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July 2019

Feature:

2019 Ambassador Awards



Pictured (from L-R): Stacy Kamphuis, Lacie Perkins, Robin Bartells, Jennifer Reeves, Bill Badran.

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All content, unless otherwise noted, provided by the Michigan West Coast Chamber of Commerce.

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Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



This month our magazine features our Ambassadors, and I would like to take this opportunity to personally thank them. Made up of members who volunteer their time, Ambassadors begin each year with an extensive training orientation, but that's just the start of their journey. They commit to meeting monthly to learn about new organizations, new members, and opportunities for outreach with existing members. They are out in the community making an impact every day. This spring, we asked the Ambassadors to cast votes for those among them who reflect the Chamber's five Core Values in the brightest way. The five Ambassadors featured in this issue were recognized, but we know that the entire team is a great reflection of the spirit that we value at the Chamber.

Working with our staff, our volunteers help share our story and our contagious energy. The members of our Board of Directors and Ambassador Team are a great source of information about the Chamber and are happy to help our members make strong connections throughout our business community. Delivering remarkable service and experiences to our members is our priority, and we couldn't do all that we do without our volunteers. Thank you!

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce Board

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Feature:

2019 Ambassador Awards

By Chelsea Scott | Images by Photo Op Studio LLC

It's time once again to give a great big round of applause to our Chamber Ambassadors, the volunteer corps that engages members through a variety of programs including events and personal contacts. Ambassadors work with the Chamber staff to enhance member value and retention through planned activities that benefit the Chamber's diverse members and community.

Each May, the Chamber takes time to officially thank the Ambassadors and recognize those who go above and beyond. The award winners were voted for by fellow Ambassadors, based on the Chamber's core values: *It's all About You, Contagious Energy with a Positive Attitude, Deliver Remarkable Experiences, Learn Innovate Share and Think Big Be Great.*

And the 2019 awards go to...



Stacy Kamhuis, President, The Insurance Group

Contagious Energy with a Positive Attitude

Stacy has won two years in a row! She is always smiling. She is passionate and energetic. Stacy fosters an upbeat, friendly, and positive environment that allows others to thrive.

You know you're a longtime Chamber member when you can't remember when you joined. "It has been such an integral part of our business, I believe that we have always been a member," Stacy said. "The Insurance Industry, especially Medicare Eligible and the newer Healthcare / Marketplace clients are based on trust, integrity, knowledge, and character. As a Chamber member, our 99% word of mouth clientele come to us already prequalifying us with those business practices."

This is Stacy's second year in a row winning the **Contagious Energy with a Positive Attitude**

award. "You just can't put an honor like that into words," she said. "I am way more comfortable pointing out positive things about others than receiving compliments. So, I had to do a cartwheel of happiness back in my office behind closed doors."

And, since this is her second year receiving this accolade, she's had some time to reflect. "Without a doubt, attending Ribbon Cuttings is still my favorite part," she shared. "Specifically standing beside new businesses as they present their passion to their communities, many times, watching firsthand as their dreams come true. You can't help but catch their enthusiasm which then fills you with renewed commitment to take your own career a step further and share with your community."

Congratulations, Stacy! You're two for two.



Bill Badran, President, BandA Tech Solutions **Deliver Remarkable Experiences**

This Ambassador helps make every experience with the Chamber memorable by providing hospitality and expert advice. Whether they're interacting with a longtime friend or a brand-new Chamber member, they make everyone feel welcome.

When Bill launched BandA Tech Solutions in 2011, he was faced with two challenges:

Building a unique brand and building trust and relationships in an area that he was not familiar with. "The moment I joined the Chamber and became involved as an Ambassador, I grew as a leader in the community and the BandA Tech Solutions brand spread like wildfire," he said. "Since 2011, I have built hundreds of trusted relationships which not only provided such valuable resources but also added to our bottom line."

His hope is to help deliver that same experience to brand new members. "As an Ambassador, I have been honored to help Chamber members who were unsure how their membership can impact them," he explained. "I learn what that member has planned for their business and how the Chamber can impact that by connecting the dots. With honesty, I look at options. If one option doesn't work, we look at others that would better suit them."

The trust and relationships Bill has cultivated no doubt contributed to him winning the **Deliver Remarkable Experiences** award. "To be nominated by my peers is amazing in itself. It shows hard work and sticking with your goals won't go unnoticed," he said. "To everyone who voted...thank you for your trusted friendship and leadership."



Robin Bartells, Sales, Marketing & Special Events Coordinator - Gordon Water Systems **It's all About You**

Robin goes above and beyond to help our members and the community be great. She commits herself to growing meaningful relationships and building an engaged network. She finds that true success comes from helping others succeed.

Robin is in the midst of her fourth year as a Chamber Ambassador and cited working together at events and making new members feel comfortable as her favorite parts of the position. "My goal as an Ambassador is to connect with both new members and existing members to share my passion for all the chamber has to offer and make sure they are taking advantage of these opportunities," she explained, "and I just love meeting new people and learning more about what they do. Being part of this positive community is vital and being part of the Chamber helps strengthen our community."

Robin went on to describe the relationship between Gordon Water Systems and the Chamber as a very positive one. "Gordon Water Systems has been a member of the West Coast Chamber for 33 years and has experienced great support from the staff at the Chamber."

Also, "Advertising in *CONNECT* magazine which goes out to all members monthly has been beneficial. It has helped build our brand awareness even further which has led to new business opportunities."

Going above and beyond to make new members feel welcome during her tenure as an Ambassador is a top priority for Robin, who knows firsthand what a difference it can make. "I remember what it was like not knowing anyone when I first joined," she recalled, "and the Ambassadors who reached out to me were so kind and much appreciated."

Robin, who won the **It's all About You** award, had this to say about the honor: "It means a tremendous amount to me and I'm honored to be recognized. To everyone who voted, thank you so much! I look forward to serving with all of you in the coming year."



Lacie Perkins, President, West Michigan Benefit Strategies **Learn Innovate Share**

Lacie is never done learning. She is curious about new possibilities and is always willing to explore new options. She seeks personal and professional growth and always encourages others to do the same.

Since joining the Chamber in 2007, Lacie has been fortunate enough to be connected to many businesses in the community, some of which became customers of hers and many of which she has purchased goods or services from. "Some have become personal/professional mentors, many have become trusted business contacts, and many more have become people I am proud to call my friends!" she said.

Lacie's favorite thing about being an Ambassador is meeting local like-minded individuals and getting an inside look at new businesses in the community. "The program is an asset to our business community

in many ways," she offered. "It brings Ambassadors to your business (Ribbon Cuttings/celebrations) when you join the chamber, the event advertises for you and draws people who are active in the business community to learn about what you do and what you stand for. It generates a buzz around your business." Never one to stop learning, Lacie said her favorite program is Wake Up West Coast. "The topics are engaging and the networking before and after the event is productive for me both personally and professionally," she said.

Lacie's fellow Ambassadors voted for her to be honored with the **Learn Innovate Share** award. This recognition from her peers, she said, is both humbling and the ultimate compliment. "I would like to extend a heartfelt thank you to those that I serve, learn, live, and lead with," she said. "To belong to a group comprised of businesspeople with such great talent, heart, and community is more than I could ask for. You all make me a better person just by being in your presence and I value each and every one of you."



**Jennifer Reeves, Market Manager,
Gill Staffing**

Think Big Be Great

Jennifer envisions a bold future for our community. She dares to dream and embrace positive change. She is always looking at the big picture and inspires others to do the same.

Jennifer is no stranger to the Chamber, having been involved in some fashion for over 20 years now. When asked how being a member has improved business, Jennifer simply said, "Let me count the ways!" She went on to explain that, "Chamber membership increases our company's visibility. Being involved has helped me open doors, build relationships, and improve our sales. A side benefit to being involved is the number of friendships that have developed over the years."

In addition to exposure for Gill Staffing and exposure to all the great businesses and non-profits in Holland/

Zeeland, Jennifer said Ambassadorship has allowed her to better advocate for the community because she knows more about it—"it's businesses, culture, happenings, etc. Thanks to social media, I can share my love for this community and all it offers to my worldwide network."

Jennifer's goal as an Ambassador is to not only represent the Chamber and community positively, but also to help new members feel welcome in the Chamber community, and to help current members maximize their Chamber benefits. Those members see and appreciate her effort, voting for Jennifer to receive the **Learn Innovate Share** award. Jennifer said, "It is a huge honor, especially because the recognition comes from my peers. I'm lucky to work with a great group of volunteers, who are all deserving of an award."

Here's to all Chamber Ambassadors and our award winners. Thank you for consistently going above and beyond, and for embodying the Chamber's core values!

To learn more about the Ambassador program, visit www.westcoastchamber.org/ambassador-committee.

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Trademark Registrations: You Don't Have to be Famous

By Patricia Hertel

There seems to be a growing trend among celebrities to apply for registration of their names as trademarks. After marrying pop star Justin Bieber, Hailey Bieber's corporation applied to register HAILEY BIEBER and BIEBER BEAUTY with the United States Patent and Trademark Office (USPTO). In February of this year, Kim Kardashian West's company submitted multiple trademark applications for NORTH WEST, SAINT WEST, CHICAGO WEST, and, PSALM WEST—her four children. Kylie Jenner and Kloe Kardashian also submitted applications for the trademarks of their children's names—STORMI WEBSTER and TRUE THOMPSON.

What rights are these celebrities trying to gain? What does trademark law protect?

A trademark is a form of intellectual property, such as a word, phrase, symbol, or design, that identifies and distinguishes a source of goods or services from a competitor. Simply using a trademark in commerce may grant a trademark owner "common law" rights in that mark. Common law rights refer to legal rights that may not need formal registration to enforce. For example, if a company began selling apparel, and appropriately used a trademark as an identifier of the goods she sold, it may have rights in that mark without the need to submit a formal application to the USPTO.

In addition to common law rights, trademark owners may seek to enhance the protection of a mark by applying for federal registration. Federal registration includes a number of benefits, including notice to the public that the mark is taken, legal presumption of ownership of the mark, use of the ® designation on the mark, and nationwide exclusivity—which means an individual can prevent others from using his or her mark even if it is outside of the geographic scope in which he or she offers the goods or services. For example, if a company only sells apparel on the West Coast, it can still preclude a subsequent company from selling products in association with a confusingly similar mark in New York or Florida. Under Michigan law, an individual or business may apply for a trademark with the state, which may afford them certain limited rights as well.

One requirement to receiving federal trademark protection, however, is the actual use of the mark in commerce within a specified window of time. In the above examples, the celebrities submitted their respective applications on an "intent to use" basis. This means they are not currently using the mark in commerce, but they plan to do so in the future. This can be an effective strategy for those who want the USPTO to give its stamp of approval before they invest time and money into marketing a product or service.

However, if an applicant fails to use the mark within the specified time, the USPTO will deem the mark "abandoned" for non-use.

There are numerous benefits to federal and state trademark registration. If you are a considering pursuing a trademark application or have questions regarding your intellectual property, Smith Haughey may be able to assist you.

Patricia is an attorney in Smith Haughey's Holland office, practicing trademark and business law. She enjoys helping clients grow their business and protect their intellectual property.

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Play Ball

By Casey Veersma,
Town & Country Group



I was a good baseball player in high school. Hitting was one of my strengths, I had a .370 batting average. The only time in high school a 37% was something to be proud of.

63% of the time I didn't get on base. I found myself jogging back to the dugout. I was never one to walk back with my head down. Because I knew something. I would be back, and I was bringing a better more experienced bat with me!

My success as a hitter was understanding failure. Each pitch taught me something. Adjusting to the new information allowed me a better chance of success.

As an electrical service provider, we have a much better success rate than 37% with our customers. That's not to say we are perfect. Many times on service calls we have some information to work with but not all the facts until we "Step up to the plate."

New information can come at us like a fastball.

The best way to hit a fastball is right on time. Load up and drive the ball hard right back where it came from. But if you're not loaded and ready you don't stand a chance.

"A tree took down my electrical service and I need you here now!"

The customer needs service right away. The opportunity is there but if we don't react quickly we can miss it. Are you loaded up for the fastballs that come your way?

Maybe it's a curveball.

Curveballs look like disasters at first, many batters bailout at the sight of them, others are paralyzed by the information coming their way and do nothing. If you're not careful you may come out bruised in the process. Curveballs are tough! They are also one of the best pitches to hit if you're prepared. You can't be too aggressive and you can't allow them to push you back. You have to patiently stand your ground, diagnosing the information as it comes right at you. When the time is right, attack it with confidence.

"The machine requires a different voltage than what is available on site."

We thought our scope of work was going to be one thing and it turned out to be something different. Do we bail out? Do we freeze? Or do we gather new information and act decisively. Are you ready for those curveballs?

Don't forget the change up!

Changeups can make you look silly if you're not ready. You have to be loaded for the fastball and ready to back off when the ball comes in much slower. Change is hard when you know it's coming. It's impossible if you haven't considered it at all.

Interruptions in schedule, people getting sick or going on vacation, damaged or incorrect materials can really "change up" the rhythm of a day or a job. Are you prepared?

How we adjust to scenarios like these greatly impacts our success. Every day I come to work, step into the batter's box and I

see these pitches. Experience is a great teacher, several times in my career I have had to jog back to the dugout. Frustrated? Yes. Wiser? Definitely! I never hung my head because I knew I would be back and I was bringing a better more experienced bat with me.

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Empowering Employees to Take Control of Their Health

Contributed by Mercy Health

As health care continues to evolve, companies are looking for ways to realign medical coverage benefits and help their employees take control of their health and wellness. With the help of Mercy Health, a West Michigan furniture manufacturer is doing just that.

Herman Miller Health Spring Lake is an onsite primary care clinic for its employees staffed by a Mercy Health provider five afternoons a week. In addition to primary care services, the clinic offers pharmacy, lab work and mental health services to Herman Miller's 3,000 employees.

"I think we'll see more and more health sites housed within businesses moving forward," said Gerald Witherell, MD, who is a Mercy Health primary care physician

who treats Herman Miller patients onsite. "It's a very accessible location for employees if they have a health care need during business hours."

Witherell, who divides his time between the Herman Miller Health Spring Lake clinic and the Mercy Health Physician Partners North Holland office, said access to health care and increased co-pays and out-of-pocket expenses are main sticking points as to why many patients often avoid visits to their primary care provider.

"Doctor offices are often full—so it's difficult for some to even be seen by a doctor," Witherell said. "Many people are also very mindful of their health care expenses and may not have the financial means to prioritize a doctor's office visit."

According to a study by the National Institutes of Health, approximately one-third of adults avoid doctor visits they had deemed necessary due to time, money, location, preference for self-care or alternative care and other outlying factors.

Witherell believes onsite clinics at businesses not only helps remove some of these barriers but that it also increases the trust between the patient and doctor, leading to overall healthier and happier employees on the job site.

"Herman Miller Health Spring Lake is just a short walk from an employee's desk, so we can identify and discuss their concerns with them and get them back to work as fast as possible. They don't have to take a full or half day off from work," he said.

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“We want our patients to feel comfortable knowing we want what’s best for them and we have their best interests at heart.”

Having Mercy Health services on site gives Herman Miller employees the power to prevent and manage possible chronic diseases, such as sleep apnea, diabetes, cardiomyopathy, high blood pressure and mental health issues that could be detrimental to the work environment.

“Research shows when employees take control of personal issues, such as their health, they are more productive and engaged in the workplace,” said Kerri Ploeg, RN, corporate health manager at Herman Miller. “Contracting with Mercy Health to provide onsite health services to our employees has helped employees save time and reduce stress related to health care. We see this service as extremely beneficial, not only for our employees and their families but also for us as their employer.”



During a typical patient visit at Herman Miller, Witherell monitors patients for chronic disease by performing blood pressure and cholesterol checks, which could potentially lead to a heart attack or stroke if conditions go undetected. He also asks patients about any aches and pains that might need to be addressed and makes sure his patients are up-to-date on their vaccines. Lab work can often be done before the appointment and results are discussed with the patient during their appointment.

“Our hope is to find the little problems before they turn into big problems,” Witherell said. “With some reassurance

and only a little bit of time, we can manage patients’ health and keep them healthy and well and out of the hospital.”

Witherell encourages employers to be proactive in creating a healthier work culture by providing healthier snack/meal options onsite, promoting tobacco-free/smoke-free/vape-free environments and committing to help employees find a primary care physician who meets their personal needs. He also hopes other businesses explore the idea of hosting onsite health care clinics like Herman Miller Health Spring Lake.

“We are here to help employees live an overall healthier lifestyle,” Witherell said.

If your organization would like more information on how to offer on-site mental health services to your employees, please contact Amy Huss at amy.huss@mercyhealth.com.

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Members Make a Local Impact

By Kara Wassink

The Chamber is all about bringing people and businesses together for the greater good of our community, and that's exactly what happened on the 15th of May. As a celebration for the 30th anniversary of the West Coast Leadership program, Community Impact Day was an opportunity for West Coast Leadership alumni and Chamber members to contribute their time and talents to help nonprofits.

With the backdrop of a perfectly sunny spring day, 140 volunteers went to 16 different local nonprofit organizations, excited to give back to the community. The nonprofit organizations, all Chamber members, applied to be part of the day's program. Their services range from building houses, to supporting women, to providing food for the hungry, to improving the lives of animals. They are dedicated to helping others, and our West Coast Leadership class, alumni, and numerous additional Chamber members made it a priority to turn the tables and provide support to their organizations and the dedicated staff members who work there.

As a marketing intern at the Chamber and recent Hope College graduate, I had the opportunity to spend my day

at Harbor Humane Society. I have always loved animals and used to volunteer there when I was a kid, so it seemed like the perfect time to go back. There were 15 of us there wearing the Chamber's logo t-shirts, and I could tell everyone was eager to get started. Our group worked on landscaping, filled toys with peanut butter, socialized with the dogs and cats waiting to be adopted, and even helped paint a few doors.

Throughout our afternoon, I liked being able to step out of my comfort zone, do some hands-on work, and meet new people who also have a passion for animals. Harbor Humane Society employees lit up when old doors suddenly looked new and mulch freshened up the whole property. While these tasks aren't imperative to the shelter's operations, having volunteers like us to do these things allows the staff to keep the animals as their primary focus without having to worry so much about paint or mulch. But volunteering extends beyond just one day.

Sarah Shea is the Program Manager at Harbor Humane, and she is continually amazed at the amount Harbor volunteers give to the animals. They have a volunteer base of almost 400 active volunteers that clock in over well over 400



Volunteers placed at The Bridge Youth Center cleaned the bus, supplied food for The Bridge's kids, and helped the kids with homework.



After a day of volunteering, participants gathered at the Chamber to enjoy food provided by Beechwood Grill Wood Truck BBQ and refreshments from the Gypsy Girl Social Wagon.



Volunteers for Resilience: Advocates for Ending Violence prepared freezer meals, organized the pantry, and sorted food at the shelter.

"We had a great day on Wednesday! Thank you so much for making this happen. So many projects were completed: new doors were painted, loads of yard work was done (the front of our building looks gorgeous), and enrichment activities were prepped for our animals. The crew even spent some time caring for both our cats and dogs!"

—Jen Nuernberg, Harbor Humane Society

“I just wanted to let you know how much we enjoyed Community Impact Day yesterday. Our volunteers were so willing to help with whatever we needed and were down with getting a little dirty! They did so much in the little time they were here and we are so grateful!”
 —Lexie White, Holland Museum



The volunteer grounds clean-up crew for Camp Blodgett helped get the camp into its best shape to welcome campers this summer.

hours a month of volunteer time (sometimes up to 800). “We truly could not do what we do without them. Our volunteers give animals one on one attention, clean their bedding, wash their dishes, and love our animals in ways that, as much as we try, can't. The volunteers are advocates for our animals and we truly save more lives because of them.”

Many organizations would agree that they're not only focused on doing work like we did, but it's also important that they educate the public about their work and overall mission. At Harbor Humane, Sarah gets to help teach people about sheltering which then helps them become more compassionate and empathetic toward animals.

Sarah loves that she gets to work directly with both people and animals. “Having the opportunity to fall in love with an animal that has been in our care for months is amazing. What is more amazing is seeing that animal you cared so deeply for find a forever home. It is really why many of us have our jobs.” The same can be said for many employees of area nonprofits, as their work is rewarded by seeing the huge difference that is made in other people's lives.

After I washed our paintbrushes, fed a dog a treat and gave a kitten one last pet, I jumped in my car and drove

back to the Chamber for the post-volunteer celebration event. The Celebration Party held on the Chamber patio was a great opportunity for alumni to catch up with old friends and make new ones by sharing their volunteer experiences. It was a beautiful evening for an outdoor party that included delicious barbecue from Beechwood Grill Wood Truck BBQ and refreshments from the Gypsy Girl Social Wagon.

It's great to look back at Community Impact Day and see that specific impact, but these organizations would love to see more! If you volunteered through the Chamber or are simply looking for ways to give back, contact any of these organizations to learn more about how you can continue to help them accomplish their missions. Harbor Humane has many successful events like their 'Ales for Tales' fundraiser, summer camps and adoption events, and be sure to check out other organizations' programs for ways to get involved, as well.

I'm grateful to be part of a Chamber that develops stewards in our community. I'm excited to see all the great work that our members continue to do this year, and I can't wait to continue volunteering at Harbor Humane Society this summer.



Compassionate Heart Ministries volunteers socialized with participants and made some new friends.



In order to get the cabins ready to host campers for the summer, volunteers took time to clean Camp Blodgett cabins.

Continued on page 16



In the Kids' Food Basket kitchen, volunteers made trail mix bags to include in sack dinners, which will be distributed to local elementary school students who qualify for free or reduced lunch.



At Harbor Humane, Kara and Spider.



Before doing their work for the day, the Harbor Humane Society volunteers met to talk about their tasks: painting, socializing with pets, and yardwork around the facility.

Plans for Community Impact Day

The first ever Community Impact Day started by contacting our nonprofit organizations to determine who would be interested in participating in our brand-new event. 16 nonprofit organizations were just as enthusiastic as the Chamber at the idea of starting an annual community service event. The organizations sent us an outline of the volunteer job descriptions and number of volunteers they desired.

The 16 Participating Nonprofits:

- Bethany Christian Services
- Camp Blodgett
- City on a Hill
- Community Action House
- Compassionate Heart Ministries
- Good Samaritan Ministries
- Harbor Humane Society
- Harvest Stand Ministries
- Holland Museum
- Holland Rescue Mission
- Kids' Food Basket
- Lakeshore Habitat for Humanity
- Renew Therapeutic Riding Center
- Resilience: Advocates for Ending Violence
- The Bridge Youth Center
- The Salvation Army

“A big thank you to West Coast Chamber, Koops, and LG Chem for the amazing teams they sent today. It looks absolutely amazing. They did a terrific job and were GREAT.”
 —Deborah Robinson, Bethany Christian Services of MI

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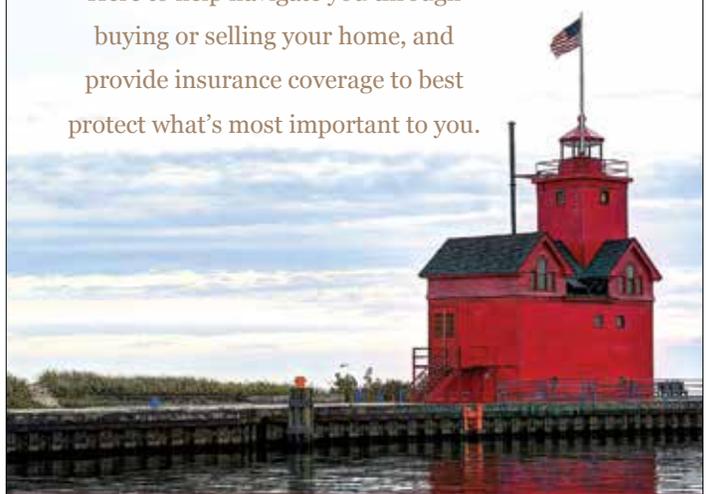


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Getting to Know Zeeland's Newest Leaders

Members of the Chamber's Zeeland Affinity Group (ZAG) recently gathered for an after hours event that included four guests of honor. These individuals have all assumed leadership roles within the city of Zeeland over the last year, and play a significant role in cultivating the "Feel the Zeel" experience. Read on to learn about the General Manager of the Zeeland Board of Public Works, and Zeeland's newest Chief of Police, Fire Rescue Chief, and Director of the Howard Miller Library and Community Center.



ANDREW BOATRIGHT Zeeland BPW General Manager

Andrew Boatright has been a passionate supporter of public power throughout his approximately 37 years of service. He is a graduate of Purdue University with a Bachelor of Science in Electrical Engineering Technology and holds a Master's Degree in Business Administration from Otterbein University. He is a licensed Professional Engineer. Andrew's past experience includes serving as Deputy Director for the City of Independence (Missouri) Power & Light and Electric Utility Manager for the City of Westerville (Ohio) Electric Division. He has also held leadership positions at Richmond (Indiana) Power & Light and at the City of Rensselaer (Indiana). Andrew has served on various American Public Power Association (APPA) committees as well as the Demonstration of Energy and Efficiency Developments (DEED) Board of Directors. Andrew has also served as President of the Ohio Energy Project Board of Directors, a not-for-profit organization specializing in energy education in school districts throughout Ohio, and as the utility representative on the Boards of Directors/Commissioners of Michigan Public Power Agency, American Municipal Power, Inc., and the Missouri Public Utility Alliance, all of which are joint action agencies for public power utilities in Michigan, Ohio (and other states), and Missouri, respectively.

TIM JUNGEL City of Zeeland Chief of Police

Chief Tim Jungel is originally from Jenison, Michigan. He attended college at Western Michigan University where he earned a Bachelor's degree in Criminal Justice. He then graduated from the 51st Mid-Michigan Police Academy. He then finished his formal training by graduating from Michigan State University's School of Staff and Command. Chief Jungel spent 25 years with the Eaton County Sheriffs' Office. While there he served many roles including Road Patrol Deputy, Sergeant, Lieutenant, Captain, and retired as Chief Deputy. During his career Chief Jungel has served in specialty roles including Hostage Negotiator, Field Training Officer, Tactical Team Member/Commander, Honor Guard and Marine Patrol.

ROSS TIBBETS City of Zeeland Fire Rescue Chief

Chief Ross Tibbets has been in the fire service for 22 years and worked full-time for the City of Kentwood Fire Department prior to being hired by the City of Zeeland. His certifications and licenses include Firefighter, Hazardous Materials, Fire Instructor, Fire Inspector and Plans Examiner, Paramedic and EMS Instructor/Coordinator, Advanced Cardiac Life Support and Pediatric Advanced Life Support Instructor. Ross is passionate about fire service and is proud to be part of a 3rd generation family in the fire service. Chief Tibbets expresses that the Zeeland Fire Rescue Department is filled with an amazing team of fine men and women that are dedicated to serving its citizens and visitors. He is excited to be part of this team and to be serving the City of Zeeland as the Fire Rescue Chief. He looks forward to being part of the Zeeland community!

Wake Up West Coast Makes a Move

By Caroline Monahan



HEATHER WOOD-GRAMZA Howard Miller Library and Community Center Director

Before taking on the role of director at the Howard Miller Library and Community Center, Heather Wood-Gramza was the branch manager at Kent District Library's Englehardt Branch in Lowell. Heather has a Bachelor of Arts Degree in International Relations from Grand Valley State University and a Master's Degree in Library and Information Science from Wayne State University. She is a noted expert in materials advisory and has formally trained library staff around the state for the Library of Michigan, Kalamazoo Public Library, Howell Carnegie Library, Flat River Community Library, Salem New Lyon District Library, and Kent District Library. She was one of the principals in developing a training program at KDL and currently serves on the Lakeland Library Cooperative Continuing Education Committee. Heather is also a member of the Michigan Notable Books selection committee. When Heather isn't working or changing her hair color, she enjoys walking in the woods, riding her bike, kayaking, camping, playing nerdy board games and reading suspense novels.

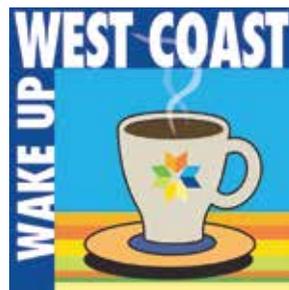


When we get back together for our Wake Up West Coast Breakfast in September of this year, we'll be sitting down in a new venue, and also welcoming a new sponsor. Delivering Remarkable Experiences is a Chamber Core Value, and with that in mind, we're shaking things up and relocating the monthly breakfast to Holland's newly renovated Civic Center Place. VenuWorks, the management company for the Civic Center, is so committed to this important new partnership that they've come alongside the Chamber as the exclusive venue sponsor for the 2019-2020 season.

Member feedback plays a crucial role in the Chamber's programming plans, and the decision to relocate was made largely due to the requests of our members. One significant benefit that the Civic Center

affords us is additional parking, which has been at the top of our members' wish list for this event. The new location also has additional seating capacity. Wake Up West Coast routinely sells out, and the larger space gives more members the opportunity to attend. Civic Center Place was the location for the Chamber's 2018 Annual Meeting and comfortably seated over 500. We look forward to the possibilities that the larger space presents as far as expanded programming and enhanced guest experience.

Watch for more information about the programming for 2019-2020. In the meantime, mark the dates for the upcoming season of Wake Up West Coast on your calendar.



September 10, 2019
October 8, 2019
November 12, 2019
December 10, 2019
January 14, 2020
February 11, 2020
March 10, 2020
April 14, 2020
May 12, 2020
June 9, 2020



West Coast Leadership Graduates its 30th Class

By Caroline Monahan

May 17, 2019, marked both an end and the beginning. It was graduation day for the 2018-2019 West Coast Leadership class, and the first of the West Coast Chamber's "Community Impact Day" celebrations, which is already on the calendar for 2020 and beyond as an annual event. Community Impact Day is one piece of the broader Chamber mission to work for the greater good of the community. It was developed as a compliment to celebrate the 30th anniversary of West Coast Leadership, to connect all alums of the program to volunteer opportunities. It was a one-day blitz of support of sixteen local nonprofits, and a gateway to more engagement between emerging leaders and the dedicated organizations that provide support to those in our community most in need. The West Coast Leadership program has a tremendous history of preparing the future leaders of our community and the organizations that create the most impact.

"This program was developed 30 years ago in an effort to inspire community stewards, and Community Impact Day allowed us to have a very tangible way to put that into practice. So many of the leaders in our business community are graduates of West Coast Leadership, and we see them prioritizing a spirit and practice of giving back and making a difference in the lives of the people who live and work here," said Jodi Owczarski, Chamber Vice-President and Director of the West Coast Leadership Program.

It's not uncommon for WCL classmates to have mixed feeling about the end of the program year since the relationships they've developed have turned into friendships, and they don't want it to end. "I feel proud and inspired to have been part of this class. Meeting people that you otherwise would have never had the opportunity know opens up amazing opportunities to collaborate and learn, and to make great friends with amazing people," said Britt Delo, a graduate of the 2019 class.

The deep dive into our community's core is a real eye-opener for participants. Michael Vos, Manager of Zeeland business, Don's



Floral and Gifts, reflected, "As a lifelong resident of this area, I'm amazed at how West Coast Leadership changed the way I approach things and am thankful for how it broadened my world view. Leadership days showed me things I haven't seen before, both challenges and opportunities for our community."

"You come out of the program with a greater sense of your community and a greater respect. You realize how awesome where we live is, and the people who live in it are. This was just a perfect wrap for what's been a fantastic experience," said Pete Hoffswell, Broadband Services Manager for the Holland Board of Public Works.

The West Coast Leadership program is 30 years old but remains young and fresh, thanks to the core values of the Chamber. The commitment to responding to the needs of our members and the needs of our community, combined with the incorporation fresh ideas of WCL alum curriculum advisors generates remarkable experiences for class participants each year. This year's class learned about "Lollipop

Moments." Lollipop Moments are those seemingly innocuous moments in your life that unintentionally and profoundly change another person's trajectory for the better. They are moments that expose the fact that we are all leaders in our own right and have the power to make a difference for the people that we encounter every day. The 2019 West Coast Leadership Class invited their Lollipop People to graduation to thank them for making an impact in their lives.

Said Britt, "It takes a village to get where you are, and people in your life can make significant differences that help you along. When you go back and thank the people that have given you the lift that you need, it encourages them to continue to go the extra mile to help others."

Congratulations to the 2019 class of West Coast Leadership. Thank you for investing in the future of our community!

July Calendar of Events



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beverages and beer, a par-tee celebration with live music, hors d'oeuvres, one drink ticket and a cash bar, and many amazing door prizes!

Time: 7:30am morning flight / 1:30pm afternoon flight

Cost: \$130 Chamber member AM shotgun / \$155 Chamber member PM shotgun / \$200 non-member AM or PM

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

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Quality Car Wash

By Jocelyn Racelis



To find Quality Car Wash locations, visit www.qualitywash.com/locations.

Pictured (L to R): Nick Essenburg, Kelly Koops, Anna Cook, Michelle Crook. Photo by Emily Hostetler

Quality Car Wash is delighted to celebrate their 50th year providing *quality* car wash, gas station, and convenience store services in the West Michigan area. Since 1969, when the Essenburg Family established Quality Car Wash, one of their favorite parts about doing business in West Michigan is how close-knit the community is. The company values the idea of the community empowering locally-owned businesses.

Mandi Brower, the Chief Operating Officer, and Dan Ebels, the Marketing Director, recognize how important the support of the community has been over the entirety of Quality Car Wash's time in Holland. They believe that with the community's help, it makes it easier to be a sustainable small business. "We know our customers, our customers know us," Dan said. Their connections reach farther than just a car wash.

Dan noted, "A lot of businesses have been around for a while, which says something

about the community." Mandi said that although a lot of people talk about Holland as a great place to start a new business, it's also a great place to continue to own a business. Quality Car Wash experienced this firsthand over the past 50 years

Quality Car Wash has been a West Coast Cash merchant since the program was called Holland Dollars. As a business that focuses on their customers' experience, they believe that West Coast Cash has elevated their connection to the West Michigan community. "The program aligns with our core principle of exceptional guest experience," says Mandi. West Coast Cash encourages customers to support locally owned businesses. Most often, customers use their West Coast Cash to buy gas and car washes. Dan recalled that they redeem West Coast Cash on a daily basis.

Help Quality Car Wash celebrate their 50th year by redeeming your West Coast Cash at one of their convenient locations in the West Michigan area.



What is West Coast Cash?

It's the community currency program designed to keep shopping local and support the businesses that form the fabric of our community. Certificates are conveniently purchased online at the West Coast Chamber website. Once ordered, purchasers simply print the certificates or email them to a recipient, and then it's time to shop. *Buy yours today at www.westcoastchamber.org.*

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Creating Something from Nothing Takes a Village

By Caroline Monahan

SURGE
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Ask anyone who has ever built a business from the ground up, it's probably the hardest thing they have ever done. It demands more of their time, energy, resources, creativity, patience, families and fortitude than they could have ever anticipated. Yet each year thousands of ambitious entrepreneurs take the leap of faith and start businesses backed by innovative ideas and big dreams. Even for those who successfully grow past the first year, it takes a long time for a new business to give back, and startup entrepreneurs can find themselves short on resources and enough hours in the day to make their dream a reality. That's where the village comes alongside them to provide support and guidance. Our "village" is the Holland and Zeeland business community, and support mechanisms come in the forms of SURGE and the West Coast Chamber.

When a business moves to town or gets off the ground, many existing Chamber members will tell them that their first course of action should be to join the West Coast Chamber and become part of the massive support network that helps our business community thrive. But what about entrepreneurs who don't have an established business yet? Who helps them?

Those in the early stages of starting a business can be served by a specialty support network created just for them. SURGE is an entry point for entrepreneurs making products to export or in high-tech, high-growth industries, into the programming, networking and resources available through Lakeshore Advantage and the Holland SmartZone. The program connects West Michigan entrepreneurs with each other, mentors and Entrepreneurial Support Network



Introducing SURGE program participants at the May Wake Up West Coast Breakfast.

(ESN) members to share knowledge and experience. SURGE also works with startups to apply for and secure Business Accelerator Funding (BAF), grants earmarked to bring promising technology to market. To date, SURGE has served ninety-four startups, helped twenty-seven high-tech companies expand, and helped emerging businesses raise over \$8 million in capital.

The great news for startup businesses is that SURGE and the West Coast Chamber have a long-standing partnership of connecting their respective members in order to build the bridge that helps entrepreneurs cross over to successful business. Recently, the West Coast Chamber and SURGE announced a new category of Chamber membership created for participants in the SURGE program. The "Entrepreneur Membership" allows these startups to join the Chamber at a reduced rate, subsidized with additional financial backing from SURGE. Entrepreneur Members attend Chamber events that will help them build their network and learn from experienced business professionals, and as the startup business grows, so does their own investment in their Chamber membership, with the goal of unsubsidized membership at the end of three years.



Belicia Hernandez joins the Chamber as the first Entrepreneur Member.

The first Entrepreneur Member, Belicia Hernandez of Monster Graphics Studios, joined the Chamber in May 2019. Belicia had been exploring a Chamber membership over the past year, and the SURGE partnership made it possible. She's already attended Maximize your Membership orientation, and is enthusiastic about the benefits and support that the Chamber offers.

At our May Wake Up West Coast Breakfast on the topic of the Fourth Industrial Revolution, we recognized two tables of SURGE participants, most of whom were attending their first Chamber event. As critical as it is to build a business network, entrepreneurs will also come to find that membership in the Chamber is not all about networking. The benefits menu at the Chamber includes educational programs, leadership development opportunities, and access to advocacy platforms, all of which can fill skills gaps that new businesses will inevitably have. However, without the nudge and financial considerations opening the door to the Chamber world, it can turn out to be a missed opportunity for startups. But no more.

The development of the Entrepreneur Membership is a further evolution of a long-standing

relationship between the West Coast Chamber and Lakeshore Advantage. The Chamber and SURGE have partnered on the Entrepreneurial Support Network for several years. Chamber members sign up to be part of the ESN, which involves providing in-kind services to startups on a project basis. These are services that the startups have neither the time, expertise or resources (or none of the above) to take care of on their own. Currently there are twenty Chamber member businesses enrolled as ESN providers, providing services such as Finance and Accounting, Graphic Design, Human Resources, Legal / I.P., Photography, Public Relations / Marketing, Product Development and Web Development.

Here are some startup survival stats, taken from smallbiztrends.com. Of all small businesses started in 2014, 80 percent made it to the second year (2015), 70 percent made it to the third year (2016), 62 percent made it to the fourth year (2017), and 56 percent made it to the fifth year (2018). How does a new business make it to that 56 percent after four years? With help. With the support of organizations coming alongside them to connect them with other entrepreneurs navigating the same waters, with financial guidance, and with experienced businesses willing to lend an ear or a hand. Providing new businesses with the strong support networks we have in place in our community is one of the reasons we have been named "The Best Small City to Start a Business" for the fourth year in a row, and the collaboration of SURGE and the West Coast Chamber means great things for entrepreneurs taking the leap of faith to bring their dreams to reality.

Preparing the Workforce of the Future



At our June Wake Up West Coast Breakfast, the hot topic was talent development. It's no secret that employers across industries are finding it more and more difficult to fill employment vacancies, and educational institutions are actively developing programs to match the skills needed for future careers. Following breakfast, members of the Chamber's Manufacturers Affinity Group met with representatives from the Ottawa Area

Intermediate School District (OAISD), Muskegon Community College and Grand Rapids Community College to discuss strategies for increasing student awareness of future career opportunities, and of the pathways to success. It was the first of many discussions, and the Chamber looks forward to facilitating strategic and productive meetings between businesses and educators on an ongoing basis.

The Chamber's internal student talent development comes in the form of our amazing interns. This May, we welcomed Jocelyn Racelis and we will bid a fond farewell to Emmy Surface in August. Our interns make a huge impact in our day-to-day work, and it's bittersweet when it's time for them to move on to do more amazing things.



Emmy Surface

Emmy Surface has been a membership engagement intern at the Chamber since September 2018. As she heads to Cornerstone University this fall to pursue a degree in Strategic Communication and a minor in Nonprofit Administration, she reflects on her time at the Chamber.

Holland's Careerline Tech Center helped Emmy find this internship opportunity at the Chamber. She was hired to assist the Britt Delo, the Chamber's Director of Membership. Throughout the internship, Emmy focused on meaningful communication with members, as well as tracking and recording active

and prospective member analytics in the Chamber's database. Emmy is confident that the foundational skills she has learned through her experience with the Chamber will be transferable anywhere she goes in the future. "My time at the Chamber has helped me figure out what I want to do career-wise," she said.

The relationships Emmy built with both the Chamber staff and members are special to her. "It can be scary, at first, working with people that already know what they're doing," Emmy said. "But if you're at the right place, they'll welcome you in, help you out, and make you feel at home. I'm really going to miss it."



Jocelyn Racelis

Jocelyn Racelis joined us in May as our summer marketing intern. Jocelyn is a junior at the University of Missouri, pursuing a major in Journalism and Strategic Communication and a minor in Business. She assists Caroline Monahan, the Chamber's Director of Marketing & Communications, with the Chamber's *CONNECT* magazine, social media accounts, press releases, and website.

Caroline noted, "Jocelyn's background as a journalism major makes her a great fit to work on our magazine. She enjoys going out and interviewing our members and writing their stories, and she definitely exhibits all

of our core values. She's a fast learner and I'm excited to have her on the team."

"I'm excited to expand my knowledge of marketing and communication with a chamber that has a such strong media presence," Jocelyn said. She is looking forward to spotlighting emerging leaders and outstanding businesses in the community.

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Happenings at the Chamber



Our 2018-19 Chamber Ambassadors celebrate a successful year.



Congratulations to Benjamin Smith Farmers Insurance for opening in May.



Celebrating the rebranding of DeVries Photography.



Members socialize and make connections during the May Network At Lunch event .

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Eldean Family Play Park has opened at the Outdoor Discovery Center's nature preserve.



Former board chairs of the Holland, Zeeland, and the West Coast Chamber connect at the Past Chamber Chairman Breakfast.



The Michigan West Coast Chamber Team dresses up to greet Governor Gretchen Whitmer and Lieutenant Governor Garlin Gilchrist II at the Tulip Time Festival Luncheon.

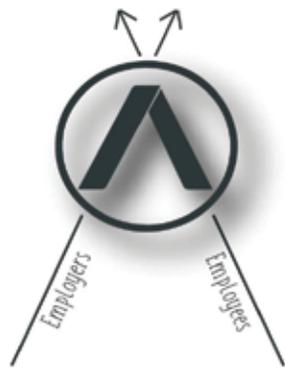


Barry Rice and Fred Dobrowitsky attend a Wake Up West Coast breakfast.

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