

# CONNECT

FEBRUARY 2020

When Two Heads  
are Better than One:

The Power of  
Collaboration

Photo by Carbon Stories

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# Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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As a convener of leaders and influencers, the Chamber takes great care in cultivating partnerships that lead to positive outcomes for our local businesses. These strategic partnerships benefit everyone: businesses, employees and communities. They harness the strengths and abilities of different collaborators to inspire innovation and creative problem-solving, and they elevate our community by influencing growth and prosperity.

This issue explores several examples of two heads being better than one. From the many businesses the came together to create an expansive new downtown building, to the unique collaborative workspace that fosters new ideas, to a team that came together to successfully turn a passion into a popular business, collaboration is everywhere in this community. Is a partnership an opportunity for growth for your business? If so, I encourage you to take advantage of collaborative opportunities available to you via your Chamber membership. We're here to provide resources and to help craft solutions that enable you to reach your goals.

Best Regards,  
Jane Clark



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# A New Home for @Home Realty, Empowered by Custer

By Caroline Monahan | Photos by Carbon Stories and Emily Hostetler

It was a packed house at the October 2019 Chamber ribbon cutting event at the new @Home Realty building. Located at the corner of 7th and College in downtown Holland, neighboring businesses and residents had watched the construction of the sleek and

airy new home for @Home Realty and eagerly anticipated the opportunity to get inside and experience the great new space. The Grand Opening showcased the building's both functional and playful features, which resonate with the culture that defines @Home Realty.

@Home Realty is a locally owned and operated relationship-based real estate company that has been in the business in Holland, Grand Haven and Hudsonville for more than 10 years. Growth in the Holland office led to the search for a new location to be able to continue to expand the team. Company Founder Jake Hogeboom searched for the right location for two years before purchasing two buildings that were torn down to develop the corner into the new home for @Home. "Being downtown fits our culture. It's vibrant and it's really taken off. It's so walkable, and people drop in every day, which adds to the energy in the space," said Jake.

## The Power of Partnership

The new building is an integrated space. Built in partnership with GMB, the building houses the @Home Realty team, has tenants that occupy the third-floor co-working space, and serves as the Holland base for Custer. Custer specializes in workplace strategy, furniture solutions, technology and custom interior elements for customers across industries. The family-owned business has 38 years of experience with empowering customers from locations in Michigan and Indiana. "We are excited to lay down roots in downtown Holland and be part of their great community," said Todd Custer, President and CEO of Custer, Inc. "The Lakeshore has been a strategic region for us for many years, we look forward to expanding our clientele and being part of Holland's growing market."

Custer has taken the approach of partnering with organizations in West Michigan's outlying markets to establish a brick and mortar presence in these communities—such as Holland. When Custer began working with @Home Realty, it was evident that their culture and vision for their brand were well aligned. @Home valued what the physical environment could bring to the productivity of their employees and success of their company. Because of this parallel vision, it was the perfect opportunity to partner within the space and be able to use @Home's office as a showroom for Custer's capabilities and design approach.

"The @Home Realty project especially showcases the custom design-build work of our subsidiary company Renegade, as well as integrated technology and collaborative spaces that are integral parts of supporting the next generation work force," said Todd. In Jake Hogeboom's view, the next generation is looking for a breath of fresh air, with multiple spaces to collaborate and plenty of room to build community.

## Designed to Leave a Legacy

Jake's favorite feature of the building is how much space there is for people to gather together. Agents find their way down to the main floor space to hang out and build friendships, and the room does not disappoint. Designed with games, a magnet wall and an enormous slide that runs from the top floor to the lobby, there are engaging things to

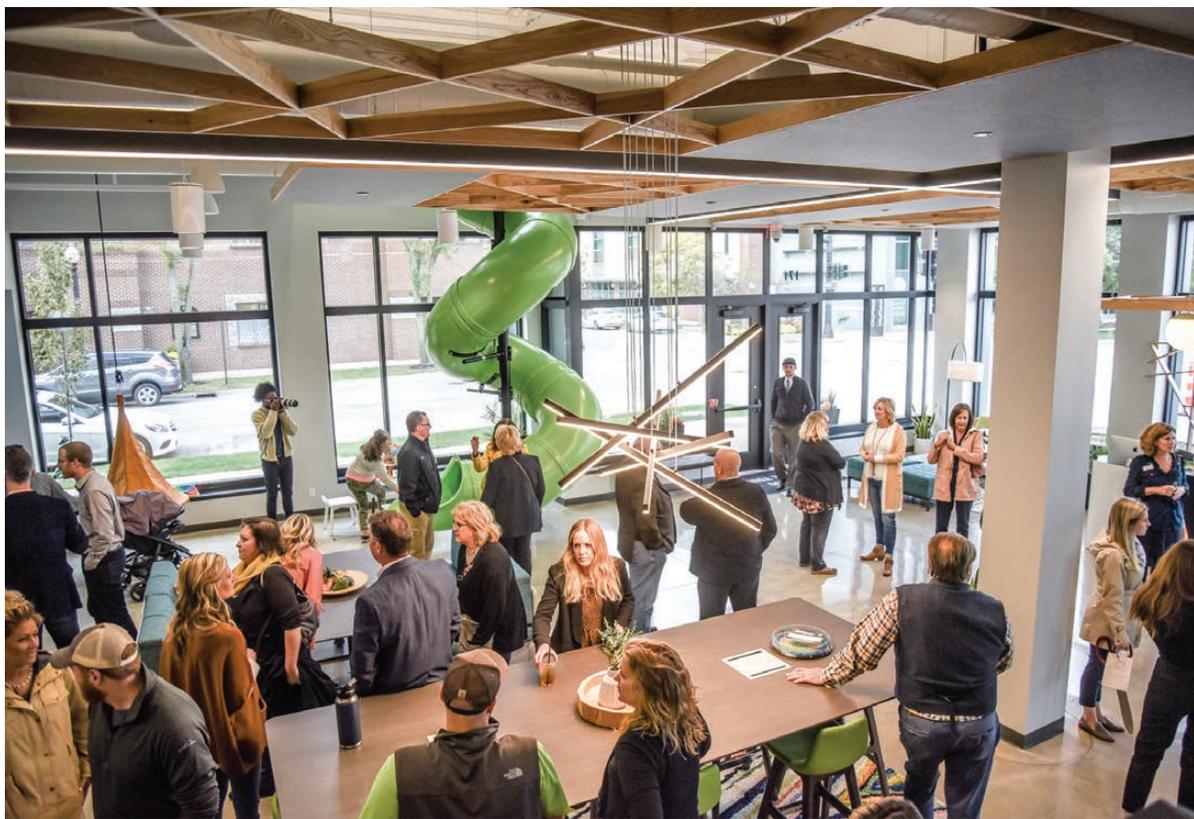


Jake Hogeboom and Todd Custer take time to enjoy Golden Tee.

entertain everyone who enters the building. “We try to be positive for everyone we come in contact with, and we want people to talk about their experience when they leave here,” said Jake. Clients can bring their children into meetings with them and know that there’s something fun for the kids to do, passers-by can come in and explore, and team members can relax and recharge.

The scale and style of the building were selected with the intention of making a big impact on the community. The City of Holland greeted the project with enthusiasm, with an attitude that mixing up architectural styles and working environments in the city makes it better and brings more people to the downtown area. Said Jake, “The city is focused on growth and doing what’s right for the community, and it’s refreshing.”

Jake stresses that the building is a community space, designed with a long view of the different uses the space can serve now and over the years ahead. It is an important part of the @Home culture to encourage staff to get involved in making a positive impact in the community. Many team members are involved in the Chamber and were on hand to celebrate the grand opening ribbon cutting event as Ambassadors. “They are able to get involved on a deeper level that the corporate office isn’t able to do. They can share our vision and voice locally.”



#### FAST FACTS:

- Custer has three employees working full time out of the Holland location.
- Custer’s leased space includes a conference room, training room, and four workstations as well as the shared use of @Home Realty’s common space.
- The first and second floor cafés were designed and built by Custer’s Renegade subsidiary.
- The first floor “Kids Corner” includes an X-Box wall, a magnet wall and a Golden Tee game.
- Jake says that the best way to go down the three-story slide is on your back, headfirst.



# Protecting Your Business with Commercial Insurance

By Andy Spears, Farm Bureau Insurance

The term “commercial insurance” can be confusing, but it basically refers to the various insurance coverages available to protect business owners from risk and loss. With commercial coverage, you can protect your business from cyber-attack, cover your property and business vehicles, insure against legal claims against the business such as workers' compensation, and also provide health insurance for your employees.

## How to Protect Your Business

Your business needs business insurance due to risks and threats to its successful and continued operation. Customized commercial policies can help protect you and your venture as much as possible. There are several types of commercial insurance a business owner should consider, including:

- **Property and Casualty Insurance:** Property insurance covers the actual physical location of your business, (and its contents) from things like fire, theft, flood, and earthquakes. When considering the specifics of your P/C policy, it's important to ensure that the policy includes everything you need. Casualty insurance, on the other hand, covers the operation of the business, but the two are usually grouped together in policies.
- **Workers' Compensation Insurance:** If you have employees, you must, by law, participate in workers' compensation programs. Workers' compensation insurance covers employees if they are injured on the job.

- **Health Insurance:** Health insurance provides health coverage for you and your employees.
- **Liability Insurance:** Liability insurance covers you in the event someone sues you for negligence, which can occur, for instance, if someone falls on your property.
- **Business Auto Policy (BAP):** Business auto policies protect your business for loss or damage to vehicles used by your business and for damage to others caused by your business vehicles. Most people may not know that vehicles used for a business are not covered by a personal auto insurance policy even if a vehicle is used for both business and personal purposes.
- **Cyber security Insurance:** Since 2015, the percentage of small business respondents that have suffered a cyberattack has tripled, from 4% to 12%. Increases are also being reported among medium-sized companies (10% in 2015 to 20% this year) and large businesses (from 19% to 33%). As businesses collect and store customers' information, laws designed to protect consumer information impose strict requirements on businesses in case that information is compromised. Many franchisors and licensing agencies, including the state of Michigan, are adding contract requirements mandating that businesses carry insurance to cover this data breach. Is your business covered in case of a data breach?
- **Product Liability Insurance:** Product liability insurance

covers your business for damages caused by a product designed, supplied, or manufactured by your business.

- **Business Interruption Insurance:** Business interruption insurance can make up for lost cash flow and profits incurred because of an event that has interrupted your normal business operations.
- **Life/Disability Insurance:** Life and disability insurance covers your business in the event of the death or disability of key owners, partners, or employees.

## Review Your Coverages

This highlights some of the main areas of risk to consider when protecting your business, customers, and your future. As the year begins, it's the perfect time to chat with your insurance agent. If you have questions about your coverages or are unsure if your operation is properly protected.

*Andy Spears is a respected agent for Farm Bureau Insurance of Michigan serving the Holland area. You may contact Andy at 616-396-3333 or [aspears@fbinsmi.com](mailto:aspears@fbinsmi.com).*

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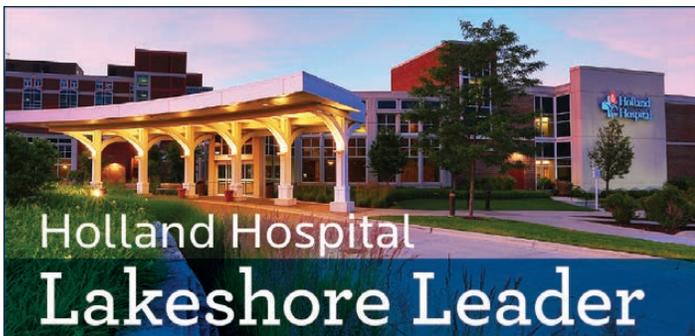
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# Reimagined, Redesigned & Renewed—Round Two

By Kristine Kay

The last time I wrote to you, I shared my curiosity about the history of some of the buildings in our area, particularly about how their footprints and designs have changed over time.

I thought it would be fun to learn more about how some of our local buildings have been reimagined, redesigned and renewed to serve current businesses and their customers. So I decided to focus a few *CONNECT* articles on telling the stories of these structures that are a part of the backbone of our community.

Next up is **Lemonjello's Coffee at 61 9th St, Holland.**

and checkout area had to be reworked to create the space needed for coffee work. In these early days, guest seating was limited to a mere 15 people. Nonetheless, Matt brewed up an eclectic design of bright colors to create a fun environment.

Anyone who drives by might note that the exterior of the building tells a story of its earlier days as a gas station. When an addition was put on to enlarge the Lemonjello's footprint, the decision was made to keep the overhang and pull up area from the old gas station as a nod to the past.

Over time, the building has been transformed and adapted for the

ever-changing coffee business. Matt's goal is to keep it fresh while retaining the vibe of the original shop so the space feels familiar to returning customers.

Today, Lemonjello's offers various seating options for guests

who want to enjoy a quick cup of coffee or hang out for several hours to work or study. A community table offers a spot for group interactions and meeting new people. So the next time you want to chat about all things design, give me a shout! I'll meet you at Lemonjello's for a cup of coffee!

*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.*



Lemonjello's then.



Lemonjello's now.



The exterior of Lemonjello's Coffee has changed quite a bit over the years.

When Matthew Scott, owner of Lemonjello's Coffee, had the opportunity to take over the lease on the old Til Midnight restaurant and fulfill his dream of opening a coffee shop, he jumped at the chance.

It was the perfect location in Downtown Holland on the corner of 9th and College Avenue near the Hope College campus. With other young businesses starting up and New Holland Brewing moving in down the street, Matt was excited to be a part of a group bringing new energy and a cool factor to Downtown.

Since Til Midnight had used the location for a super small bakery, the counter



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# The Importance of Showing Employees Their Impact on the Company

By Jennifer Reeves

You understand the importance of what your employees do each day. But do they? Do they know that without them, you couldn't get orders out the door, deal with customer complaints, or add new clients to your sales base? In other words, do they know the specific ways their individual and unique contributions impact the company's bottom line?

If not, then you're missing out on a critical opportunity. For instance, when employees understand the importance of their work, they're:

- More engaged because their work has personal meaning to them.
- More motivated because they see that their efforts are producing something tangible and worthwhile.
- More loyal because they're making a connection between their day-to-day duties and the health of the company.

Not only that, but they're performing better, too. When employees understand where they fit in and the importance of their work, they make better decisions and strive to identify new ways to increase productivity and growth.

There are plenty of benefits. But if you don't typically explain "the why" to employees, how do you start? Here are a few tips to help you:

### Explain your vision.

You likely have a strong vision, along with goals and

expectations for your team and the company. You mustn't be keeping it to yourself but explaining and sharing it with your people. When they have a big-picture overview of the company and what it's doing, it will be more apparent to them where they fit in.

### Meet individually.

Connect with your team members individually, as well. Talk about goals and timelines, as well as the financial implications of the projects. When employees understand specific ways in which their daily work is contributing to the bottom line, they'll work harder to succeed.

### Check-in regularly.

Make this an ongoing conversation with your team. Look for new opportunities to show them the different ways they're making an impact. If you get a testimonial from a happy customer, share it with them. Or if sales increased last month, tell them and explain the steps it took to get there. Employees will, therefore, be more engaged and more motivated to contribute and make a more significant impact.

Sharing your "why" and regularly communicating with your employees in a meaningful



way can increase employee engagement and have a positive impact on your bottom line.

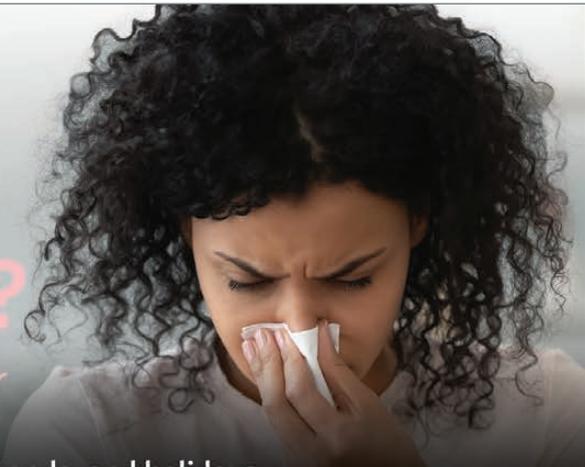
*Jennifer Reeves is the Market Manager for Gill Staffing's Holland location. Gill Staffing has two locations in West Michigan, with 2 more offices opening in 2020. For more about employee engagement, follow their blog at [www.gillstaffing.com/blog](http://www.gillstaffing.com/blog).*

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## Meet Members of the 2019-2020 Class of West Coast Leadership

Meet more members of the West Coast Leadership program class of 2019-2020. Over the next four months, they'll get together for one full day per month to dig into the core segments that make up our vibrant community and look for the best ways to give back and make a difference. We appreciate the support of their employers! It demonstrates a dedication to professional development and a strong belief in the work of the West Coast Leadership program.



**Jovana Garcia**  
Haworth

**Are you a native to Holland?**

Yes.

**Have you been involved with the chamber before beginning WCL?**

I started to this year (2018/2019) as a personal goal to get out of my comfort zone. I started attending Wake Up West Coast, Lakeshore Latinas, and continue to seek more opportunities to plug in.

**What's your definition of Leadership?**

A leader is someone that has compassion, a listener. Someone who encourages growth and works with their team to coach them to their purpose.



**Allie Hopkins**  
Herman Miller

**What's Special about where you work?**

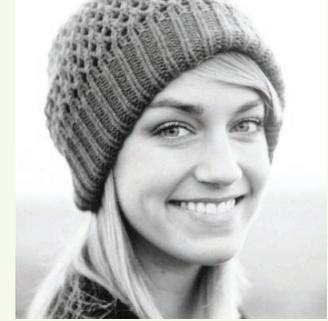
I work for a foundation (Herman Miller Cares) and I LOVE that I get to share stories that tell people who we truly are as a company. I've been there for two years.

**How did you first hear about WCL?**

I heard about it through my boss, Linda Brand and from Jesus Romero.

**Why are you excited to be in years' class?**

This class came very highly recommended. I'm most excited to learn from my peers and hear their experiences and grow relationships with them.



**Patty Jander**  
Smith Haughey Rice & Roegge

**Are you a native to Holland?**

I'm a West Michigan native but have only lived in Holland for a year and a half.

**Why are you excited to be in this year's class?**

To get to know this group on a personal level and to learn more about the city/area I serve.

**What's your definition of Leadership?**

I think leadership can be defined in many ways. A good leader for some is not a good leader for others. However, I think leaders need to adapt, be empathic, and be open to ideas that are different to support those they lead.



**Andrew Koop**  
Koop & Burr Insurance

**What's Special about where you work?**

Working as the third generation in a family business has been incredibly fulfilling. The people and customers I work with make it worthwhile.

**Have you been involved with the chamber before beginning WCL?**

Yes, I attend the family business affinity group.

**How did you first hear about WCL?**

Michael Vos told me what an incredible experience it was, and it was one of the best things he has done in his professional career.



**Ted Kostiuk**  
Shoreline Orthopaedics

**Are you a native to Holland?** No, I've lived in South Haven for the last four years (moved from Chicago).

**Why are you excited to be in this year's class?**

I'm excited and honored to be with so many people who are looking to grow as leaders and not just settle for an old way of thinking.

**What's your definition of Leadership? Can you give an example of a leader you admire?**

The best words I use for myself are accountability and action while serving others. I admire my father.



**Mike Lucas**  
Mannes Body Shop

**Are you a native to Holland? If not, how long have you lived in Holland/Zeeland?** Grew up in Zeeland, never left.

**What's Special about where you work? How long have you been there?**

Mannes Body shop has a great culture and a focus on serving our customers well. I've been there for one year.

**Why are you excited to be in this year's class?**

Excited to meet some new people and also better my leadership skills. I want to learn more about the community.



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# Welcome Grace to the Team!

The Chamber is pleased to welcome Grace Freeman to the team as Marketing Coordinator. In her role she supports all Chamber communications and marketing projects including email, social media, website, and graphic design. As the Chamber's official photographer, you'll see her at events and ribbon cuttings, where you should be sure to flash her a smile for the camera.

Grace Freeman comes to us from Uncommon Grounds in Saugatuck where she was the Marketing Lead. She joined us in December and hit the ground running. Her first day included a Ribbon Cutting, which seems a fitting introduction to Chamber life. Since then she has experienced an amazing Women Inspiring Women event, energizing Wake Up West Coast and Congressional Breakfasts, and has met several new members to take their photos. Now that we're in full swing of programming for 2020, you will undoubtedly meet her soon if you haven't already. She's got great ideas and is already putting her creative stamp on our organization.

Here's a message from Grace:

*"Hello! Nice to meet you! I am thrilled to be the new Marketing Coordinator for the Chamber! You'll be sure to see me at Chamber events flashing away behind the camera lens. I recently graduated from Michigan State University and am thrilled to now be in the Holland area and close to beautiful Lake Michigan. During my first week at the Chamber, I was blown away by a community where everyone is engaged and just as excited as I am to be here! I am so grateful to join this amazing and supportive team! In this role, I am looking forward to delivering awesome results highlighting the fabulous members of the West Coast Chamber."*

Welcome, Grace!



Grace Freeman



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# February Calendar of Events

## February 11, 2020 Wake Up West Coast



@Holland Civic Center  
Beyond the Looking Glass—Exploring the Impact of Augmented, Virtual and Mixed Realities.  
Time: 7:30–8:30am / Pre-breakfast coffee and networking begins at 7am  
Cost: \$25 Member / \$200 Reserve a Table of 8 / \$45 Non-member  
Venue Sponsor: Venuworks

## February 13, 2020 Lakeshore Latinas Meeting



@West Coast Chamber  
Fostering advocacy, service, authentic relationships, and opportunities for personal and professional development.  
Time 5:30–7:30pm  
Cost: FREE  
Sponsor: Blue Cross Blue Shield and Blue Care Network

## February 14, 2020 Public Policy Committee Meeting

@West Coast Chamber  
February topics include: Governor Whitmer's FY 2020 Budget, US Census Bureau 2020 Updates and Immigration Law & Policy Updates.  
Time: 8–9:30am  
Cost: FREE

## February 17, 2020 Governmental Affairs Breakfast

@Alpenrose Restaurant  
Join us for breakfast with our elected state and federal legislators. After a brief update from the Public Policy Committee and each of the legislators, the floor is open for questions from, and discussions with, our members.  
Time: 7:30–8:30am  
Cost: \$25 Member / \$45 Non-member  
Sponsor: Blue Cross Blue Shield and Blue Care Network

## February 18, 2020 Family Owned Business Affinity Group Meeting

@West Coast Chamber  
In Succeeding at Succession, we'll explore the reasons why and how many family businesses are able to successfully navigate through ownership and leadership succession.  
Time: 8–9:30am  
Cost: \$10 Member / \$30 Non-member  
Sponsor: Quality Car Wash

## February 19, 2020 Leading Edge

@West Coast Chamber  
Present Like a Pro: Participants will learn how to refine your speech topic, how to identify the needs of your audience and gather and organize your research.  
Time: 9–11am  
Cost: \$55 Member / \$75 Non-member  
Sponsor: Blue Cross Blue Shield and Blue Care Network

## February 26, 2020 Network at Lunch



@CityFlats Hotel  
Get to know other business representatives by spending an hour with them over a relaxing business lunch.  
Time: 11:45am–1pm  
Cost: \$25 Member / \$45 Non-member  
Sponsor: Whiteford Wealth Management

## February 27, 2020 Zeeland Affinity Group Meeting

@Tripelroot  
Step out of your office and into Tripelroot, and get to know other Zeeland area business representatives.  
Time: 4–5:30pm  
Cost: FREE  
Sponsor: Spectrum Health Zeeland Community Hospital



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



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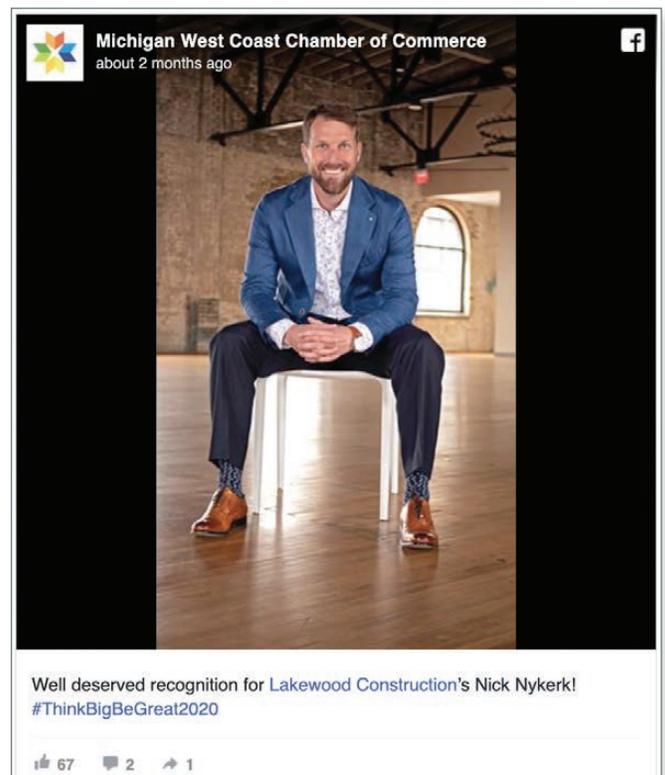
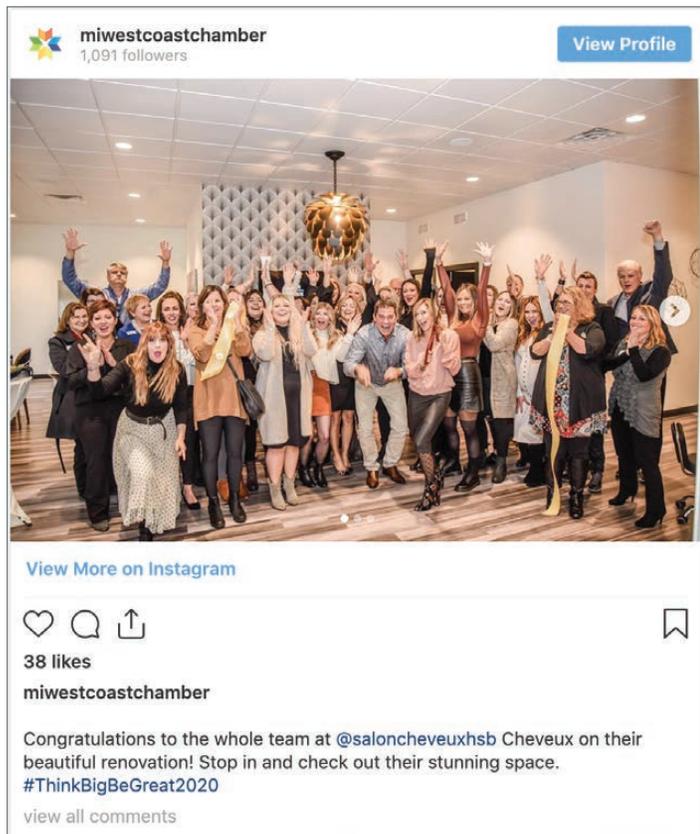
# Share Your Think Big Be Great Stories in 2020

## #ThinkBigBeGreat2020



One way that we keep connected with our members is via social media. We're active on Facebook, Instagram and LinkedIn. It's a tool to get our messages out to you, learn about your news, and share your updates with our members and our community.

This year, when you've got big news to share, be sure to add #ThinkBigBeGreat2020 to the end of your post. Each month we'll pull Big Thinking posts to share on our website and in this magazine. Use our 2020 hashtag and you can expand the reach of your social media post to our other active platforms. It's easy. Just help us help you by using #ThinkBigBeGreat2020.



# NEW MEMBERS

## Assisted Living Locators of Greater Grand Rapids

**Tom Carabellese**  
 (616) 425-2244  
[www.assistedlivinglocators.com/grand-rapids](http://www.assistedlivinglocators.com/grand-rapids)  
[tomc@assistedlivinglocators.com](mailto:tomc@assistedlivinglocators.com)

## Composite Builders

**Pam Lubbers**  
 (616) 377-7767  
[www.compositebuilders.com](http://www.compositebuilders.com)  
[paml@compositebuilders.com](mailto:paml@compositebuilders.com)

## Edward Jones / Brandon Gualtiere, Financial Advisor

**Brandon Gualtiere**  
 (616) 494-9551  
[brandon.gualtiere@edwardjones.com](mailto:brandon.gualtiere@edwardjones.com)

## Georgetown Innovations

**Ken Kooistra**  
 (616) 450-5478  
[www.georgetowninnovations.com](http://www.georgetowninnovations.com)  
[kkooistra@georgetowninnovations.com](mailto:kkooistra@georgetowninnovations.com)

## Holland Community Chorale

**Betty McLarty**  
 (616) 494-0256  
[www.hollandchorale.org](http://www.hollandchorale.org)  
[betty@hollandchorale.org](mailto:betty@hollandchorale.org)

## Holland Tasting Tours

**Linda Kaiser**  
 (616) 834-4779  
[www.hollandtastingtours.com](http://www.hollandtastingtours.com)  
[hollandtastingtours@gmail.com](mailto:hollandtastingtours@gmail.com)

## ICE Robotics

**Jeanene Kallio**  
 (833) 423-7626  
[www.icerobo.com](http://www.icerobo.com)  
[jkallio@icerobo.com](mailto:jkallio@icerobo.com)

## Lakeshore Ethnic Diversity Alliance

**Gloria Lara**  
 (616) 345-5332  
[www.ethnicdiversity.org](http://www.ethnicdiversity.org)  
[office@ethnicdiversity.org](mailto:office@ethnicdiversity.org)

## Lendio of SW Michigan

**Colin Hutchinson**  
 (269) 231-4660  
[www.lendio.com/local/swmichigan](http://www.lendio.com/local/swmichigan)  
[colin.hutchinson@lendiolocal.com](mailto:colin.hutchinson@lendiolocal.com)

## The CBD Store

**Zachary Rhoda**  
 (616) 298-2823  
[www.hiiacbdwater.com](http://www.hiiacbdwater.com)  
[sales@high-h2o.com](mailto:sales@high-h2o.com)

## United Bank

**Joe Crittendon**  
 (616) 559-4563  
[www.unitedbank4u.com](http://www.unitedbank4u.com)  
[joe.crittendon@unitedbank4u.com](mailto:joe.crittendon@unitedbank4u.com)

## Urban Plank

**Kendall DeLange**  
 (616) 748-8080  
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# Get Your Ideas Out of the Basement, Elevate your Workspace



By Brian Burch

Friends, we need to talk about your ideas. Specifically, are they connecting with other peoples ideas? What are you doing to nurture and feed your ideas? Chances are, you're working from home, by yourself, and sometimes you go to a noisy coffee shop.

Six years ago, I was running my communications agency, coffee shop surfing and in my basement. While the coffee shop created "happy accidents," and the basement some needed quiet, neither were professional environments for serious meetings.

Most of our work today doesn't conform to traditional workplaces, which are heavily influenced by the industrial efficiencies that defined the 20th century. Offices are production lines and "punching the clock." They weren't designed for building ideas.

Stuck with a non-traditional business model and work solutions that were incompatible, I decided I needed to create a third way.

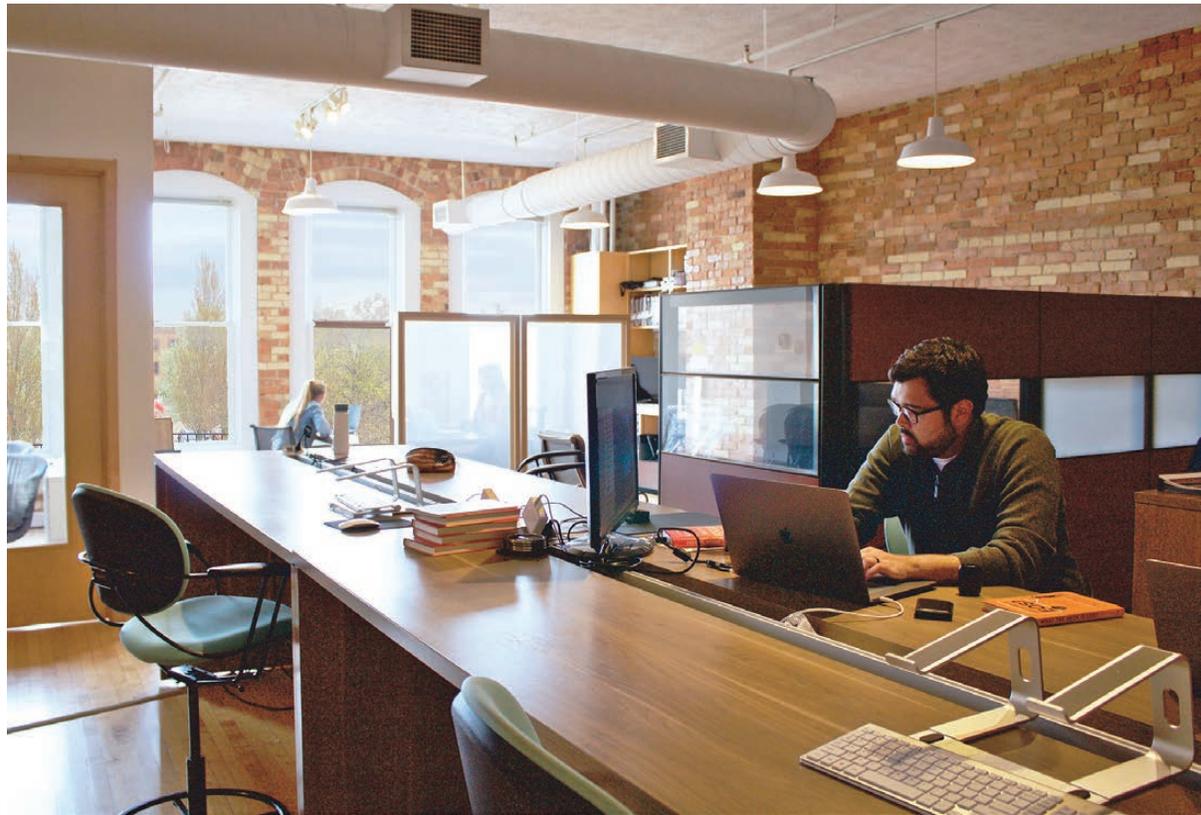
In the 1960s Bell Labs was the most innovative company in America. The innovation came from the proximity that employees were "forced into" by design. As a result, everyone knew what the other was working on. They were constantly meeting up at random times, and so were their ideas, creating the massive innovations we use today. This inspired me to open The Treehuis, an elevated style of workspace.

Practically speaking, Treehuis is a co-working arrangement to share space. More importantly, this style of office develops community and fosters our professional networks, and turns our ideas into innovations.

The Treehuis is the new factory for innovation. We have invisible and intangible production lines and supply chains. They are

constantly changing, but nevertheless real. It is unavoidable to overhear conversations about startups seeking venture capital, the scoop on downtown redevelopment, or the company that needs to boost its marketing.

Our ideas *NEED* each other. They need to be elevated, out of the basement and beyond the noise of the coffee shop. By co-working we make it impossible for our ideas to be ignored, because while it is from individuals where all ideas originate, it is the group (or



the multiple groups) through which ideas, and eventually the innovations and responsibilities, are grown.

If having a full-time office isn't right for you (honestly, how much are you there anyway?). If hustling for business, making connections and closing deals is better. If you want your ideas to grow and be challenged, a co-working space like The Treehuis could be right for you.

[Learn more at treehuis.com.](http://treehuis.com)

# Our Brewing Co.—Small on Purpose and Focused on Our Local Community



Our Brewing Co. was started by two friends who had a vision of what they wanted a small brewery to be. Small on purpose and focused on our local community. Unlike many other breweries, they're not on a mission to be a mass production facility. "We just want to keep the joy of brewing beer local and focus on giving our patrons an excellent experience when they come to our pub," said brewery owner, Trevor Doublestein.

Brewing wasn't the first career for the founders of Our Brewing Co. The brewery was founded in the spirit of turning a passion into a business, and the owners are reaping the rewards of the "mid-life career change." Hearing customers praise their beers and having conversations about how products can be improved enables



the eight employees to dig into that passion every day. It inspires them to brew small batches to try and add a brand-new beer or two each month. Currently, the best-selling beer at Our Brewing Co. is the Careless Whisper IPA. "People love IPAs," said Trevor.

Delivering a remarkable experience for their customers also inspired them to program fun events such as Thrift Store Trivia, where teams play for a chance at thrift store prizes as well as discounts off their tab. "We often try and do things that are different and exciting to set our events apart from the norm."

Located in downtown Holland, the business participates in the West Coast Cash program

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because it's a great opportunity to connect with new customers. Trevor shared, "Being a part of a town that supports small business and local fare is a great pleasure in what we do. I love that people travel to our town to experience the shops, bars and restaurants here. I believe the more we all work together, the more we all succeed."



# Through the Looking Glass into Extended Reality



Solutions which allow humans to explore fully immersive computer-generated worlds (VR) and overlay computer graphics onto our view of our immediate environment (AR) are both increasingly being adopted in both entertainment and industry. Artificial Intelligence (AI) is essential to the operation of AR, VR and MR (Mixed Reality), which all fall under the umbrella of Extended Reality, or XR. The previous sentence might leave you wondering exactly what all of these two-letter abbreviations mean. We're here to help.

Here's a vocabulary lesson you should read in advance of our February Wake Up West Coast breakfast with industry expert, Brad Waid.

## Artificial Intelligence (AI)

The ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past experience.

## Augmented reality (AR)

Remember the Pokémon GO craze? That's the most well-known application of augmented reality—technology that overlays digital information on the real world. Rather than provide a fully immersive virtual experience, augmented

reality enhances the real-world with images, text, and other virtual information via devices such as heads-up displays, smartphones, tablets, smart lenses, and AR glasses.

## Virtual reality (VR)

A fully immersive experience where a user leaves the real-world environment behind to enter a fully digital environment via VR headsets. The world of gaming and entertainment were early adopters of virtual reality, but VR applications are now used in many organizations and industries including the military, engineering and construction, healthcare, education, business and more.

## Mixed reality (MR)

A step beyond augmented reality where the virtual objects placed in the real world can be interacted with and respond as if they were real objects. MR headsets offer a holographic experience through translucent glasses for an immersive experience. This allows you to see and immerse yourself in the world around you even as you interact with a virtual environment using your own hands.

## Wake Up West Coast

Tuesday, February 11, 7:30–8:30am

@Holland Civic Center

Register at [www.westcoastchamber.org](http://www.westcoastchamber.org)

Event Venue Sponsor: VenuWorks



"Together we can  
change the world,  
just by changing our  
minds."

Brad Waid

## Brad Waid

Brad Waid is a Global Motivational Keynote Speaker, Subject Matter Expert (SME), Futurist, Educator, Visionary, Author and a Top 20 Global Influencer in Emerging Technology, Specializing in AR/VR/XR, Machine Learning and Artificial Intelligence. As a consultant to industry, education, and government, he is often called on to assist in marketing and telling the story of a product or a company. As a consultant to start-ups from Silicon Valley to New York and government agencies, Brad has a unique perspective on the evolution of the tech landscape.

### Contact Brad

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# Happenings at the Chamber



Chamber Ambassadors filled with Contagious Energy at the holiday party.



David Nyitray, Mark Wilson, Congressman Huizenga, Jane Clark, Ryan Gleason and Mike Hill at our Breakfast with Our Congressman event.



What topic do you want to discuss today? Introducing our members to Menti voting on their phones.

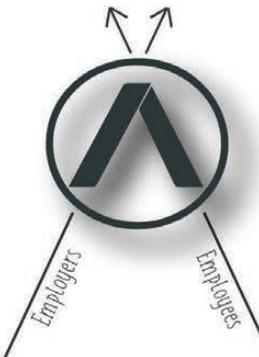


Hutt Trucking gives away ice cream scoopers as the December WUWC Morning Mingle Sponsor.

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Gentex's Joe Matthews and Herman Miller's Leander LeSure connect and discover they went to the same high school.



Representatives from Community Action House and Resilience, at the West Coast Leadership Holiday Party to collect donations from guests.



Ribbon Cutting celebration with Waverly Stone Gastropub.



Benjamin's Hope's Krista Mason and Darlene Kuipers from Michigan Forestry at our Women Inspiring Women event.



## Celebrate Life

Celebrating may not be the first word that comes to mind when you're nearing the end-of-life of a loved one. Yet, what better time to celebrate life.

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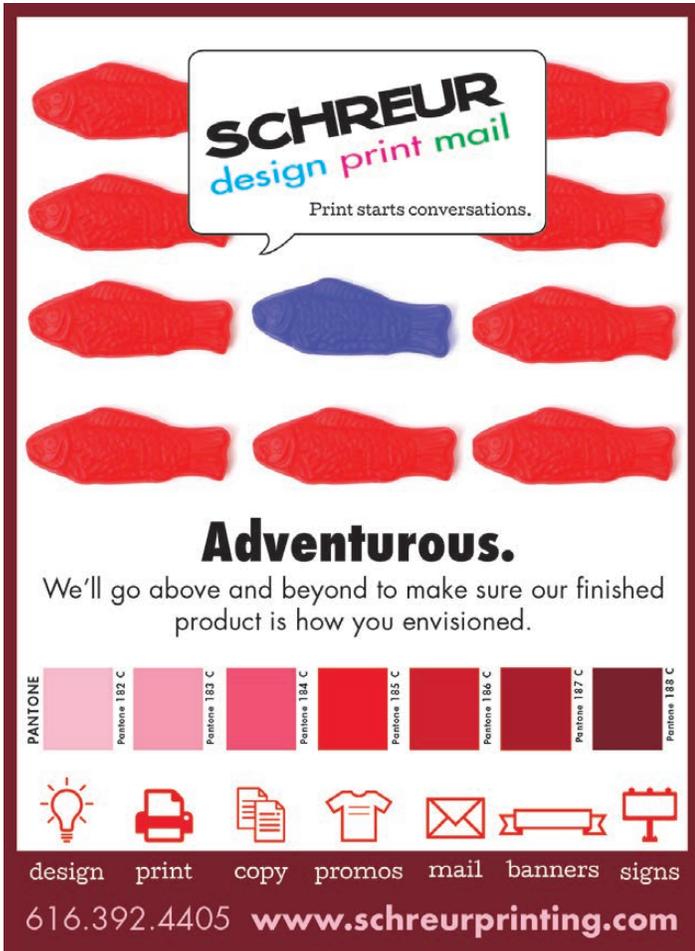


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