

# CONNECT

Energize, Innovate, Engage with the West Coast Chamber

August 2019

Feature:  
**Business  
Champions**

*Pictured (from L-R): Paul Brinks,  
Mark Herman, Mandi Brower*

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# Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



If there were no limits, what would you dream for your business, your family and your community? Thinking Big is about opening your mind to seeing opportunities, and about stretching yourself to reach new heights. West Coast Chamber members represent many of our area's best examples of thinking big, and of the impact that visionary leaders have on our community. This issue of *Connect* celebrates award winners of this Chamber program year, including our Business Leadership Award winners and our Small Business Person of the Year.

In our community, you don't need to look far to know that we're in the presence of big thinkers who have taken visions and turned them into reality. We continue to celebrate our community's distinction as the best place for entrepreneurs to realize their dreams. That's due, in part, to the forward-thinkers dedicated to creating an attractive place for new

businesses and residents to call home, and to the strong business community that welcomes them here. Thinking Big and Being Great is a Chamber core value, and we find ourselves in very good company amidst our members.

Best Regards,  
Jane Clark

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CORRECTION: In the feature article on pg. 5 of the July 2019 issue of *CONNECT*, "Chiropractic, PLC" appeared after Lacie Perkins's business name. It should have read, "Lacie Perkins, President, West Michigan Benefit Strategies." We apologize for this error.

Feature:

# Business Champions

By Chelsea Scott | Photos by Emily Hostetler

In this very special issue, we are bringing you a closer look at the 2018-19 award winners, our Business Champions.

## Small Business Person of the Year Award:

Each year, the Chamber asks its members to nominate small businesses for this award. Members of the Small Business Person of the Year Award Committee then met, reviewed and interviewed the finalists. To be eligible, the company must:

- Be a West Coast Chamber member
- Have been in business for at least five years
- Exemplify the best of small business in our community



## Quality Carwash, Mandi Brower

Quality Car Wash's Mandi Brower was named the 2018 Small Business Person of the Year by the Michigan West Coast Chamber of Commerce. Brower accepted the award at the November 13th Wake Up West Coast Breakfast, held at the Haworth Inn and Conference Center.

Established in 1969 by her grandfather and great uncle, Quality Car Wash is now led by Chief Operating Officer Mandi Brower. With a Bachelor's Degree in Accounting from Davenport, she began her professional career in the high performance boating industry, and learned about the manufacturing process, building teams and working with departments. At the request of her father, Mandi joined the Quality team in 2005 and has built a company culture focused on teamwork, exceptional service, and innovation.

Quality serves the lakeshore with seven locations that offer convenience store items, gasoline, coffee shops, and their world-famous car washes. In the last five years, Mandi led the movement for expansion that more than quadrupled their workforce, bringing the employee count to over 250 West Michigan team members. The company opened new sites in Muskegon, Holland, and Grandville, transformed others, and added Tim Horton's franchises. Focusing on integrating new technology into the wash experience and buildings has improved operations and customer experiences.

The largest new facility is on the corner of Chicago Drive and Waverly. After owning the property for 18 years, the company spent two years designing the location, with three generations of family involved. Washing over 400,000 cars in the first year of business, this new location has become one of the top volume car washes in the world. It has been recognized by magazines and elite industry professionals worldwide, further demonstrating the company's success in innovation and technology.

As a family-owned business, Quality Car Wash defies the odds of success by growing and thriving into the third generation of owners. Only 12% of family-owned businesses survive that long.

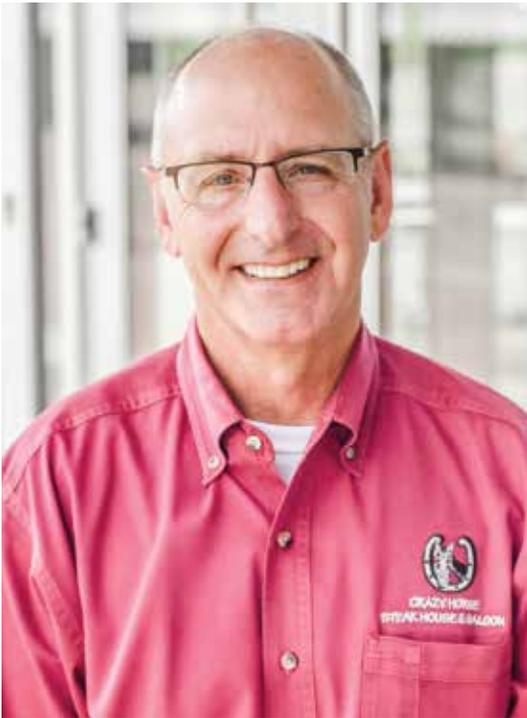
Quality makes a point of giving back to the community through programs such as Helping Hands, Wash with a Mission, car wash donations, and Mission of the Month. The company received the Michigan's Best and Brightest award in 2018, was recognized with the West Coast Chamber's Business Leadership Award in 2016, and has been recognized by the Holland Public Safety Department for their partnership in contributing to the community. Mandi serves on the West Coast Chamber Board, is on the steering committee for the Family-Owned Business affinity group and is part of the 2018/19 West Coast Leadership class.

[www.qualitywash.com](http://www.qualitywash.com).



## Business Leadership Award:

*The Business Leadership Award recognizes outstanding Chamber members for being great employers who give back to the community, invest in their facilities and employees, and have a positive history of job growth and retention.*



### Crazy Horse Steakhouse, Mark Herman

Crazy Horse has been a Holland destination for steaks, prime rib, cowboy-sized burgers and imaginative salads slung by smiling servers since 1997. More than a steakhouse, Crazy Horse is one of the key philanthropic businesses in Holland, having donated over \$100,000 to charity to date. Started around 15 years ago by the Ellis family who wrote their name on a dollar bill and pinned it to the wall, Crazy Horse has been supporting 9/11 relief, breast cancer research, Benjamin's Hope, Outdoor Discovery Center, and countless others with their bill-filled walls ever since. Owner Mark Herman said, "Without our customers, none of these things would be possible. We are forever humbled and grateful for the community's support."

Crazy Horse has been involved with the West Coast Chamber for over 20 years ("The Chamber staff eats here and we employ their kids!" Mark said with a smile) and along with the marketing opportunities and sense of community, he is grateful for the ability to network with other local businesses. "Building relationships with other businesses and their leaders brings businesses together for the greater good, leaving us with a thriving business community," he explained. "We are strong when we are unified. At the heart of all these business connections is the Chamber."

Mark went on to say that his involvement with the Chamber has helped him build a company that has turned into a family who takes care of each other and the community. "I believe Crazy Horse is where it is today—one of the most popular restaurants in West Michigan—because I invest in and trust my employees. That enables us to give back to the community."

True to form, Mark tipped his hat to his staff when asked what winning the Business Leadership Award meant to him. "It's an honor and a privilege," he said. "My employees are finally getting the recognition they deserve for what they have been doing for years."

[www.crazyhorsesteakhouse.com](http://www.crazyhorsesteakhouse.com)



### Koops, Inc., Paul Brinks

Founded in 1989 as an engineering services company, Koops has grown into a full-service company that provides 3D mechanical design, electrical/controls design, project management, production line integration service and support to its clients. Specializing in factory automation systems, Koops designs and builds innovative machines and equipment for world-class manufacturers across a broad array of industries. "Excellent customer support, rock solid engineering solutions and reliable project management have been the hallmark of our business," said President Paul Brinks. In 2012, Koops transitioned from a single business owner to a 100% employee-owned company, which has been a key component to the company's growth and success.

Koops joined the Chamber in 2014, a move that has positioned them to continue to effectively collaborate with the business community and gain valuable insight by attending meetings and events. "The West Coast Chamber does an outstanding job of serving the West Coast business community by offering a broad array of topics to keep all area businesses engaged and thinking about what is next," Paul said. "A huge thank you to the Chamber for making this a great place to live, work and play."

Winning the Business Leadership Award was both a surprise and a humbling experience for Koops. "We believe in our people and are proud of the team and culture we have formed," Paul shared. "The hard work of our team is the only way an award like this is possible. It is a testament to them." Paul is excited and energized by what the future holds for Koops. "We're ready to roll," he said.

[www.koops.com](http://www.koops.com)

# How Currently Record Low Unemployment Can Impact Your Business

By Jennifer Reeves



It's a job candidate's world when it comes to the employment market. With record low unemployment, there are plenty of opportunities out there and not enough people to fill them. For employers, though, this can spell trouble in a number of ways, including with:

### Higher costs to fill roles

When it comes to attracting the best people for the job, you'll often have to pay them more. When a candidate has their choice of job offers, they're going to opt for the one that provides the most competitive salary and benefits. Therefore, with today's employment market, you're forced to pay out more for the same workers who would have cost significantly less just a few years ago.

### Higher competition for candidates

When there are fewer job candidates on the market—thanks to low unemployment—it means there's a lot more competition for the ones that

are actively looking for work. You're essentially competing with companies similar to yours or those with deeper pockets for the same pool of talent. As a result, it can take longer to fill positions, impacting your productivity, ability to take on new projects and bottom line in the process.

### Higher stress in the workplace

When you have a hard time filling job openings, you'll often have to give your existing employees more responsibility until you're able to hire. This can lead to stress and burnout, impacting morale and productivity in the long run.

### Higher turnover

When there are plenty of opportunities out there and not a lot of candidates to fill them, your employees are more likely

to job hop, leading to high turnover. Employee retention efforts should, therefore, be a part of your overall business strategy.

Clearly, low unemployment can be a challenge for many businesses, especially those that fall into the small and mid-size category. However, if you're looking for an easier answer,

one solution is partnering with a staffing agency in the Grand Rapids or Holland area, like Gill Staffing. We know where to look to find and recruit qualified candidates, all while you focus on other business priorities. You'll get the people you need, faster, all without the hassle.

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# Combating Cybercrime in 5 Easy Steps

By Eric Huizenga

Even with the most advanced technology in the world, your organization's security posture is dependent on a culture of security-aware individuals. This means that everyone at your office (yes... including you) must play their part in eliminating potential risk. From owners/executives to part-time employees, you all shoulder the responsibility of staying alert and using common sense in your day-to-day operations.

## 1. Master the Mouseover

Random, suspicious links most often can be ignored, but even

when clicking on what appears to be a trusted source, it's a good idea to first hover over the link with your pointer and investigate the full URL.

## 2. Verify the Recipient

When sending sensitive information, verify that it is accurate and going to the correct, authorized person(s). Think about it like this: sending the wrong info to the right person is just as bad as sending the right info to the wrong person.

## 3. Don't Reuse Passwords

One of the most challenging aspects of our digital lives is man-

aging all the online accounts and passwords most of us have. In fact, a study done by Experian found the average person uses the identical username and password on 8 separate websites or applications. A hacker discovering your password can turn a single security incident into a full-blown breach.

## 4. Be Wary of Pop-Ups

Pop-up windows often masquerade as legitimate components of a website or operating system. All too often, though, they are phishing attempts. If you are ever requested to give out personal information or call

a number, check with your IT department/vendor first!

## 5. Policy Equals Security

Your organization's policies were created to prioritize the safety of your team, clients, and customers. Circumventing those policies for any reason jeopardizes your security.

No matter your role, remember that security is a team sport. Every individual's effort to protect your organization contributes to your security-aware culture.

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# How to Partner with an Interior Designer

By Kristine Kay

I am often asked what an Interior Designer will contribute to a project, and about the process of working with a Designer. Let's break this down together.

An Interior Designer will ensure that your project is thoughtfully planned from beginning to end. He or she will work to make your space functional for your family or business, that it sets a mood and showcases your personality.

Of course each designer has their own unique process, so it's beneficial to meet with a couple to determine who is the best fit for your project.

## PREPARE

Some things to consider in preparation for your first meeting with an Interior Designer:

- How do you plan to use your space?
- What are your needs? And wishes? Shucks, let's even consider those dreams.
- What is currently working and not working?
- Is there a certain feeling or mood you'd like to create?
- Gather inspiration photos.
- Gather items such as a favorite piece of art that you'd like to incorporate.

## FUNCTION

After learning more about you and your project, an Interior Designer will start by making sure your space functions well. He or she will consider:

- space planning
- storage
- traffic patterns (Ever opened a fridge and blocked traffic flow



- in to the kitchen? GRR that's no good!)
- a focal point
- furniture layouts, materials and sizes (Oh, the stories I could tell about clients who purchased a sofa that didn't fit in their room!)
- lighting for both task and ambiance
- sound control

## ATMOSPHERE

The atmosphere creates a look and sets the mood of the space such as a chill beach vibe, a high-end doctors office or even a fun family restaurant.

Crafting an atmosphere is harder to quantify as this is where a Designer uses his or her innate talent to "do their thing." It's that whole right-brained intuition that a Designer uses to take your space from "OK" to "WOWSA." Some of the things a Designer will work through:

- colors and how they transition throughout a space
- textures, patterns and shapes
- balance and symmetry
- a bit of shine (Which happens to be my favorite.)

## PERSONALITY

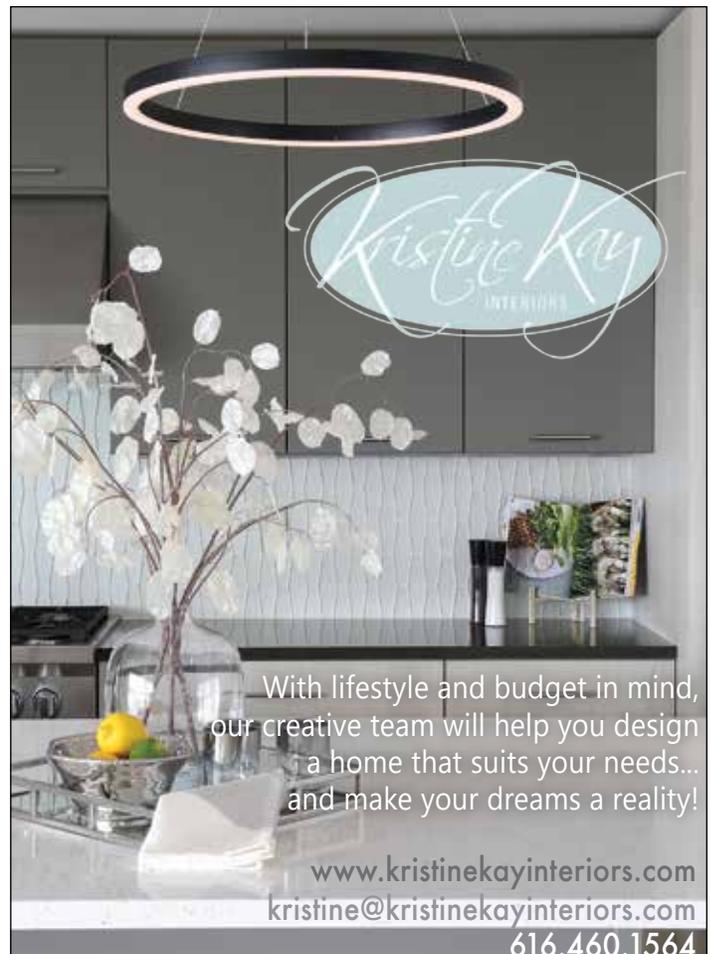
Finally, we get to layer in pieces that showcase your personality

and history. A favorite piece of art, Grandma's old rocking chair, a vacation souvenir. . .it's all about YOU.

And then we BREAK THE RULES... because sometimes

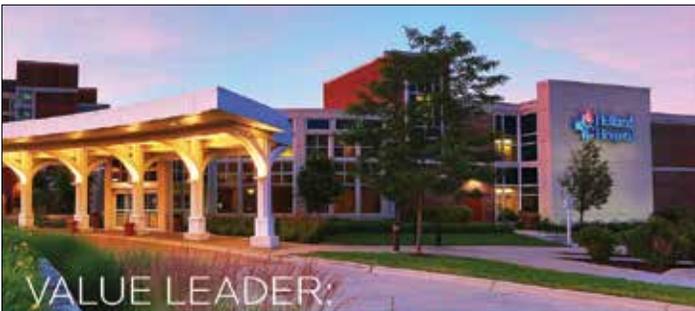
it's fun to throw the rules out the window!

*Kristine Kay is the principal designer at Kristine Kay Interiors, a full-service Interior Design firm specializing in custom homes and commercial spaces. We'd love to be a part of the team that helps your business soar. Check us out at [www.kristinekayinteriors.com](http://www.kristinekayinteriors.com) and give us a shout at 616-460-1564.*



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# More Reasons to Love Living, Working and Playing in Holland

By Caroline Monahan

We often refer to the “march to the waterfront” when we talk about the redevelopment of the west end of Holland’s 8th Street. While the future of the waterfront is still in the concept stage, the development of the block that connects the downtown retail and restaurant corridor with the newly remodeled Civic Center is set in concrete—literally. GDK’s ambitious project that stretches most of the length of the street as coming to fruition, much to the delight of residents and tourists alike.

## Movies

A significant addition to the downtown is the eleven-theatre movie house that opened in June. Developed by Charter House Innovations, Sperry’s is bringing big box office movies back to downtown, while also delivering a remarkable boutique theatre experience. Charter House President Chuck Reid took Chamber members on a sneak peek tour of the theatre a week prior to its opening. He shared about new technology that allows movie-goers to choose between three languages they’d like to listen in while watching a movie. Sperry’s Holland is the first theatre in the country to have this technology.

Each theatre features 50 fully reclining seats with heat and massage options, as well as the added bonus of a full kitchen that can prepare and deliver food to your movie seat. This kitchen comes compliments of

the 2nd Floor Dinnerhouse that serves lunch and dinner (and breakfast on Sundays) and features floor to ceiling windows that overlook 8th Street. No movie ticket is required to dine at the restaurant, and the public is encouraged to hop on the escalator and head upstairs to grab some food.

Sperry’s Marketing Manager Nicole Kelly shared a fun summertime promotion. “We recently launched \$6 Saturday Morning Movies during the summer, we will be handing out free samples of our gourmet popcorn and we also have a delicious breakfast menu at our 2nd Floor Dinnerhouse. So, if people want to catch a movie after they stroll the Holland Farmers Market, they can head on over.”

## Residences

Housing needs in our area is a topic that calls for new approaches to residential development. Developers at GDK are embracing the mixed-use concept and adding apartments that coexist with restaurants and retail stores. With a variety of accommodations that accommodate the tastes and budgets of residents from young professionals to empty nesters, GDK is growing the opportunity to experience a walkable “urban” neighborhood in the downtown area. The first renters moved into the Lofts on West 8th on July 1. This building marks the second phase of GDK’s

residential development on the street (the 50 West condominiums opened in 2018), with the third phase opening next door to the Lofts this fall. The two newest buildings will share a rooftop deck and fitness center that overlook 8th Street and Lake Macatawa beyond. All residents in these building also have the opportunity to purchase reserved parking spaces in the new multi-level 9th Street public parking structure adjacent to the apartments.

Living in the apartments and condos gives residents easy access to multiple new shops and restaurants that moved to the newly developed block. The Tulip Time offices are at the tip of the new development and were one of the first tenants to move into newly developed space. Canterbury Cottage Interiors features furniture, accessories and custom florals for the home and cottage and furnishings for children’s nursery and bedrooms. This design shop expanded its operations to a second location on the new block after living further up 8th street for 10 years previously. Cindy Haight, Canterbury Cottage owner said, “We love being in our new expanded store where we can showcase more furniture and have a large area for our interior design center. GDK was so wonderful to work with, as they allowed us to design our new space and add some unique details.”





## Restaurants

HopCat opened in April of 2019, bringing their signature Cosmik Fries, Cat Tail drinks and 80+ craft beers to that end of 8th Street. Part of the Barfly Ventures restaurant company, HopCat restaurants are located throughout Michigan, and across the Midwest in cities including Kansas City, Minneapolis, Madison, Louisville, and several more. Located at 80 W. 8th Street, HopCat in Holland is the newest addition to the BarFly family. General Manager Bart Carrigan stopped by the Chamber offices to get acquainted before they even opened their doors.

The restaurant joined the Chamber and immediately utilized the promotional arm of the Chamber to help them launch their hiring blitz. At this time, they've filled most of the positions that they were hiring for originally but are still looking for some more hard-working team members.

HopCat is open daily for lunch and dinner, and also offers a Sunday brunch that lasts until 2pm. Their busiest hours are "definitely the end of happy hour and dinner time", said Carrigan. Happy Hour

runs 3–6pm and 10pm to close on Monday through Thursday. In addition to their popular burgers, apps, and fries, HopCat offers a selection of vegetarian menu items.

The original excitement over the grand opening hasn't dissipated, and summer patio season provides an additional seating area and outdoor experience for guests to the restaurant. Carrigan shared, "We are definitely seeing a lot of traffic with Holland being such an amazing walking city, and so much to do in a small area. We have received an extremely warm welcome from the community and tourists alike. It feels like we've been here for years."

An early adopter of the newly developed corridor of 8th Street, the restaurant Seventy-Six opened at 52 West 8th in October of 2017, before much of the new construction began. Seventy-Six is the second area restaurant venture for owner Luke Grill, whose 1983 Restaurants company also operates Public restaurant in Zeeland and will open two additional ventures on 8th Street later in 2019. Operating three establishments on one block demonstrates Grill's belief in the

vision of the redeveloped downtown corridor, and also his creative flair for bringing new dining and drinking concepts to the area.

Construction continues between River and Pine Avenue on 8th Street, and new tenants are moving into fresh retail spaces as soon as they are complete. A women's clothing store and salon have storefronts nearing completion, and reports of a market and creperie moving in are also circulating. Combine these options with the lure of the Farmer's Market at the other end of the block, and you've got even more reasons to work, live and play in downtown Holland. "Best Small City to Start a Business" for the fourth year in a row? It's a trademark of this community to think big and look to the future, and these types of projects are just the thing to encourage more businesses to move to our area, and more young people to start their careers here.

# West Coast Chamber Welcomes Congressman Fred Upton for Annual Legislative Event

By Caroline Monahan



The Chamber's annual Breakfast with our Congressman event took place at the Holland Civic Center on Monday, June 17, 2019. This signature legislative event featured a report by Congressman Fred Upton and an opportunity for guests to ask questions. Those who attended used their smartphones to vote on which topics they wanted Congressman Upton to cover during the event. Throughout the event, audience members were encouraged to ask questions. The event was attended by 265 Chamber members and guests. Mike Hill of Coldbrook Insurance Group and Dave Nyitray of the Outdoor Discovery Center, both active with the Chamber's Public Policy Committee, served as the moderators.

The audience voted trade, immigration, and debt and deficit as the top three topics they wanted the congressman to discuss during the event. Congressman Upton told members that recently proposed tariffs brought trading partners Canada and Mexico to the negotiating table and sees USMCA as a way to rebalance the trade position more favorably for the United States. He believes that USMCA, combined with previous tax reforms passed in Washington, will allow businesses and corporations to invest more heavily in West Michigan.

Known for his candor, Congressman Upton recognized immigration as an exponentially growing issue because of a flawed

immigration system. He shared the stories of local businesses and farms to show how the policies of U.S. Immigration and Customs Enforcement (ICE) were impacting both families and businesses. He also spoke of the opioid epidemic, the steps being taken to protect the Great Lakes from Asian carp, and the issue of high-water levels in Lake Michigan affecting roads. Congressman Upton expressed high regard for TRIO Upward Bound's community impact, as well as STEM and trade education programs in West Michigan schools. On behalf of Michigan's sixth district, Upton also discussed his lasting focus on bipartisan policies that will kickstart even more job and economy growth for substantial, positive change.

To conclude the event, Congressman Upton was presented with the Spirit of Enterprise Award by Kevin Courtois, Director of Congressional and Public Affairs at the U.S. Chamber's Great Lakes Regional Office. The award is given to elected officials who demonstrate pro-growth, pro-jobs policies and have voted with the U.S. Chamber's policy recommendations. Congressman Upton received a 100% pro-business voting record score.

**As the Chamber's Premier Legislative Partner, Huntington Bank was the presenting sponsor.**

# West Coast Chamber Wins ACCE Communications Award



The Michigan West Coast Chamber of Commerce has been named an “Award of Excellence” winner in the Communications Excellence awards program presented by the Association of Chamber of Commerce Executives (ACCE). ACCE, an Alexandria, Va.-based association, represents more than 8,000 chamber of commerce professionals, and 1,300 chambers of commerce around the world. ACCE’s members come from nearly each of the largest 100 metropolitan regions in the United States.

ACCE’s annual Awards for Communications Excellence is designed to showcase top communications and marketing work of chambers of commerce and similar organizations. Several thousand award entries have been submitted since the launch of the organization’s Awards for Communications Excellence, which is now in its 35th year.

The West Coast Chamber received an Award of Excellence for its Sales Meets Marketing: Digital New Member Journey campaign. The communications program customizes the integration between the Chamber’s email and CRM systems to assist in onboarding new members, orienting all new business representatives to the benefits of Chamber membership with consistent and customized communication over the first year of membership.

“We exist to help our members stay on top of the best practices to keep them on the leading edge, and in order to do that, we need to be out in front of trends in technology and communications ourselves. The New Member Journey is one example of how we’re embracing technology to deliver remarkable experiences for our members,” said Caroline Monahan, Director of Marketing and Communications. “We want every interaction we have with our members to provide value for their businesses and build their relationship with the Chamber, and we will continue to evolve our communications program to meet their needs throughout the lifetime of their membership.”

A panel of communications and marketing professionals from six U.S.-based chambers of commerce evaluated entries, which were organized by category — based on the chamber’s annual budget — and entry type: advertising and marketing, campaigns, digital and publications. Award of Excellence winners were recognized at the #ACCEAwards show on July 15 during ACCE’s Annual Convention in Long Beach, California..





# Gold Sponsor Spotlight: Metal Flow Corporation



By Caroline Monahan



Now in its 40th year, Metal Flow Corporation is a metal stamping organization headquartered in Holland. It is a worldwide leader in deep draw and progressive die stamping that stamps complex components of varying shapes and sizes, and ships products all over the world. In May 2015, Metal Flow launched its first international operation in Wuxi, China. This strategic investment strengthened key partnerships with global customers and advanced Metal Flow's founding vision of being a customer focused, quality driven, worldwide leader in deep drawn and progressive die. They are known in their industry for being innovators, and for helping customers engineer the highest quality product in a cost-effective way.

Started by Curt and Marc Brown as a father and son venture in 1978, Metal Flow is now led by CEO Kelly Springer and Chairman Leslie Brown. A Chamber member since 1983, Metal Flow became a Chamber Gold Sponsor in 2017. Kelly Springer describes the choice to be a Premier Partner as a belief that supporting the Chamber supports the entire business community. Kelly explains, "The Chamber plays a critical role in terms of the value it

provides in the community, specifically for Chamber members. The business climate both locally and globally changes rapidly, and by listening to the needs of members and addressing that as a collective voice, the Chamber strengthens the business environment that we have in Holland and Zeeland. It strengthens us to remain competitive and to remain a community of choice."

While based locally, Metal Flow's customer base is not located in this area, so Chamber sponsorship is more about investing in the well-being of our community than about promoting themselves or their products. Their local commitment and investment also reaches to within their company. Chairman Leslie Brown says, "I am proud of the deep pool of talent at Metal Flow. We have a large number of long-serving team members with great depth of knowledge. We also have bright, young talent that bring diversity of thought and creativity to the table." They see their support of the business community as a commitment to their employees, suppliers, vendors and other key partners in the community. It's a commitment to ensuring that Holland and Zeeland continue to thrive

economically and to provide residents with enviable places to live and work. "The strength of the local business community is critical to us remaining competitive globally and to our long-term success. We feel like by supporting the Chamber, we become a key stakeholder in ensuring the future success of the business community," Kelly says.

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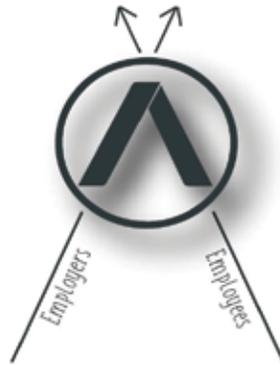
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# The Labor Day Truck Parade Features Unique Vehicles and a Truck Load of Free Ice Cream



The Holland/Zeeland Community Labor Day Truck Parade will make its way through Downtown Zeeland and Holland on September 2, 2019, starting at 9:15 am in Zeeland. The Labor Day Truck Parade began in 2006 and has evolved into a highly anticipated community event. This annual event was created to honor and celebrate the products and employees of the Holland and Zeeland area businesses. In 2011 the Holland/Zeeland Community Labor Day Truck Parade Foundation was created. The non-profit 501c3 foundation was developed to ground the event in the very community in which it serves. The foundation board is dedicated to ensuring the ongoing success of the Labor Day event and plans to make certain the parade remains true to its initial spirit and purpose. This year the parade is at capacity with 75+ big rigs all representing local businesses!

Each year the parade features a unique twist and something new. This year, in addition to vintage trucks, show trucks, big rigs and heavy-duty construction equipment, multiple manufacturers will be showing off their newest-model semi-trucks in a dedicated, dealer-display area.

Ice cream is also a staple at the Labor Day event. Thanks to Hutt Trucking, premium ice cream will be handed out to every attendee—FREE! So be sure to come hungry and ready to eat! Entertainment will also be featured at the Civic Center in the form of balloon artists, face painters, magicians and jugglers.

Due to construction in Zeeland, the parade route will be slightly altered there this year. The parade begins in Zeeland on E. Main Avenue (near N. Fairview Road) and heads through downtown Zeeland on E. Main until turning south on State Street. Then, it turns west on Business 196/Chicago Drive to 8th Street. It travels west on 8th Street until reaching the Holland Civic Center. The trucks then park in the north Holland Civic Center parking lot where free ice cream, company giveaways and an up close look at the trucks will be available.

More details and a map of the parade route are available at [www.truckparade.org](http://www.truckparade.org).

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10AM- 10PM

# August Calendar of Events

Wednesday, August 7, 2019

## Leading Edge Digital Marketing Summer Sessions: CRM Software

@West Coast Chamber, 272 E 8th St. Holland, MI

Customer Relationship Management (CRM) software is a tool to organize your customer's contact information and keep track of your relationships with customers, clients, and other contacts. This Symposia Labs workshop is for intermediate to advanced users and will help you use your CRM to create email campaigns.

Time: 8:30-11 am

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

Thursday, August 8, 2019

## Lakeshore Latinas Meeting

@West Coast Chamber, 272 E 8th St. Holland, MI

The Lakeshore Latinas' mission is fostering advocacy, service,

authentic relationships and opportunities for personal and professional development. We hope that you can join us! Beverages and light hors d'oeuvres will be provided.

Time: 5:30-7:30 pm

Cost: There is no cost to attend, however, registration is greatly appreciated.

Sponsors: Blue Cross Blue Shield and Blue Care Network of Michigan, and Warner, Norcross + Judd



Friday, August 16, 2019

## CONNECT Groups Summer Golf Outing

@Pigeon Creek Golf Course, 10195 120th Ave., West Olive, MI

Are you a member of a Chamber CONNECT Group? Join us for a fun-filled afternoon out on the course with fellow CONNECT group members for a 9 hole golf scramble! 4 Person Scramble (2 from one CONNECT Group, 2 from another CONNECT Group). Stick around for continued networking after the scramble at the clubhouse. There will be lawn games available to play as well! Bring your own Beverages/Snacks for the scramble and post scramble networking.

Time: 1 pm to Arrive/Check In / 1:30 pm 9 Hole Kick Off

Cost: \$25 per Chamber member. No refunds.

Wednesday, August 21, 2019

## Network @ Lunch

@Macatawa Golf Club, 4600 Macatawa Legends Blvd, Holland, MI

You have to eat, right? Get to know other business representatives by spending an hour with them over a relaxing business lunch. You will 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: 12-1 pm

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



Thursday, August 22, 2019

## Women Inspiring Women: Mentor Pairing Party

@West Coast Chamber, 272 E 8th St. Holland, MI

All women are invited to join us for a fun evening of mingling, wine, cheese and chocolate. At this event, our mentors and mentees will meet and set a course for building a mentor relationship over the coming year.

Time: 5:30-7 pm

Cost: \$25 per Chamber member / \$35 non-member

Sponsor: Blue Cross Blue Shield and Blue Care Network of Michigan



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For a full listing of events, visit [www.westcoastchamber.org/events](http://www.westcoastchamber.org/events).

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# Zeeland Lumber: A Unique Redeemer of West Coast Cash

By Jocelyn Racelis



About Zeeland Lumber:  
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**[www.zeelandlumber.com](http://www.zeelandlumber.com)**

*Pictured: Mark Vanden Bosch. Photo by Emily Hostetter.*

Redesigning a kitchen, replacing a door, or upgrading a porch isn't always the first thing West Coast Cash users think about redeeming with their cash. However, customers are beginning to get more creative with what types of goods or services they redeem. Zeeland Lumber has experienced the new shift of West Coast Cash creativity first-hand.

It wasn't until a large employer in Zeeland gave out West Coast Cash to their employees as part of a rewards program that Zeeland Lumber began to redeem notable amounts of West Coast Cash. Now that there is more West Coast Cash circulating, customers are using it at Zeeland Lumber to upgrade parts of their homes.

Zeeland Lumber is a building materials supplier that sells materials for every step of crafting a home. They work with both home owners and builders to supply them with high quality materials. Many customers don't know that Zeeland Lumber offers contractor services as well. This service allows Zeeland Lumber to be a one-stop-shop for customers to find both the

materials and services for remodeling or building.

The CEO of Zeeland Lumber, Mike Dykstra, is the current board president of the Chamber. Mike introduced his servant leadership style to the Chamber this year, which helped shape the Chamber's West Coast Leadership Program and Community Impact Day. Recognizing the value that a strong Chamber brings to area businesses, Zeeland Lumber encourages employees to attend events and seek involvement with Chamber networking.

"Our involvement with the Chamber allows Zeeland Lumber to get to know the community and make connections that we wouldn't have had before," said Nicole VanEe, Zeeland Lumber's Executive Assistant & Corporate Events Director.

Nicole says Zeeland Lumber's favorite part about working in the West Michigan area is being a part of the unique community. She commented, "On behalf of Zeeland Lumber, thank you to the West Michigan community for all of your continued support."



## What is West Coast Cash?

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

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# Happenings at the Chamber



The opening of Boar's Head's Health and Wellness Center in June.



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Riley's Grove Assisted Living and Memory Care Ground Breaking.



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