chamber offers to its members."

You have made it so easy for members to connect with our elected/appointed officials, that this is a dream come true. For anyone needing or wishing to make a connection or establish a communication link with any of the above, this is a readymade recipe and formula for such a need/desire. Our entire membership needs to be politically involved. 'We the people' need to voice our concerns so that they can respond and make good decisions 'for the people.'" —**David Slikkers, Tiara Yachts**

The next Governmental Affairs Breakfast is Monday, January 16, at Alpenrose Restaurant. Register on our website at www.westcoastchamber.org

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January Calendar of Events



Tuesday, January 10
Early Bird Breakfast
@Haworth Inn & Conference Center, 225 College Avenue, Holland

Economic Outlook for West Michigan from Dr. Paul Isely, currently the Associate Dean of the Seidman College of Business at Grand Valley State University. Dr. Isely will provide updates on the national economic outlook, business conditions in West Michigan, and the community's economic outlook. It's a morning well spent when you attend a Chamber Early Bird Breakfast. Network with your colleagues, meet new ones, and learn about topics that can help your business. Feel free to come even earlier. Pre-coffee networking begins at 7am.
 Time: 7:30-8:30am
 Cost: \$20 per Chamber member (\$25 if registered after Jan. 8) / \$35 per non-member

Monday, January 16
Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th Street, Holland
 Join us for breakfast with our elected state and federal legislators. Ample time is provided

for questions and answers. Arrive at 7:15am for a brief networking session before the breakfast begins.
 Time: 7:30-8:30am
 Cost: \$20 per Chamber member (\$25 if registered after Jan. 13) / \$35 per non-member

Wednesday, January 18
Network @ Lunch
@Butch's Dry Dock, 44 E 8th Street, Holland

You have to eat, right? Get to know other business representatives by spending an hour with them over a relaxing business lunch. You will randomly be assigned with three other dining partners at the event, giving you the opportunity to make new contacts and share about yourself and your business.
 Time: 12-1pm
 Cost: \$15 per person inclusive of tax and gratuity

Thursday, January 19
Business Matters Networking - Forged by Design

@Forged by Design, 162 E 19th Street, Suite B, Holland
 This open house formatted event offers a great opportunity to network with others, gain entrance into, and learn about an interesting business! Come have fun and enjoy FREE light appetizers and refreshments!
 Time: 4-5:30pm
 Cost: Free

Tuesday, January 24
Holland Young Professionals NextGen

Philanthropy Panel
@City Flats, 61 E 7th Street, Holland

At the next event in the HYP Coffee and Conversation Series, join us to discuss philanthropy along the lakeshore. This event will feature a panel of young leaders from the for-profit and nonprofit sectors that will share their perspectives on the next generation of local philanthropists and how you can get involved in giving back, as well as answer questions from the audience. This collaborative event is sponsored by HYP, the Community Foundation, United Way, and the West Coast Chamber.
 Time: 7:30-9am
 Cost: Free

Wednesday, January 25
Seminar: Exceeding Expectations

@Davenport University—Holland, 643 S Waverly Rd, Holland
 Customer service has never been so important, yet many companies seem to have lost sight of their customer's needs. Geared toward customer service representatives, salespeople and anyone who interacts with customers or clients, this one-day course is designed around six critical elements of customer service that bring customers back to experience service that outdoes the competition.
 Time: 8:30-11am
 Cost: \$45 per Chamber member / \$25 for each additional attendee from the same company / \$75 per non-member

Thursday, January 26
Power Breakfast
@City Flats, 61 E 7th Street, Holland

Take the work out of networking! At this popular and fun event, each participant will make at least 21 contacts just during the structured networking. Arrive promptly at 7:45am for a power networking session, created to make the most of the open networking time before breakfast. Browse display booths, make new contacts and win door prizes!
 Time: 7:45-9:30am
 Cost: \$15 members (\$20 if registered after Oct. 25) / \$35 non-members / display table (Chamber members only) \$50

Friday, January 27
Membership Orientation
@Howard Miller Community Library/Community Center, 14 S Church Street, Zeeland

Chamber Membership Orientation is an interactive, fun and informative event that provides a comprehensive overview of Chamber events, programs, and committees. New members and long-time members welcome. Complimentary lunch will be provided. Registration not required, but appreciated.
 Time: 11:30am-1pm
 Cost: Free

For a full listing of events, visit www.westcoastchamber.org/events.

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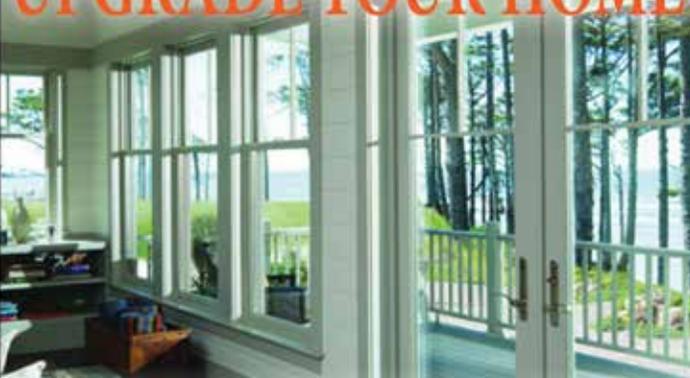
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State Representative Daniela Garcia

By Anne Gaskin Nemschoff



Photo credit: Adam Bird Photography

Much of the recent political season was dominated by the conversation about the current status of living the “American dream.” Is it still alive? This month’s profile is a living example that answers *yes*. A fourth-generation immigrant on her father’s side and second generation immigrant on her mother’s side, Representative Daniela Garcia is not just living the American dream, she is also working hard to keep it alive.

A Holland, Michigan native, Representative Garcia found her way to the position of Michigan State Representative in the 90th District after a successful campaign in 2014. She will start her second term in 2017. Her path to the American dream started with a good old American road trip story: one girl and only the possessions she could fit into her car on a long highway to a new but unclear life ahead.

After graduating from the University of Michigan, Representative Garcia started working in the office of a Lansing based congressman when she got the call of a lifetime. “I was given 24 hours to decide if I wanted a job in the Washington D.C. office and was told to appear for work two weeks

later,” said Representative Garcia. “Serendipity played a big role in that job offer. I just had to be willing to take a risk and move quickly in order to embrace the opportunity.”

Representative Garcia spent nine years in D.C. learning the system, making connections and refining her knowledge of public policy and government procedure. She worked on the U.S. Education and Workforce Committee where she contributed to policy debates on K-12 education with many important education stakeholders, including Bill Gates. While in D.C. she also completed her masters at the Catholic University of America. Ultimately, she was recruited back to Michigan by Spectrum Health, but the call to serve never went away. “I truly enjoy being in public service and giving back to our community,” she said. “Working at the state level allows you to really impact people’s daily life. The work I do as a state representative is more visible and more hands-on than the work I did in D.C.”

Representative Garcia attributes her calling to public service to the example set by both her parents. Garcia was raised by two school teachers who worked to instill in her a good

work ethic and the importance of asking a lot of questions. “I’m an info gatherer,” said Garcia. “Information is how I make decisions both personally and professionally, so I’m always asking, listening and learning.”

Looking ahead, Representative Garcia can only serve a total of six years as a State Representative, so I asked her if she already had an idea of what would come next. “Today it is my job to give as much as I can to serve those who elected me to this position. I take that very seriously,” said Representative Garcia. “I’m not married and don’t have any children so I’m able to dedicate a large amount of my time to doing my job. What comes next will have to wait until it is time to decide.”

I’m guessing Representative Garcia might have a couple more serendipitous job offers followed by all-American road trips as she gets recruited for future opportunities. A woman this dedicated and passionate about working on policy that directly improves the lives of her constituents just needs one girl with one car filled with her worldly possessions and a long highway ahead filled with opportunity and American dreams.

Anne Gaskin Nemschoff owns GaskinPR, a public relations and communications strategy firm. Anne specializes in strategic campaign development, media relations, crisis communications, community relations and event management. Contact Anne at anne@gaskinpr.com.

Of Representative Garcia’s participation with the West Coast Chamber, Jane Clark, President, said “The Chamber is so pleased to welcome Representative Garcia to our monthly Governmental Affairs Breakfasts and Public Policy Committee meetings. Her regular attendance is a testament to her dedication to our community, and our members always benefit from hearing her updates, and her thoughtful responses to their questions and comments. We hope all of our members take advantage of this opportunity to get to know her.”

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U.S. Congressman Fred Upton at Governmental Affairs Breakfast



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