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September 2018

Feature:

Incoming Chamber Board Chair
Mike Dykstra

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PUBLICATION TEAM

PUBLISHER: Patrick Avery
CONTENT COORDINATOR: Chelsea Scott
DESIGNER: Donna Johnson
COVER PHOTOGRAPHY: Photo Op Studio

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

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Chelsea Scott, Content Coordinator, *Connect*:
cscott@bestversionmedia.com

Caroline Monahan, Marketing & Communications Manager, West Coast Chamber:
caroline@westcoastchamber.org

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Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



This month's cover features Mike Dykstra, our incoming West Coast Chamber Board Chair. Mike has been a member of the Chamber, the Board, and of the Executive Committee for many years, sharing the Chamber's passion for building a thriving community that supports the wide variety of industries that make our area unique. As President/CEO of Zeeland Lumber, he has fostered a culture of servant leadership, and we look forward to learning from his experience and wisdom as a leader in the upcoming year.

Living the core value of "It's All About You" means that we make a point of putting our members first. This shapes how we plan our communication and programs for the year, and "You Asked, We Delivered" is a mantra that we reflect on each week at our staff meetings. How have we gone above and beyond to respond to our members' needs and suggestions this week? Sometimes it's the small, personal responses that can make the most difference for a member, and we take these relationships very seriously. We've got your back, and will continue to deliver the remarkable experiences that help your business thrive.

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce Board 2018-19 Executive Committee Members

Mike Dykstra, Zeeland Lumber & Supply, Chair
Jennifer Remondino, Warner Norcross & Judd LLP, Vice Chair/Treasurer
Mike Novakoski, Elzinga & Volkers, Inc., At-Large Exec Committee
Kelly Springer, Metal Flow Corporation, At-Large Exec Committee
Kurt Wassink, Gentex Corporation, Past Chair

2018-19 Board Members

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David Bolt, GMB Architecture + Engineering
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Feature:

Incoming Chamber Board Chair Mike Dykstra

By Chelsea Scott



In 1947, John VandenBosch started Zeeland Lumber and Supply with the goal of building pallets and shipping crates for the rebuilding efforts in Europe post World War II. When the rebuilding efforts ended, the facility and lumber were repurposed into a retail lumberyard.

Zeeland Lumber and Supply has changed and evolved in the last 70 years, especially as of late, going from one location and 100 team members in Zeeland in 2010 to six locations (two in northern Indiana, two in eastern Michigan, Grand Rapids, and Zeeland) and 450 team members currently. President/CEO Mike Dykstra began working at Zeeland Lumber and Supply in 1994 after he married his wife Jodi and relocated to the area. “John VandenBosch was my wife’s great-grandfather and my father-in-law, Herk VandenBosch, was the previous President/CEO.” Mike jumped right in and said he is now proud to have, “sawdust in my veins.”

As incoming West Coast Chamber Board Chair, Mike is humbled and honored by the election. “There are so many great community leaders that have gone before me in this role and I am grateful to be among them,” he shared. “We have an amazing staff and outstanding leadership with Jane Clark at the helm of our West Coast Chamber. I am excited to support where I can.”

“‘A rising tide raises all ships,’ and the Chamber is one of many critical community partners actively promoting an environment for strong business and community growth.” –Mike Dykstra

Zeeland Lumber and Supply is a longtime Chamber member as well as a Premier Sponsor, so Mike understands the value of active participation. “I’ve been on the Board of Directors, involved with Affinity groups, gone to Wake Up West Coast breakfasts, golf outings, and more,” he said. “Zeeland Lumber and Supply believes in taking an active role in the community, as we all benefit from a strong community and business environment. Because of that, I believe we should all contribute in some way.”

When it comes to goals set for his tenure, Mike has a list of items he is eager to start crossing off. “Looking ahead, we will be building on the current momentum with increased engagement, sharing positive stories through branding and communication initiatives, and continually refining and measuring based on the metrics,” he said. “Our goal is to be recognized as top of class with our Chamber peers and looking towards receiving top honors nationally. The goal is not for self-gratification, but about service to the membership and driving value to new and existing members.”

It is with that outlook that Mike embraces the theme of his term, *Servant Leadership*. Servant leaders—according to Robert Greenleaf who coined the term—achieve results for their organizations by giving priority attention to the needs of their colleagues and those they serve. “In our business, we have attempted to build our

leadership brand on the servant leader model, focusing on supporting our team members and removing hurdles,” said Mike. “Similarly, one of the Chamber core values exemplifies servant leadership to a T: *It’s All About You*.

This core value puts the focus of the Chamber work on making the member successful and the community great!” Having served on the Chamber’s Board of Directors, Mike has seen the servant leadership mindset firsthand through behind the scenes work with events, programs and networking opportunities. “We are the recipients of the hard work of the servant leaders that have gone before us and been a part of making our community great, and we have to step up to serve and build on that example,” he said. “This collaborative, servant leader mindset is one of the special unique attributes to West Michigan, a ‘secret sauce’ if you will.”

Mike looks to the coming year as Chamber Board Chair as an opportunity to give back and support where he can, continuing the strong momentum created by the new building renovation, organizational and staffing adjustments. Throughout his term, he’ll never lose sight of what makes the Chamber great: its members. “I believe the focus on the member experience will continue to set our Chamber apart,” he said. “Working with all community stakeholders adds to a servant leadership culture that makes West Michigan the best place to work, live, learn, and play!”



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When it's Time, Hospice is by Your Side

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

The time preceding the end of life is difficult for most. Yet it is also a time when life's journey is a source of peace and reflection. Enlisting the services of a hospice provider can help guide you and your loved ones through this often confusing stage, providing comfort and assistance along the way.

The hospice decision is important but once made can help patients, and those they assign as their advocates, find a place of calm amidst the challenges associated with end of life. Coming to the hospice decision is often a process for all involved and for many, is a series of decisions they make before eventually leading up to making the call to Hospice.

Both the patient and their family often maneuver through the pros and cons of many details associated with care, ranging from the availability of multiple treatment options, a desire (or lack of) to make more trips to the hospital or clinic for care and coming to terms with their prognosis. Caregivers begin assisting their loved ones in finding a new definition of what quality of life looks like for the time that remains.

Once "the call" to Hospice occurs, family members and/or patient advocates can rest assured that their decision to place



their loved one under the care of a hospice provider was a good choice.

How do you know that you have made the right decision with Hospice?

- Instead of visible signs of pain and discomfort, you begin to observe your loved one experience physical, emotional and spiritual relief with comfort measures that start immediately upon admission.
- The weight of trying to determine, "Is now the time?" lessens as patients and loved ones begin to place their focus on quality of life and living each day to its fullest.
- The complexity that often comes from having to undergo multiple treatment options begins to diminish, making the ultimate goal of patient comfort and quality of life seem more easily feasible.

- The burden often associated with being a caregiver feels lifted, as the responsibility becomes one shared with the Hospice team.
- The fear that comes from anticipating the unknown begins to change and you find comfort in knowing you do not have to face the journey alone.
- The discussions between patient and loved ones, well in advance of need, builds confidence to know how to walk alongside them each day and to help them fulfill their desires-especially in times they may be unable to do so themselves.
- You rest assured knowing, when the time comes, the Hospice team will help you find hope after experiencing the loss of someone special.

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.



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understandhospice.org

Individuals on the end-of-life journey are comforted by the care hospice provides, and their loved ones rest easy knowing they made the right decision in setting up Hospice care. Hospice nurses, aides, social workers, and volunteers share one goal: maximizing patient comfort while providing support for caregivers.

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Building a Culture of Health Through Benefits

By Lyn Carey, Corporate Health Strategist

As healthcare costs climb, employers are seeking new strategies to rein in costs and improve outcomes. Many employers are investing in wellness strategies as an opportunity to manage chronic disease and maintain healthy habits within their population. While wellness strategies are effective, many employers find it difficult to finance both rising healthcare costs and wellness strategies. There are several ways benefits can be used to incentivize positive health behaviors without costing employers extra cash.

First, employers can leverage HSA contributions with infinite possibilities. Many employers are transitioning to high deductible HSA plans in order to control costs as well as help their employees become more educated healthcare consumers. Instead of offering HSA matching or HSA contributions with “no strings attached,” require employees to complete their annual physical to receive the benefit. Similarly, offer HSA contributions (small or large) for participation in wellness challenges, completing health coaching, or other positive health behaviors.

Second, offer two “plans” to your employees: a wellness plan with a cheaper premium for those who provide documentation from their annual physical exam and a standard plan with regular rates. Most employees will opt for the cheaper premium and in turn, will

develop or maintain a relationship with their primary care provider. Good relationships with primary care often yield less urgent care visits, less emergency room visits, and ultimately cost less money for the employer.

Third, work with your insurance carrier to determine if there are plans with tiered networks available. Whether your company has self-insured benefits or fully-funded benefits, there are often options that offer cheaper premiums and copays for receiving care with high quality providers and facilities. If your carrier and network is flexible, you may be able to negotiate other wellness and preventative care services to be included in the cheaper tier to incentivize employees.

If you are looking for a “bolt on” option outside of benefits to incentivize positive health behaviors, you can investigate CSA (Community Supported Agriculture) subsidies. CSAs are local farms that allow patrons to purchase a “share” of their yield in advance. Patrons are delivered different fruits and vegetables through the season, depending on which crop is yielding. This arrangement supports local business while providing healthy fruits and vegetables in a convenient manner to families. Many employers support CSAs through offering a subsidized rate to their employees, providing payroll deductions to facilitate the CSA enrollment process or allow CSAs to deliver at the workplace for convenience.

To reinforce positive exercise behaviors without spending considerable amounts on building infrastructure, many employers offer a reimbursement program up to a certain dollar amount that employees can use for a specified list of items. Items can include gym memberships, running shoes, outdoor sports equipment, sports league fees, or exercise videos. This concept is not a “fixed” cost as not all employees use the benefit, and it provides individualized support to staff.

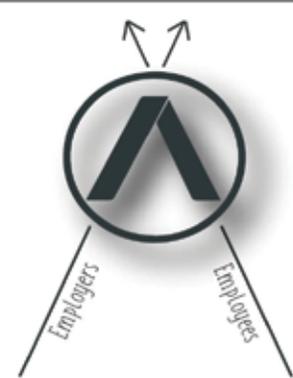
Building a culture of health does not have to be expensive for the employer or for the employees. To think creatively and strategize effectively means to use the tools, resources and programs your company already has to engage your population!

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. Drawing from nearly 30 years of benefits experience, Edify North builds employee benefits, manages client packages, and educates employees on their insurance, ultimately elevating clients to some of Michigan’s Healthiest Employers. Edify North is proud to be recognized as one of the Best and Brightest in Wellness Winners for 2016 and 2017 as well as one of Michigan’s Companies to Watch in 2016.

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The Importance of Making Safety A Priority Every Day

By Kyle Engbers, LEED AP BD+C, Vice President/Director of Safety

In today's construction market, safety is the largest focal point of any competent contractor. A truly successful project has its own triple bottom line—safety, quality, and schedule. Some contractors may rank those metrics in various orders but notice how profitability is not mentioned. The profitability of a project depends on those three metrics.

Over the last century, industries around the globe have embraced technology tenfold. Over the past ten years, many industries have morphed their operations into the world of automation. Historically, construction is the last industry on the technology wave—while we utilize cloud-based software, building information modeling, pre-fabricated materials and portions of building—when it boils down to it, we still swing hammers. Very few industries can still say that and with construction being a labor intense industry, safety is critical.

Most people typically think of safety in terms of personal protective equipment (PPE): hard hats, safety glasses, hearing protection, fall protection, and high-vis colors. These are simply byproducts for ensuring safety. Safety should be about the culture a company creates.

According to OSHA, "Safety cultures consist of shared beliefs, practices, and attitudes that exist at an establishment. Culture is the atmosphere created by those beliefs, attitudes, etc., which shape our behavior." I prefer the following definition: how someone behaves when no one is watching.

Creating a safety culture

shouldn't be a forceful implementation of requirements. It should be a framework for training, management commitment, participation, measurement, planning, and prevention that creates buy-in from everyone.

Training must be tracked to ensure compliance, utilized to stay ahead of the curve, and implemented consistently. At Lakewood, we use metrics (scorecards, near-misses, and incidents) as well as risk exposure to plan the level of training each person requires. We also provide "Lakewood's Culture of Safety" toolbox talks on a bi-weekly basis.

A safety culture needs to be owned by the executive team and be valued as a financial investment and commitment. A large portion of my time is spent walking our job sites to observe day-to-day operations and to interact with our team and trades. I note the overall level of safety each worker demonstrates, make any necessary corrections to ensure overall safety on a site, continue reinforcing the safety culture of Lakewood, and most importantly, make sure everyone goes home safely every day.

Participation and empowerment are tied together. All employees in the organization must be empowered to find and fix problems as they see them. One thoughtless action, one careless move, lack of oversight, or lack of planning can lead to catastrophic failure.

What gets measured gets done, so we measure. We perform regular audits on individuals, job sites, and divisions within

our company and look for trends, leading indicators, and participation.

Planning activities ahead of time and taking the time to think through the activity step-by-step can uncover risks that need additional attention. Job-Hazard Analysis, Pre-Task Plans, and Pre-Operation Meetings are all structured ways to ensure that planning takes place.

Before you get started on your next construction project, take the time upfront to ask your contractor what about their

culture of safety, what metrics and actions they employ, and how will you know that success has been achieved on your project.

"No accident is acceptable. Every accident is preventable."

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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Fabulous at Fifty

By Caroline Monahan

The 2018 West Coast Chamber Golf Outing was a true celebration of 50 years of bringing members together over golf. LG Chem was the Tournament Sponsor for this celebratory event, and the skies were bright and spirits were high as 220 golfers rolled out in their golf carts to the sounds of bagpipes, played by Worksighted's Killian Smith (yes, he wore the kilt). The Chamber's first core value is Contagious Energy with a Positive Attitude, and more than one golfer mentioned the fun energy in the air, the upbeat staff welcome and the smooth check-in process. Delivering Remarkable Experiences is another core value, and based on feedback from a previous year, we had made intentional adjustments to our check-in process this year, to make it as easy as possible for our members to get right to enjoying the day.

Macatawa Legends Golf and Country Club served a buffet of breakfast burritos to send the morning golfers on their way, and Chamber President Jane Clark welcomed members and guests. One of the highlights of every golf outing is watching the parade of carts head out to the tee boxes, and in the haze of the dewy morning, with the mournful sound of bagpipes echoing across the course, the carts seemed to be heading off into the Scottish highlands. Twenty-three teams played in the morning shotgun, with the winning score coming from the team of Scott Pierce of Worksighted, Steve Sterken of ART Realty, Jeff Masters of The Makaanah Group, and Brendan Kelly of Perennial Communication.

The afternoon shotgun followed a barbeque lunch, complete with an onsite pig roast. The competition was tight for the afternoon, resulting in a three-way tie. Ultimately, Macatawa Legends' General Manager Chip Ferlaak determined an overall winning team of Jason Hall, Brain VanBeveren, Scott Geerlings, and Joe Woldring, all from Geerlings Development/Midwest Construction.

Refreshment sponsors provided both refreshment and entertainment to the golfers as they made their way around the course. Opportunities to win a three-year lease of a Mitsubishi Eclipse Cross CUV from VerHage Motors, to sample bloody marys, and to collect complimentary golf accessories were just a few of the treats awaiting golfers. One of the prizes awarded for the afternoon went to Shauna Grard of Aon, who had the Longest Drive for the ladies.

As golf wrapped up for the day, the PAR-TEE was just beginning. Golfers and guests gathered in the Proost dining room, and spilled out onto the outdoor deck to enjoy the beautiful weather. Live music provided by Niche, set the tone for the celebration, which was sponsored by First National Bank of Michigan. As the music played, door prizes were awarded, and golfers who participated in the raffle also walked away with great golf and recreation prizes. Farm Bureau Insurance – Nolan Kamer Agency's Josh Delo was the lucky winner of the Crystal Mountain vacation getaway.

The day is not all about golf. For Chamber members, this day is also about making great connections with other businesses. The golf outing is unique in that it brings together members who

might not be at other Chamber events throughout the year, which opens up possibilities for new business connections. One golfer commented, "Any time out of the office meeting new people or seeing those you are not in contact with frequently is beneficial." Another shared, "It's a great way to network with businesses and get to know other people outside of the office. Very well run." Ultimately, our goal at the Chamber is to make each event and program "All About You (our Members)," and the following survey comment from Don Clark of John A VandenBosch Company was music to our ears: "Business people and the Chamber working together. This is a celebration of sorts as well as a thank you to all." A true collaboration. Thank you to all of our members for supporting the Chamber, as we all work together to promote a thriving business community. Get ready for a great new program year, where we intend to continue to knock your socks off.







Meet the Chamber's New Directors

By Caroline Monahan

The Board of Directors embodies a broad cross-section of our Chamber member businesses. This dynamic committee is dedicated to promoting a thriving business community by helping the Chamber staff with strategic planning and execution, and achieving membership and revenue goals. We are glad to welcome six new board members and to gain insight from their diverse business backgrounds.



Jim Hutt

Jim Hutt, co-founded Hutt Trucking Inc. in 1985. The Hutt business now employs over 120 people with locations in Holland and Hudsonville, and specializes in the storage and transportation of deep frozen foods. Jim graduated from West Ottawa High School and attended Hope College. He also serves on the Board for the Holland Zeeland Labor Day Truck Parade, the Plaid Shirt Night fundraiser and he's a past President of the Holland / Zeeland Delta Nu Alpha Transportation Club. Jim resides in Holland, he and his wife Ellen have two children, both of whom work at Hutt Inc.



Nolan Kamer

Nolan Kamer is a multi-line agent for Farm Bureau Insurance. In 2017 he was recognized by Farm Bureau's Executive Board as an *FB Trusted Advisor*, one of the first three agents to earn this designation. Before his insurance career began in 2007, Nolan held positions of Plant Manager, General Manager and Vice President of Operations at local prominent injection molding companies. After a successful career of helping business owners reach their goals, Nolan began a journey to protect and educate this community with his insurance knowledge and leadership experience from the manufacturing industry.



David Bolt

David Bolt, the president of GMB Architecture + Engineering is passionate about building his company, GMB, into a Team of Teams. David Bolt is strongly focused on the future, and striving to make tomorrow better than today. Bolt was honored to be named to the *Grand Rapids Business Journal's* 40 Under Forty list. He believes that all people deserve to be the best they can be, should work in a place that cares about them as individuals with unique gifts and abilities, and finds the right place for them to grow their knowledge.

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Ed DeNave

Ed DeNave is the co-founder of Cento Anni, LLC, a Holland based custom manufacturer, and is a partner to both 6th Street Investment Partners and Artisan Events LLC. He previously spent 15 years at Gentex Corporation holding leadership roles in global business development and sales/program management. Ed has a master's in Finance and bachelor's degree in Mechanical Engineering. Ed has been married for 23 years to his wife Lynn and is a father to his son Matthew and daughter Emma.



Micah Highwalking

Micah Highwalking is the Branch Manager for Dr. Pepper Snapple Group Holland. She is responsible for the sales, operations, P&L, and nearly 300 personnel in the branch. Her team is responsible to warehouse, sell, deliver, and merchandise nearly four million cases in Southwest Michigan. Along with running the branch, Micah teaches, trains, and coaches the upcoming supervisors and managers to improve the team, and the Company overall. Micah came into DPSG via the Emerging Leader Program.



Keri McCarthy

Keri McCarthy is an expert at helping clients build a culture of high performance through attracting and retaining top talent. Currently, Keri serves as the Business Lead of Talent Solutions at DISHER, a nationally-ranked product development, talent solutions, and business consulting firm based in Zeeland, Michigan. Keri brings over 20-years of experience in talent management, HR process and strategy consulting, talent branding, leadership coaching, and organizational development. She has worked with numerous organizations in a variety of industries by helping them acquire, develop, and engage team members for even greater outcomes.

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September Calendar of Events



Monday, September 3, 2018 Labor Day Truck Parade

@Starts in Zeeland, ends at the Holland Civic Center
Make some noise for the businesses and workers of West Michigan! Bring the family, earplugs, and an appetite for big trucks, ice cream and giveaways! Give a few hours of your Labor Day to honor and celebrate our local workforce which has built one of the best places to live in the entire country!
Time: 9:15am
Cost: Free

Tuesday, September 11, 2018 Wake Up West Coast

@Haworth Inn and Conference Center, 225 College Avenue, Holland, MI
Wake Up West Coast brings together over 200 members every month for networking, to hear about business best practices, community initiatives, and to learn from fascinating leaders from around the country and within our own community. Each month features coffee and networking time followed by a delicious buffet and feature presentation.
Time: 7am Coffee and Networking / 7:30am Breakfast and Presentation
Cost: \$25 per Chamber member / \$40 per non-member
Sponsor: Elhart Automotive Campus



Wednesday, September 12, 2018

Leading Edge: Empowering Leaders to Empower Their Teams

@West Coast Chamber of Commerce, 272 East 8th St, Holland, MI
Empowering your team can have a greater impact on your bottom line than any other strategy you implement. You will discover a science backed approach to increasing morale and transforming your culture. Michelle will provide immediately applicable steps you can take to re-ignite high performance in your organization. The take-aways provided will impart specific and highly effective strategies to cultivate engagement.
Time: 8:30-11am
Cost: \$45 per member, \$25 for each additional attendee from the same company, \$60 per non-member



session before the breakfast begins.
Time: 7:30-8:30am
Cost: \$25 per Chamber member, \$40 per non-member
Sponsor: Huntington Bank



Wednesday, September 19, 2018 EOS Users Group Meeting

@EBW Electronics, Inc., 13110 Ransom St, Holland, MI
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: There is no cost to attend for Chamber members. You must be following EOS in order to attend.

Wednesday, September 26, 2018 Network @ Lunch

@Gezelligheid ~ James Street Inn Catering, 400 136th Ave., Suite 600, 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 randomly assigned with other dining partners at the event, giving you the opportunity to make new contacts and share about yourself and your business. What could be easier?
Time: 12-1pm
Cost: \$20 per member, \$35 per non-member
Sponsor: Alzheimer's Association of Michigan

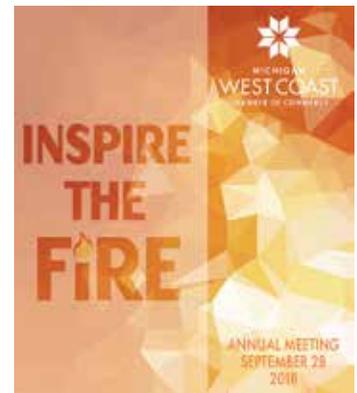


Thursday, September 27, 2018 Zeeland Affinity Group Meeting

@City on a Hill, 100 Pine Street # 175, Zeeland, MI
The Zeeland Affinity Group is the place to come and meet with other Zeeland business representatives



and share experiences. Recognizing that our Zeeland members would benefit from idea sharing and problem solving with like-minded businesses, we created the Zeeland Affinity Group (ZAG) to give you the opportunity to meet regularly and keep the Zeeland area businesses thriving.
Time: 7-8:30am
Cost: \$10 per member, \$20 per non-member
Sponsor: Spectrum Health Zeeland Community Hospital



Friday, September 28, 2018 Annual Meeting: Inspire the Fire

@Holland Civic Center
This sell-out event is where we present our Business Leadership Awards, guests network, enjoy a delicious lunch, and leave excited and energized about our thriving business community! This year we are excited to welcome Richard Montañez who leads Multicultural Sales and Marketing across Pepsi North American divisions. He started his PepsiCo career at Frito-Lay in 1976 as a janitor at a plant. In the early 1990s Montañez invented Flaming Hot Cheetos, which influenced future ethnic products and the first Frito-Lay Hispanic marketing team. Montañez is known for his visionary leadership and ability to develop new systems and products.
Time: 11:30am-1:30pm

Thursday, September 13, 2018 Family Owned Business Affinity Group Kick Off Event

@West Coast Chamber of Commerce-Learning Lab, 272 E 8th Street, Holland, MI
Our first meeting will be a white-board brainstorming event, giving us an overview of what ideas, challenges and connections are your top priorities, and providing a foundation to build a robust and relevant networking group for our members
Time: 8-9:30am
Cost: No Charge but registration is appreciated.



Monday, September 17, 2018 Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th St, Holland, MI
Join us for breakfast with our elected state and federal legislators. Ample time is provided for questions and answers. Arrive at 7:15am for a brief networking

Captivation Capital Advertising

By Chelsea Scott

Since it started in 2001, Captivation Capital Advertising, located in downtown Holland, has employed a unique team to tackle the advertising challenges of clients like Haworth, Hudsonville Ice Cream, Big Dutchman, and countless others. Let's meet the team. The creative director? Pete Van Regenmorter. Copywriter? Pete Van Regenmorter. Captivation Capital's graphic designer and account executive are also familiar names. You guessed it: Pete and Pete. While Captivation Capital has been a one-man advertising firm from the beginning, you'd swear there's an entire team creating the impressive breadth of innovative marketing and advertising in its portfolio.

Pete has lived in Holland since the age of 3 and it is every bit *his community*. "I'm an (almost) lifelong Hollander, working in downtown Holland... what could be better?" he said. "The thing I like most about working in West Michigan is the atmosphere of trust and good will you encounter when collaborat-

ing with clients. Yes, this is a bit of a generalization, but I've had almost unanimously positive interactions with all of my clients in this area. It's a testament to the spirit and values of this community."

Pete earned his bachelor's degree in English from Calvin College. Having gotten his start in advertising in the 80s and early 90s—which he considers the golden age of advertising—Pete was inspired by what was going on in print and TV at the time. "The Apple Macintosh 1984 Super Bowl commercial is probably the most famous example from this period, but all kinds of groundbreaking stuff was going on," he said. "That's what inspired me to get into this business. Ads were telling concise, persuasive stories with words and pictures that moved people. It fit so well with my skill set, so I dove right in after college." For the next two years he worked as a copywriter for a sales promotion agency in Chicago. "I then spent eight years as a partner and creative director at The Image Group in Holland,"



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Pete Van Regenmorter

he said. "I am now in my 18th year at the helm of Captivation Capital Advertising."

Located at 186 South River Avenue (between Tower Clock and Fricanos), Captivation Capital Advertising blends Pete's education, experience and talents and puts those to work for his clients. "I've been a copywriter, designer and creative director for over 25 years, starting in Chicago and now in Holland," Pete said. "I guess I've always had a knack for bringing words and images together to create compelling messages." Thus the name "Captivation Capital" for his business. "I create captivating communication pieces (based in sound strategic thinking and in several media) that serve as real business capital. Much like employees (human capital) and financing (financial capital) help build and grow business, Captivation Capital does the same by clearly and uniquely differentiating a business within its competitive arena, while building its brand among current and potential customers."

For Pete, who resides in Waukazoo Woods with his wife and children, the flexibility of owning his own business is invaluable, "especially the ability to curb unnecessary, lengthy meetings," he said. "My clients have repeatedly remarked how quickly I can grasp their particular branding or advertising challenge and deliver spot-on creative solutions. If you ask Captivation Capital to help with your advertising, you're not going to get an hour-plus jargon-filled diatribe. You'll be asked about your business, your challenges and goals, and I'll listen. That's all that's needed to get me going on the development of captivating advertising."

When asked what his favorite part about his work is, Pete kept it concise and to the point, just like his campaigns: "Creating impactful solutions to clients' toughest marketing and advertising challenges."

For more information or to see a sampling of Pete's portfolio, visit www.captivationcapital.com.

Lick This Ad.

Kind of bland, huh? Unfortunately, some advertising is. Flavorless as a sheet of paper. Not even worth a second lick, er...look.

Luckily, there's a local ad agency, run by Holland native Pete Van Regenmorter, creating advertising and marketing that's a feast for the senses—arresting, thought-provoking, **captivating**.

Want a taste of **Captivation Capital**® for your company? Check out captivationcapital.com, then contact us today.

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Ardor+Grit Salon and Lounge **Sarah Huff**

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Adrian Tavalacci's Office - Brighton Bank **Beth Tavalacci**

616-298-2743

beth@adrianmortgage.com

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Aon **Jon Snead**

616-336-0406

jon.snead@aon.com

www.aon.com

Across Aon's firm, they are united in their passion to provide you and every client they serve with a consistent, high-quality, high-value, and engaging experience with each interaction. Their colleagues are employed by Aon, but they work for you.

AT&T **Selena Green**

616-994-0459

si338e@att.com

AT&T Inc. is a world leader in communications, media and entertainment, and technology. With their acquisition of Time Warner, they are building a truly modern media company that will create the best entertainment and communications experiences in the world.

Benjamin's Hope **Krista Mason**

616-399-6293

k.mason@benjaminshope.net

www.benjaminshope.net

Benjamin's Hope is a "live, work, play, worship" intentional community in which people of all abilities are transformed by the love of Christ.

Capital One N.A. **Patricia Simerson**

616-213-5664

patricia.simerson@capitalone.com

www.capitalone.com/commercial/

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Capital One N.A. is now a member of the West Michigan Chamber of Commerce.

Easy Mail dba PostcardGR **Sarah Jehnzen**

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sarah@postcardgr.com

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Edge Insurance Group **Zachary Haan**

616-765-2700

zhaan@edgeinsurancegroup.com

www.edgeinsurancegroup.com

Edge Insurance Group is a privately held, independent employee benefits agency with office locations in Grand Rapids and Lansing, Michigan. The agency was founded on several basic principles that business is earned by delivering value through consistent communication, transparency and the sharing of knowledge and resources. Our belief is by delivering on these fundamental principles, we will build long term, beneficial relationships with our clients.

Empire Pest Control **Terry Perysian**

616-796-8900

empirepestcontrolmi@gmail.com

www.empirepestcontrolmi.com

Empire Pest Control in Holland MI, is committed to helping keep area homes and businesses free of pests. As a locally owned company, they take pride in providing their customers with exceptional service and affordable rates on pest control and extermination.

Fastsigns (Mayrose Sign and Marketing)

Jeffrey Mayrose

513-262-2827

jeffrey.mayrose@fastsigns.com

www.fastsigns.com/2213

When you trust your project to FAST-SIGNS of Holland, MI you'll be working with the most experienced professionals in the industry-people who understand that your signs and graphics are the face your business presents to the world. They review the principles and priorities that drive your business and work with you to execute your project accurately, on time and on budget

Heritage Rehab & Nursing **Tiffany Swartz**

616-772-9191

07-admin@atriumlivingcenters.com

www.atriumlivingcenters.com

Heritage is committed to treating each individual with respect and dignity in a homelike environment. Their professional and caring staff provides exceptional services tailored to the individual needs of residents and meeting the highest industry standards.

Lemongrass Thai Sushi **Tang Vongkaysone**

616-377-7440

lemongrassabs@gmail.com

www.thaisushilemongrass.com

Having a passion for food, Lemon Grass was opened to present different food cultures of other Asian countries. Their menu consists of lots of vegetables and flavor. Offering local's famous SaBai Laotian Cafe and Thai Palace recipes. They are family owned and operated, focused on the highest standard of fresh quality ingredients and friendly services.

Next Generation Services, L.L.C. **Ryan Kohsel**

616-928-7948

ryank@ngfluids.com

www.NextGenFluids.com

Next Generation Services, L.L.C. is committed to providing services to help customers get the most from their equipment and oil service life. This is accomplished in many ways including proper application services, fluid mon-

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www.peopleit.com/

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Sodexo
Michael Lehmann
616-283-5238

michael.lehmann@sodexo.com
www.sodexo.com

Founded in 1966 by Pierre Bellon, Sodexo has more than 427,000 employees worldwide. The Group's development is built on fundamentals that unite our teams and give Sodexo its unique personality. These fundamentals are expressed through their values and ethical principles.

The First Tee of West Michigan – Holland
Randy White
231-750-4653

randy@thefirstteewestmichigan.org
www.thefirstteewestmichigan.org/

The First Tee started as a way to bring an affordable junior golf program to youth and communities that did not have them. What The First Tee soon discovered was that blending the rules of the game with life and leadership skills, kids and teens didn't just learn how to putt – they were learning important values.

The Tin Roof Market
Brenda Munro
616-396-0339

info@thetinroofmarket.com
www.thetinroofmarket.com

The Tin Roof Marketplace is changing the way home feels through a collaborative, social and relational way of personalizing home. Through retail, classes, independent consultants and one of a kind, hand crafted pieces, they inspire others to bring their marketplace home.

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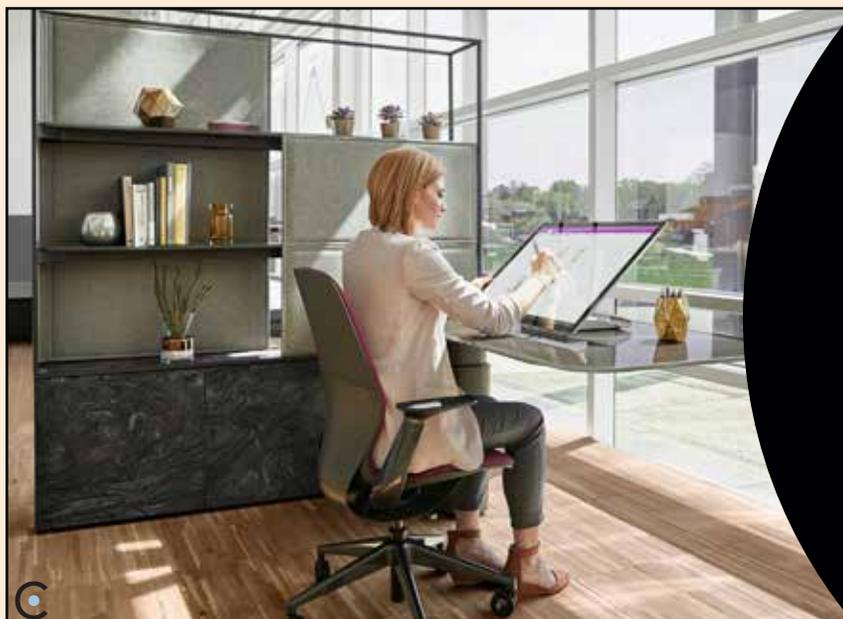
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Ultimate Images Photobooth is located in Holland, MI and provides service the West Michigan area. If you're looking for that personal and professional service you deserve, look no further than Ultimate Images PhotoBooth.

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Angie Machin
231-633-4633

amachin@willowtreecottages.com
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By Winsome Maddock



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Store location:

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Beth and BJ, Better Way Imports.

Freedom is a powerful word. We live fortunate, free lives, but in some places, others do not. Better Way Imports of Zeeland, MI has been fighting for freedom for 19 years by selling unique gifts, clothing, and accessories across North America. Better Way Imports is a Michigan based company located in Zeeland, but they sell their handmade products around the nation through their “Freedom Fighters.” They have been a member of the West Coast Chamber since 2012, and have been accepting West Coast Cash for five years!

The handmade, handprinted merchandise at Better Way Imports’ store catch your eye as soon as you walk in. Customers are welcomed and invited to shop all their unique designs that, when sold, benefit female business owners from around the world. You can also enjoy an iced

latte from the 6eight Coffee Shop that shares a location with Better Way. Your purchase employs artisans who create products that are sold to Better Way Imports.

When you use West Coast Cash to purchase goods from Better Way Imports, not only are you supporting local business, you are also supporting women globally. You can participate in empowering women by purchasing the goods in the store with West Coast Cash, and you can become a “Freedom Fighter” and sell the goods yourself through house parties. All women involved in the creating/selling process are treated and paid fairly, demonstrating how Better Way Imports is truly walking out the phrase, “Empowered Women Empower Women.”

*To become a Freedom Fighter
Visit: www.betterwayimports.com*

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 on 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. *Buy yours today at www.westcoastchamber.org.*

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Happenings at the Chamber



A wonderful ribbon cutting to celebrate Integrated Medical Massage.



Ardor & Grit Salon opens to the public with a ribbon cutting.



Everyone was all smiles for the Chamber's 50th annual Golf Outing.



Lakeshore Latinas network while they wait to have their professional headshots taken.

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LemonGrass Thai had a joyous ribbon cutting.



PM golfers preparing to take the course.



WHTC celebrates 70 years on air with a ribbon cutting and building dedication.



Juanita Bocanegra shares the Affinity Group story for our upcoming video series.



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