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June 2018

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Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



The long sunny days and warmer weather of June bring about a welcome respite from the chill of winter. School years come to a close, and people look forward to taking a step back and slowing the pace of life. It's a time to regroup and renew. At the Chamber, we also take this time to review our programming from the past year. Armed with the feedback from event surveys, we use your comments and suggestions to craft events and programs that resonate with your needs and interests. When we say, "It's All About You," we mean it.

This year, a member suggested a new name for our workshop series, changing it to "Leading Edge," and we loved it and ran with it. Another member suggested a twist on Power Breakfast, moving it to an afternoon event, and we grabbed her idea and put together the first "Power Happy Hour," scheduled for June 19. It is our mission to deliver remarkable experiences, and ideas from within our membership are a great source of inspiration. Keep them coming, and we'll deliver.

Best Regards,
Jane Clark

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Feature:

Navigate

By Chelsea Scott

Photos by Photo Op Studio LLC

This month, we're proud to highlight Navigate, a business development and marketing firm specializing in strategic planning and full-service marketing including design, web, video, digital and more. Navigate is a Connect sponsor as well as Expert Contributor, providing educational articles in their field on a regular basis.



Rob Stam and Sarah Brummels wrestle over an idea.



Sometimes, the best opportunities are born out of disappointments, as Navigate President Rob Stam affirmed when he shared the story of the company's inception. "In 2007 I experienced a failure in business," he said. "After recovering and analyzing what happened, I decided I wanted to take the lessons I learned and formulate a business model to help other entrepreneurs and executives learn from them. So, Rob started his own consulting firm specializing in business startups and entrepreneur development in 2008. "After a few years of growth and the development of partnerships, I, along with partners Jeff Buckman and Sarah Brummels, formed Navigate," he explained. "In late 2017, we made the decision to sell the company to my cousins and join their company, VisionQuest." VisionQuest is the parent brand for familiar companies Quality Car Wash, Tim Hortons, Tommy's Express and Tommy Car Wash systems. Navigate now oversees the marketing efforts of Tommy's Express in addition to managing over 40 clients.

The mission of Navigate is *to be an essential partner in the development of successful organizations* and that is achieved by a consistent mix of strategy, creativity, and relationship building. Rob's inspiration boils down to one word: people. "Our team and our clients," he said. "Realizing that we truly are helping people become better versions of themselves. Seeing clients develop their personal and business ambitions and then see those become a reality is what motivates me. Having a team of people who continue to impress me is both humbling and inspirational." And inspiration, it seems, is a two-way street. "I've found it incredibly rewarding how the team at Navigate has pushed me to dig deeper and form my own personal goals while also helping me refine my skills as a teacher, writer and strategist," Rob shared.

When it comes to lessons learned in business over the years, Rob cited several. "First, relationships are the most important thing on earth. Everything good comes back to great relationships—family, business, faith," he said. "At the same time, our greatest challenges and pain are often the result of broken relationships. I can't think of anything worth investing more time into than great relationships." Second, business



Navigate team.

is math. “A responsible business owner or manager must be diligent in watching the numbers,” he said. “Your ability to succeed, deliver a quality product or service and provide for your team is dependent on your being responsible to understand and monitor the metrics of your organization.”

Along with lessons learned comes the wisdom to answer the question, “What would you have done differently?” According to Rob, he would let go more often. “I’ve spent too much time being stressed and anxious over things that really don’t matter in the long run,” he explained. “Admit your mistakes and move on. Forgive and move on.” The ability to use past experiences, successes, failures and lessons to continuously calibrate his approach and improve company processes is the mark of an excellent business person. So, it comes as no surprise that Rob’s favorite part of his day-to-day duties is teaching. “I love that because of my experience—even the mistakes and failures—I can bring something of value to our team and clients.” He went on, “Business ownership and leadership is hard work. It’s not just work, it’s personal. I’ve had to learn to dig deeper, to commit to what matters in life so that I never let my business own me instead of me owning it.”

Navigate understands how important community is, both inside and outside the office walls. Rob shared one of his favorite memories from a team meeting held a few years ago. “We were growing fast and decided to do a half day team building session. Everyone shared their personal story and it was amazing to hear the journeys that led to us coming together,” he recalled. “Every one of us saw Navigate as an opportunity to begin a fresh start. The company hasn’t been the same since then. It has created an atmosphere of respect and commitment for our entire team, even those that have come on board since that event.”

In addition to hosting semi-regular training events that are open to the public, the company is very involved in other community

Navigate Staff Listing

Rob Stam, President
Sarah Brummels, Creative Strategist
Rebekah Rhys, Director of Operations
Alex Tillard, Creative Director
Kristin Remenschneider, Account Manager
Mackenzie Havemen, Account Manager
Michael VanHouten, Web Developer
Josh Cowen, Designer and Creative Generalist
Jami Winstrom, Director of Digital Marketing
Steve Secor, Video Producer
Evan Wright, Video Director
Heidi Lohman, Creative Director for Tommy's Express
Caleb Eckman, Web Designer / Developer
Daniel VanDyke, Content Manager

events, particularly those hosted by clients in the non-profit sector. Giving back to the organizations that give so much to this area is important to Rob and his team. “I love all our clients, but our non-profit clients are the best lens for viewing this community,” he said. “The overarching narrative of West Michigan is a commitment to the betterment of everyone.” In addition to donating at least one project per year to a local non-profit, Navigate’s staff attends multiple charity events a year and, “several of our employees are active in non-profits and/or have helped start a nonprofit,” said Rob.

A member of the West Coast Chamber, Rob shared that the team at Navigate attends Chamber events and has benefited from the networking opportunities offered. In addition, “Jami Winstrom (Director of Digital Marketing) and myself have had the opportunity to be guest speakers at events,” he said. “Being part of *Connect* created a platform for advertising and writing, which has initiated multiple positive responses and new potential client introductions.”

Navigate is poised for success and excited about their future. What’s in store? “Continued stable growth with a portfolio of long term clients and team members who all continue to develop into the best versions of themselves,” said Rob.

Navigate recently moved into the SpaceSource building at 240 East 8th Street in downtown Holland. Visit them online at www.navigateworks.com or call 616-741-0041. Office hours are Monday to Friday 8am-5pm





Productivity and Presenteeism: How Health and Mindfulness Influence a Culture of Efficiency

By Lyn Carey, Corporate Health Strategist

Ever stared at the computer screen, read the same line four times, and understood none of its contents? Whether we are mentally checked out with the flu, chronic back pain or complicated family troubles, productivity decreases when life gets in the way. We're human and distractions will detract from the work day.

Considering the "buzz appeal" of both productivity and presenteeism, it's important to define them. Productivity is defined as, "the quality or state of being productive" by Merriam-Webster. Presenteeism is defined by the *Harvard Business Journal* as, "the problem of workers being on the job but, because of illness or other medical conditions, not fully functioning." The *Journal of the American Medical Association* estimates depression costs employers \$35 billion per year, and chronic pain just over \$47 billion per year. American employees are bringing their mental, physical and emotional conditions to work with them, dwindling their quality of work.

Understand your population and offer resources.

- Dispatch an anonymous survey to determine what conditions (mental, physical, social, emotional) might be weighing on your population, and based on those results offer resources to mitigate conditions.
- Offer and promote basic allergy and pain medications as stocked in first aid kits.

- Review your medical plan for pertinent prescriptions and negotiate to lower copays, offer subsidies, or make them free.
- Provide educational resources onsite such as one-on-one mental or physical health coaching, or group classes.

Boost productivity through mindset changes.

- Ban assumptions. Allow staff to ask "stupid" questions to clarify directives. While extra questions may require patience, they may also help to avoid future headaches.
- Fix the root cause of problems; don't band-aid symptoms. Imagine how much more time we'd have if that copy machine stopped eating papers!
- Promote the "growth" mindset: adapt to change by intentional learning and praise actions, not abilities.

To take presenteeism and productivity head on, practice mindfulness and take regular breaks.

- Stop multitasking altogether. It sabotages productivity and can create unnecessary stress. Dedicate yourself mentally to the task at hand; newly received emails can wait a few minutes.
- Give yourself and your colleagues the "gift the present." Unless it's absolutely necessary, leave your phone on your desk for meetings. Bring a notepad and leave the laptop behind. Allow communication

and creative problem solving to flow freely without distractions.

- Take regular breaks from computer screens for social interaction or walking. Light exercise significantly boosts productivity and concentration. For staff with chronic pain or chronic conditions, 10 minutes of light exercise strategically placed throughout the day can dramatically assist in mitigating conditions.

In a world driven by spreadsheets, metrics, and quality indicators, companies often forget the human element of their workforce. Mental, physical, emotional, and social health will always impact our lives. It's part of being human. Employers taking steps to address their employees as humans may see improved productivity, positive culture development and increased company loyalty. While it's tempting to analyze the return on investment for productivity building programs, the value on investment may yield more powerful results.

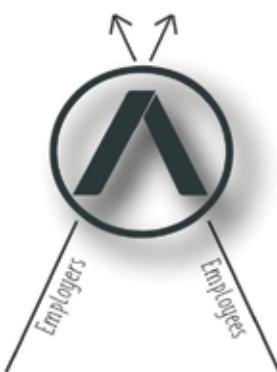
Edify North, founded in 2009 and based in Holland, Michigan, is an employee benefits consulting firm that focuses on the intersection between employers and employees. The organization is dedicated to improving the health, both physical and organizational, of its clients through providing clear and robust health plan designs and including programs that engage and reward members who actively manage their health.

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Hospice Helps Family Members Too

By Denise Stancill, Director of Business Development, Hospice of Holland Inc.

By the time a choice has been made to seek hospice care, families often feel overwhelmed. People who are terminally ill rely on those in their family circle (or circle of advocates) to function in roles ranging from personal caregiver, financial representative, and counselor. This places them in a position which is often uncharted and unfamiliar. Hospice providers treat not only the patient but also support their loved ones who travel the end-of-life experience with them.

On any given day family dynamics alone can pose real challenges for families. Due to the complexity of care that comes at this sacred time of life, a hospice scenario only magnifies the emotional, physical, and spiritual toll that can be had on a family unit.

Also, just as no two hospice patients are the same, nor are two hospice families. And as the definition of "family" continues to evolve, the picture of what was once considered to be the traditional family unit often times now looks much different. Support from the hospice team is becoming even more valuable for everyone connected with the individual on hospice care.



How does hospice support family members?

- Hospice physicians, nurses, social workers, aides, chaplains, and volunteers support families 24 hours a day, 7 days a week. For some family members this means they can remain in roles they are more familiar with such as spouse, parent, or child vs. taking on the often unfamiliar role of caregiver.
- Some family members are unable to be at the bedside due geographic location, job or family responsibilities, or failing health themselves. These individuals find relief in knowing their loved ones have a compassionate team who will help ensure the best care possible is given even in times where they may be absent.

- Those who have never experienced a loss due to death learn what to expect in the final days. Hospice provides immediate access to answers to questions as they come up, even middle of the night. Hospice staff help families gain confidence in their ability to be present with their loved even in their final days.

- Hospice helps alleviate some of the strain of caregiving by offering times of respite to family members when they themselves are in need of a reprieve from the difficult task of being a caregiver.

- Hospice staff understand some days are just hard. Knowing support from the hospice team is just a phone call away can help ease feelings family members have of being overwhelmed and alone.

- Bereavement support is available to family members for 13 months following their loss of a loved one. Hospice bereavement counselors walk alongside families while they transition from grief to hope.

For more information about Hospice of Holland programs and services, to make a referral, or for answers to your questions about hospice care, please call 616-396-2972. View www.hollandhospice.org and hear from others why care from Hospice of Holland made a difference for their loved one.



"The hospice lady helps Grandpa."

hospice
of holland

hollandhospice.org
understandhospice.org

Hospice of Holland supports those caring for a loved one every step of the way. We know the challenges that individuals face when they become the primary caregiver, and we're here to help. Family members feel tremendous comfort in knowing the needs of their loved one will be addressed throughout the end-of-life process.

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Thinking About Building? Prioritize the Planning

By Chad Nienhuis, Director of Pre-Construction Services, Lakewood Construction

Photo credit DeVries Photography

The thought of undertaking a capital improvement project for your business, school, church, or even your home can be intimidating to say the least.

A few things you might be asking yourself:

- Do I renovate or build new?
- What about fundraising and financing?
- Will I need to buy land?
- How long does it take to build?
- Where do I find a contractor and/or an architect?
- What are the permitting, zoning, and inspection requirements?
- What about furnishings and equipment?
- How do I coordinate my technology needs?
- These are just a few questions, and it can be difficult to know how or even where to start. A construction project is one of the most significant investments of time, money, and energy resources.

So where do you start and how do you ensure your needs are met during the process?

The best place to start is finding a contractor or design professional who can communicate the design, planning, and construction process in an open and transparent fashion. A thorough planning phase will make a big difference in the overall outcome and success of your endeavor.

Starting with Pre-Construction

The process of project planning, or more technically referred

to as the pre-construction phase, generally encompasses the portion of the project that begins from the time a thought or idea is sketched out on a ‘napkin’ to breaking ground on the construction site. The pre-construction timeframe can vary depending on the size, scope, and complexity of the project and could range from several months to two to three years.

So, what does the pre-construction process look like and why is it so important?

As consumers in the current global marketplace, most of what we purchase is immediately tangible—we can touch it, feel it, drive it, wear it, or at a very minimum, see pictures of it online. We can compare it to similar products in the marketplace and make our decisions based on how the products fit our vision. A skilled pre-construction professional will assist you in doing just that—walking with you and translating drawings and technical specifications to help you visualize how your facility will look, feel, and operate, and to make decisions around schedule, design, and fit-out that best fit your needs and budget. Giving ample time and effort to the pre-construction process will protect you from delays and costly changes later in the process. It's estimated that projects with a less comprehensive pre-construction phase can increase the overall project cost by up to 20%.

The Do's and Don'ts

A few other things to consider:

- Don't feel rushed through the planning process.
- Don't make decisions based upon fee or price alone. You'll get the level of service you pay for, and you won't know what's missing until it's too late.
- Interview construction professionals and have them walk you through their pre-construction process. Make sure their communication style is a best-fit for you.
- Ask questions. It's the

contractor's job to help you understand—and to answer questions with transparency.

Considering these guidelines can make the building process a fun and enjoyable experience—but, most especially when you start off on the right foot!

Lakewood Construction is a locally-owned construction management firm located in Holland, Michigan. They have been in the business of building our community since 1971. Reach them via their website, www.lakewoodinc.com, or by calling 616-392-6923.



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Chamber Members Help Bootstrapping Entrepreneurs Get a Leg Up

By Kelsey Sivertson

Bootstrapping startups are tight on cash. Generous West Coast Chamber business service providers have stepped up to offer in-kind services on a project-by-project basis to help these entrepreneurs. This is how the Entrepreneurial Support Network (ESN), one of the first offerings under Lakeshore Advantage's SURGE entrepreneurial support services, began in 2016.

Thanks to the diligence of the West Coast Chamber recruiting efforts, the ESN has over 30 service providers participating in the minimum year-long commitment to help local entrepreneurs. To date, ESN providers have donated \$29K worth of in-kind services such as marketing, web, accounting, legal and other services to entrepreneurs, with six projects completed, and two more ready to start.

The first ESN project request was made by Ring Cam, a local startup that embeds video cameras in engagement ring boxes to capture the moment of proposal. Ring Cam's current marketing efforts have resulted in web traffic surges, which caused their site to slow dramatically and lower their ability to market to certain customers. Collective Idea, a software and web development firm here in Holland, came to the rescue.

"We knew we could help by steering Ring Cam in a better, and cheaper, direction than

they were going on their own," said Daniel Morrison, founder of Collective Idea. "Our holistic approach to software ecosystems lets us see opportunities where other teams see challenges. In the end, we offered some key advice that let Ring Cam do the work themselves. It was a win for everyone."

Ring Cam is confident their website performance will improve with this fix, particularly with the high amount of web traffic their campaign is expected to generate this proposal season.

"We are constantly climbing up learning curves," said Russell Fyfe, co-founder of Ring Cam. "Collective Idea invested in speeding up that learning curve to help us focus our energies more effectively."

The West Michigan Lakeshore entrepreneurial ecosystem is connected and assistive, demonstrated in the willingness of over 30 ESN service providers to extend a helping hand. This synergy between established businesses and startups fosters a thriving culture where businesses in all stages take an active role in the betterment of our community.

The ESN is continuing to grow by adding service providers and mentors. If you are interested in participating, please contact Brooke Corbin, Director of SURGE, brooke.corbin@lakeshoreadvantage.com.

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The Legacy of Leadership

This May marks the graduation of the 29th class of the West Coast Leadership Program, which has become a staple in the leadership and career development path for professionals in our community. Over 700 individuals have graduated from the program since its inception, and the alumni network remains strong. Past participants are on the program committee for the class curriculum, and also serve as community leaders, board members, and business leaders for numerous organizations throughout Holland and Zeeland, and beyond.

Take a few minutes to get to know the alums we caught up with this month:



West Coast Leadership Class of 2007



West Coast Leadership Class of 2001



West Coast Leadership Class of 2015

Liz De La Luz

Greater Ottawa County United Way
Class of 2007

The biggest benefit for me was the personal mission statement exercise that we started at our retreat. This exercise helped me to focus on what was important to me both personally and professionally. It helped me to be able to say "no", confidently, to things that didn't fit my personal mission statement. It made me feel empowered to say yes to those things that did.

Professionally, the program allowed me to participate with implementing the Leadership program for the next 10 ten years of graduating myself. It allowed me to meet new and upcoming leaders as well as practice my passion of leadership development. The last few years I have helped with Health and Human Services Day. We are able to share our county-wide Community Assessment which is an overview of Health and Human Services within Ottawa County, and we also run through an exercise of our Community Investment process which is a great way for our leaders to get engaged and learn more about programs and the services they provide within our community.

West Coast Leadership is a fantastic program for those new to our community but also for those that are from the community. As a lifelong resident, I went through the program and can say that I still learned something new every day. Whether it was a new fact about the community itself or a new piece of knowledge in general for myself.

Darcy Komejan

Children's Advocacy Center
Class of 2001

To date, Leadership was one of the most impactful programs, classes, training I have attended! Having spent my entire life in Holland I was convinced there wasn't much I didn't know about the area (or me frankly). I met some of the most amazing people who are now friends and mentors, regularly donate and volunteer for a variety of organizations etc. In fact, I have been co-chair of Justice Day for 17 years...need I say more?

To anyone considering participating in the West Coast Leadership Program, I say —DO IT! The personal and professional benefits of this program are incredible!

Patrick Cisler

SPOKE and the Lakeshore Nonprofit Alliance
Class of 2015

Working for two community-based organizations, I honestly thought that I wouldn't learn much more about the community than I already knew. I was completely wrong and couldn't believe how much I didn't know about some of the other segments of our community. West Coast Leadership gave me a very healthy understanding of how different sectors of the community interact with one another and re-enforced for me the collaborative-spirit we have here in West Michigan.

Not only do I still have relationships with people that were in my class but also have had the opportunity to develop relationships with some of the leaders that presented on the various program days. West Coast Leadership should be mandatory for anybody that is looking to connect deeper into the Holland/Zeeland community.



Water Company of the Year

Evoqua Water Technologies

By Michael Stock, Communications Specialist with Evoqua Water Technologies



Evoqua Water Technologies has a global footprint with one of its largest manufacturing sites here in Holland Township. Our company just won the prestigious Water Company of the Year award by Global Water Intelligence (GWI). The award goes to the company that made the most significant contribution to the development of the international water sector. We're very proud of that award, but not just because of our continued growth and success. Our business is solely about people and their well-being, and that includes Holland!

Here in Holland this facility began as JWI in 1977 and many locals still call it the "JWI building." JWI made filter presses which separate solids from a liquid. Over time and through several mergers, the facility is now part of the Evoqua family and we still design and manufacture filter presses. We also design and manufacture traveling water screens, filtration systems for Vortisand®, an Evoqua brand, large municipal filtration equipment, reverse osmosis systems and large portable filtration systems on semi-trailers, and more. We even have several pieces of equipment installed in the Holland Energy Park.

Evoqua creates equipment most people will never see. Yet it positively affects the lives of millions of people in almost every community and industry. Our equipment, whether



it's a waste treatment plant, a high-purity circuit washer, a carbon vessel, a mobile filtration unit or other large water-related equipment or system, transforms water and enriches the lives of the communities in which they're installed. We don't just design and build machines; we provide equipment that contributes to a healthier environment. That fuels a passion not always found in the workplace.

The Holland facility employs about 200 people. Positions here range from sales, project management, engineering and purchasing

to a variety of skilled trades. Evoqua is organized into divisions and many people here report up through those organizations, yet still remain integrated in the local Holland family-friendly team.

This facility is actively engaged in our community. We are enthusiastic supporters of Tulip Time as we rock our annual water station at the kickoff 5K and 10K run. We collectively sit on local boards from the Michigan West Coast Chamber of Commerce and Lakeshore Advantage to Good Samaritan Ministries, Community Action Agency, and many others. Our members have participated in Failure Lab and have received the 40-Under-40 Award. As a building we vote on a charity-of-the-year and most facility-wide activities collect for that organization: this year we're donating to Kid's Food Basket. We value our West Coast Chamber membership because we appreciate being part of the community conversation. It's not just about connecting for the sake of business – it's about helping create a positive business climate and setting the stage for Holland's growth.

We're proud of being Water Company of the Year, but not because it's an award. We're proud because it shows we made a positive difference to millions of people in treating the world's most precious resource: water.

June Calendar of Events

Thursday, June 7, 2018

Leading Edge: Digital Marketing Summer Sessions

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

The Chamber is excited to partner with Symposia Labs to offer discounted cost for this popular training series workshop! Topics that we'll cover include: Organic vs. paid social, unleashing the power of Facebook groups, Instagram stories, potential budgets for ad spend, understanding the Facebook pixel, etc. Participants are required to bring a fully charged laptop or tablet to this session for a hands-on learning experience. Sponsored by Blue Cross /Blue Shield & Blue Care Network.

Time: 8:30 -11 am

Cost: \$55 per member / \$75 per non-member

Friday, June 8, 2018

Public Policy Committee Meeting

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

Interested in governmental and political issues? The Public Policy Committee reviews issues of local and regional concern and makes position recommendations to the Board of Directors. Join us monthly for interesting and sometimes lively discussion about the issues that affect you and your business.

Time: 8-9:30am

Cost: FREE

Monday, June 11, 2018

Public Policy: Plan for a Stronger Michigan

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

Business Leaders for Michigan recently unveiled its Plan for a Stronger Michigan, which identifies key steps to growing good paying jobs and accelerating our state's economic turnaround. Michigan has come far but has much more to do to become even stronger and a "Top Ten" state for jobs, personal income and a healthy economy. Join us on June 11 to learn more about their work to support the west Michigan community.

Time: 11:45am -1pm

Cost: \$15 for members / \$25 for nonmembers

Tuesday, June 12, 2018

Wake Up West Coast

@Haworth Inn & Conference Center, 225 College Ave, Holland

Please join us as Ryan Kilpatrick, Executive Director of Housing Next, will address the recent shift in market trends as it relates to housing and why affordable housing is so important to a strong regional economy. Ryan will highlight the steps that Housing Next is taking to partner with local communities and corporations to encourage a fiscally responsible method of creating market-based opportunities for more affordable housing in West Michigan. Sponsored by Worksighted.

Time: 7:30-8:30am

Cost: \$20 per Chamber member / \$35 per non-member



Wednesday, June 13, 2018

Field Trip to NeoCon

@The Mart, 222 Merchandise Mart Plaza, Suite 470, Chicago IL

NeoCon is North America's most important commercial design show that has been taking place at The Mart in Chicago since 1969. NeoCon has evolved into one of the most recognized and attended trade shows in the industry and remains the premier platform for connecting, learning and doing business in the industry. We will have the opportunity to see a number of West Coast Chamber members who will have exhibits of their products on display at the event! Sponsored by Custer and Max Moda.

Time: 7am-7pm

Cost: \$95 per member

Friday, June 15, 2018

Maximize Your Membership

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

Join us for our Maximize Your Membership Orientation lunch to learn about the benefits of membership. Delivering remarkable experiences is a core value of the West Coast Chamber, and our upbeat and interactive orientation is designed to help new, prospective, and existing members learn how to utilize their memberships for maximum effectiveness. We make it a fun day at the Chamber when we welcome you into our home to get acquainted!

Time: 11:30am – 1pm

Cost: FREE



Monday, June 18, 2018

Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th Street, Holland

Join us for breakfast with our elected state and federal legislators. At this Governmental Affairs we will be providing a candidate forum for the upcoming election in November. Ample time is provided for questions and answers. Arrive at 7:15 am for a brief networking session before the breakfast begins. Sponsored by Huntington Bank.

Time: 7:30 – 8:45am

Cost: \$20 per Chamber member / \$25 if registered after June 15 / \$35 per non-member

Tuesday, June 19, 2018

Power Happy Hour

@Boatwerks Event Center, 216 Van Raalte Ave, Holland

Come join us at Boatwerks for the newest after hours event: Power Happy Hour! At this new summer event, each participant will make over 50 contacts. Arrive at 3pm to grab a drink and browse display booths, make new contacts and win door prizes! Be ready to start promptly at 3:15pm for Power BINGO, created to make the most of the open



networking time.

Time: 3:15 – 5pm

Cost: \$25 per member (\$30 if registered after June 14) / \$40 per non-member / \$60 display table (includes your event registration / members only)

Wednesday, June 20, 2018

EOS Users Group Meeting

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

The West Coast Chamber 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.

Time: 12-1:30pm

Cost: FREE

Thursday, June 21, 2018

West Coast Leadership Alumni Get Together

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

All West Coast Leadership alumni are invited to this fun summer get together event! Enjoy appetizers and a cash bar while you catch up with old friends, make new connections and play some yard games on the Chamber's patio!

Time: 4:30-6pm

Cost: FREE

Thursday, June 21, 2018

ZAG: Off the Clock

@Tripelroot, 146 E Main Avenue, Zeeland

Step out of your office and into Tripelroot and get to know other Zeeland area business representatives. It's a great way to unwind and make connections, all while trying out some great drinks and complimentary snacks in a cool new venue. Registration is suggested, but not necessary.

Time: 4:30 – 6pm

Cost: FREE



Wednesday, June 27, 2018

Network @ Lunch

@Big E's Sports Grill, Courtyard by Marriott

Downtown Holland, 121 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 also be assigned dining partners from other businesses at the event, giving you the opportunity to make new contacts and share about yourself and your business. What could be easier? Sponsored by Progressive AE.

Time: 12-1pm

Cost: \$20 per Chamber Member / \$30 per Non-member

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

Celebrating Business Champions

By Caroline Monahan

On April 18, 2018, the West Coast Chamber welcomed 250 members and guests to the Midtown Center to celebrate our diverse business community at the Minority Business Awards Luncheon. This annual event provides a forum to learn from minority business leaders and honor business champions that create opportunities for growth and success for minorities within our community. When asked to reflect on challenges that face minority businesses, our recipients cited financial literacy and needing more seats at the table where conversations and decisions about public policy are made as key issues. Their experiences, insights, and leadership make them our awardees for 2018.



2018 Minority Business Champion

This year's Minority Business Champion is Malisa Bryant, Senior Vice President of North America and Global Sales at Herman Miller. Malisa joined Herman Miller in 2013 and is accountable for building and coordinating highly effective sales teams. Prior to her current role, she was the Vice President and General Manager of Focused Markets. Malisa holds a master's degree in sociology from Central Michigan University, and is an active member of both Cornet and IIDA. She often volunteers with United Way, is a strong supporter of Hope College diversity programs that provide access to education for many, and is the executive leader for Herman Miller's Hispanic, Latino Infinity Group.

When accepting her award at the event, Malisa used the phrase, "let the girl play," and emphasized the importance of giving people the opportunity to make contributions, to have roles that challenge them and enable them to grow into positions of leadership. "I have experienced amazing effort by a small group of well-known and philanthropic community leaders, who extend their efforts to welcome and create a more inclusive community on a social and business bases. However, we need more than a few participants, and we need a broader-base of understanding of what diverse businesses in our community truly bring to the table."

She credits her perspective and inspiration to her mother. "My mother, who passed away 18 years ago, demonstrated all the intangibles that I believe contributed to who I am today. Such as commitment (volunteerism, financial, a kind word, or a hug if need be) to people that have less opportunity than you have, strength and grace in midst of the most tenuous moments, decisiveness, drive, and an insatiable desire for learning."

When asked to reflect on living in the West Michigan community, she shared, "I have been living in the community for a little over four years, but I have been visiting West Michigan since the late 80s, and the change has been very positive in many ways, but the fact we are working harder to be more inclusive really hits home for me."



2018 Minority Business of the Year

This year Manny and Leo Barajas of MI Home Group and Coldwell Banker were awarded the Minority Business of the Year award. Leo and Manny were born into a large family consisting of seven children and moved to a small town in Southwest Michigan at a very young age. They moved to Holland in 1998, and in 2013 they began their journey in real estate with Coldwell Banker. In 2015, the two realized that there was a need to grow their team, and soon after, they started MI Home Group. In just three years, MI Home group has grown from just the Barajas brothers, to nine well-established realtors. Among these realtors, six are bilingual in Spanish as well as English, broadening the positive impact and diversity that is fundamental to the community.

"Diversity to us means that no two people are exactly the same. There are minor differences between each person that makes them entirely unique. Every person has things that they can teach others around him or her. Like anything else, there is always room for improvement. However, we are proud to live in a place that welcomes change and diversity. In our personal experience we can say that it there's been very few road blocks, and there's always someone willing to help. We believe Holland is filled with great people, that truly enjoy watching others succeed."

Citing their team and the business community as their inspiration, Leo and Manny shared the following thoughts on navigating the road to growing a business, "Never let go of the gas, even when you think you're going the wrong way. Stay focused, alert, and change with your environment."



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Hopland Brewstillery Rick Moralez

616-212-9866
[Contact@hoplandbrewstillery.com](mailto>Contact@hoplandbrewstillery.com)
www.hoplandbrewstillery.com

Hopland Brewstillery, located at 977 Butternut Dr., has announced it now plans to open the business in May. They will sell around 40 original beers made in house, red and white wine made in collaboration with local vineyards and craft cocktails made from housemade vodka, gin, rum, tequila and whiskey. As for food, the plan is to allow customers to bring outside food to eat and, in the future, the business will work with local food trucks to sell outside the brewery.

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Langhorst Family Dentistry Sarah Langhorst

Sarah.langhorst@gmail.com

Langhorst Family Dentistry is a new family practice that will be opening up this summer. Dr. Sarah Langhorst previously taught at the University of Michigan School of Dentistry and practiced in the Ann Arbor area before moving to Holland, MI. She draws from this teaching experience to provide preventive dentistry, patient education, and customized dental care for the whole family starting at 9 months of age through the elderly. As a correction to the May edition of CONNECT, Dr. Langhorst draws from her 7 years of experience.

Paulette Carr Fine Arts LLC. Paulette Carr

616-460-0550

Brave.art.carr@gmail.com

www.facebook.com/PauletteCarArtist/

Paulette is a local artist, and she spends some of her time hosting classes. Have you always wanted to paint "that" picture? Be brave enough to try painting that memory with Paulette.

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Captain Sundae Merchant Spotlight

By Annika Smeenge

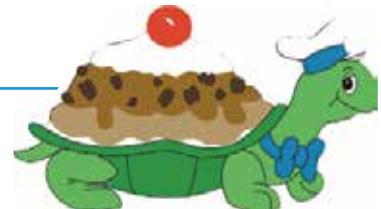


June marks the beginning of warm summer nights, which also means more time for ice cream. The West Coast Chamber has many West Coast Cash merchants that help to make your summer awesome, but there's one that comes to mind when we think of ice cream. Captain Sundae has been a local favorite since opening their doors in 1980. They opened their first location on Douglas Avenue to provide sweet treats, like the signature sundae Tommy Turtle, to customers that were on their way to the beach. Since then they have opened two other locations on the South side of Holland and in Zeeland.

In 2016, Captain Sundae opened the Pirates Landing Mini Golf course next to their Douglas Avenue location, and celebrated with a Chamber Ribbon Cutting, which rivaled the golf outing for competitive play among Ambassadors. They also opened the Captain's Cottage store last month that features apparel, home décor and their ice cream cakes. Captain Sundae has been working to grow their business and has utilized the Michigan West Coast Chamber's West Coast Cash program along the way.

Captain Sundae also does a variety of things to support their community. They have sponsored the Mental Health Foundation's "Be Nice" initiative and have hosted a food drive for Feeding America.

For more information, visit the website at captainsundae.net.



Store locations are:

Holland North

365 Douglas Avenue
Holland, Michigan 49424

Holland South

247 West 40th Street
Holland, Michigan 49423

Zeeland

537 West Main Avenue
Zeeland, Michigan 49464

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. There's no need to leave home or work to shop. Once ordered, purchasers simply print the certificates or email them to a recipient, and then it's time to shop. There is a complete list of participating merchants on the website, all of whom are looking forward to seeing traffic in their businesses. Certificates make great gifts for teachers, staff, students, and anyone else who would have fun shopping for their own special treat.

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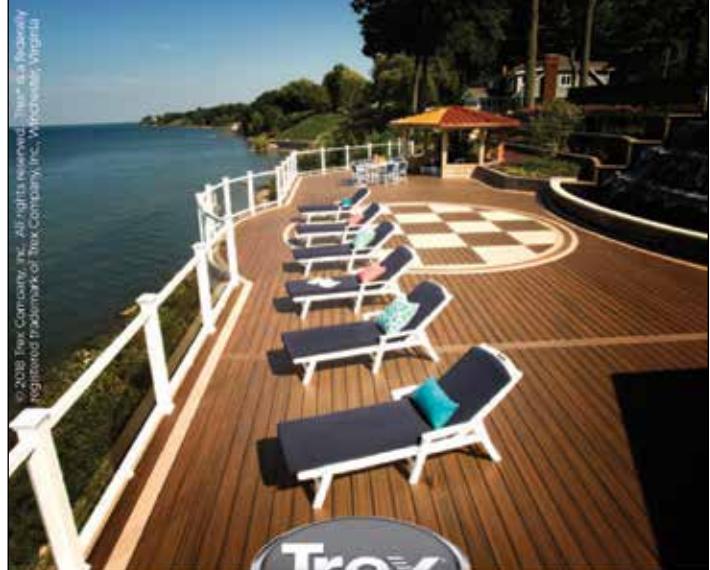
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3. Interact with many posts.

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Happenings at the Chamber



New members connecting at the April Maximize your Membership event.



Ready for School celebrates their new location with a festive ribbon cutting event.



Welcoming Fyzical Therapy & Balance Center as a Chamber member.



Michelle Jackson & Brian Rich from Consumers Energy joined us at the 2018 Minority Business Awards.

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The Freedom Boat Club is excited to get the word out about their organization!



A little pre-lunch networking at the 2018 Minority Business Awards.



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