

PRESS RELEASE

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WEST COAST CHAMBER RECOGNIZES CHAMPIONS OF DIVERSITY AT CELEBRATING DIVERSITY LUNCHEON

Holland, Michigan (April 17) - The Michigan West Coast Chamber of Commerce held its Celebrating Diversity Luncheon on Wednesday, April 17, and recognized Priya Gurumurthy as the Individual Champion of Diversity and Ottawa County as the Corporate Champion of Diversity. Three hundred guests were in attendance at the Midtown Center event, formerly known as the Minority Business Awards Luncheon. The keynote speaker, Malisa Bryant, Senior Vice President of North America and Global Affairs at Herman Miller, and the 2018 recipient of the Minority Business Champion Award, gave remarks on the importance of strengthening communities.

About Priya Gurumurthy:

Priya Gurumurthy, IT Manager at Yanfeng Automotive Interiors, was named as the 2019 Individual Champion of Diversity. Priya joined Johnson Controls (now Yanfeng Automotive Interiors) in 2012 as a Senior Business Analyst working in the Engineering IT team. She is currently leading all the Global Business facing activities for the Yanfeng Automotive Interiors (YFAI) Product Launch and Engineering IT team, working closely with the Global Engineering Customers.

In 2016, Priya assumed leadership of the YFAI's Diversity team, which is comprised of members from YFAI young professionals, HR, Leadership Academy and Womens Resource Network. The team has implemented a number of initiatives in YFAI like YFAI Diversity Scholarship, D&I Ted Talk Lunch & Learns, made LEDA D&I workshops part of YFAI Leadership Development Program.

As a member of the Ready for School (RFS) Board, Priya helped lead all the Diversity & Inclusion related activities for Ready for School. She is currently serving on the Board of Tulip Time representing the Indian/other diverse tourist community to support the efforts to in making the festival more and more inclusive. Priya is on the Board of Herrick District Library and International Festival Advisory Committee as a Diversity & Inclusion advocate, and she is a proud graduate from the West Coast Leadership Program.

About Ottawa County:

Ottawa County was recognized with the Corporate Champion of Diversity Award. Ottawa County recently established the Diversity and Inclusion Office, which is responsible for developing templates to discover and eliminate implicit bias, develop plans to promote diversity, and develop training programs to be an internal consultant in diversity, equity and inclusion topics and issues.

Under the leadership of Ottawa County Administrator Al Vanderberg, Ottawa County has implemented programs to train over 650 employees on fair hiring practices within the Sheriff's Office, the Courts, the Public Health Department, the Community Health Department and the general government offices. In 2012, the County embarked on a Four Cs organizational improvement strategy, which focuses on customer service, creativity, communication and cultural intelligence. Ottawa County partners closely with the Cultural Intelligence Committee, and has built relationships with many community organizations including the Migrant Resource Council.

Administrator Al Vanderberg has served in many city and county management roles throughout his career, including posts in Kent County, South Haven, and Greenville, before assuming his current position with Ottawa County in 2003. He is a current member of the Michigan Department of Civil Rights Council for Government and Education on Equity and Inclusion and participates as part of the LEDA CEO Advisory Committee.

About the West Coast Chamber:

The Michigan West Coast Chamber of Commerce serves over 1,200 members businesses and their 65,000 employees the Holland and Zeeland areas. The Chamber connects people and businesses to the resources they need to grow and succeed and uses their platform as the voice of the business community to help members advocate about issues that impact their growth and sustainability. One of only one percent of Chambers nationally with a Five-Star Accreditation, the West Coast Chamber was named the 2018 Michigan Outstanding Chamber of the Year by the Michigan Association of Chamber Professionals, receiving the highest score ever awarded.

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