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November 2019

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Matt Scogin
is Back
and Has
Big Plans
for Hope



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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



This month I'd like to introduce the "3 C's". The Chamber is a Catalyst, Convener and Champion. As a Catalyst for business growth, the Chamber gives your business added visibility in the community, provides access to programs that save you money on running your business, and offers opportunities to learn best practices. As a Convener of leaders and influencers, the Chamber provides you opportunities to connect and build relationships with elected officials, experts in a variety of fields, and hundreds of professionals throughout our business community. As a Champion for a thriving community, the Chamber supports companies from small local businesses to large corporations, listening carefully to the needs of our members and championing the issues that impact their businesses and affect the quality of life in our community. The "three C's" make the Chamber an inclusive center of influence, and we are proud to partner with you every day to make a positive difference in our community.

Best Regards,
Jane Clark

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Feature:

Matt Scogin is Back and Has Big Plans for Hope

By Caroline Monahan

The 14th president of Hope College is a 2002 graduate of the school and built his career working in both the corporate and government sectors. Matt Scogin, Hope College's newly inaugurated president, was most recently chief administrative officer with the global advisory firm Perella Weinberg Partners in New York and has also held senior positions with both the New York Stock Exchange and U.S. Treasury Department. He brings with him a wealth of experience working with complex organizations and serving on nonprofit boards. He sees himself as a strategist, and he has big plans for the future of the college that lives here in Holland.

Still just a few months into the job, he's spending a lot of time listening to the college's stakeholders and learning about the things on people's minds. That includes the thoughts of the students, the faculty, the staff, the alumni, the donors, the Board, and the community. His hope is to build a community of supporters who are as excited about what's happening at Hope as he is.

Scogin points to the significant changes happening in the world and the impact that these changes are having on education. He considers it an exciting time to explore new methods and tools for educating, with Hope in the process of updating its core curriculum, and to dig into how the changing world impacts how to educate students to live lives of leadership and service.

As students prepare to go out into the world, Scogin stresses the value of a liberal arts education that incorporates values—like the one that Hope provides. In his years on Wall Street, he witnessed the overwhelming greed that caused the stock market crash in 2008. He sees that narrative changing with students coming out of school today. "What the business world needs today is people who are in business not only to build their net worth but to make a contribution to society. That's where an education from a school that teaches liberal arts plus values makes an impact. We're a place that can produce human souls who think about running into the world with a different motivation set."

It's just such a shift in values that is already changing the corporate world. Scogin would argue that the Millennials and GenZs coming into the workforce have pushed the private sector not just to be focused on the bottom line, but to do well by doing good. "Those generations deserve a lot of credit for pushing businesses to think about environmental sustainability. I have a lot of admiration and respect for them."

The symbiotic relationship between the school and the City of Holland goes beyond the fact that the borders of the campus and the city bleed into each other. He sees the thriving business climate here as a major asset for Hope as the college prepares students for careers. "Employers here are doing interesting and exciting things!" Interns that work for local companies have opportunities to get real work experience, and the potential for starting a career here after graduation is high in this dynamic Top Small City to Start a Business.

High on Scogin's priority list is making a Hope College education as affordable and accessible as possible. "We're excited about what we offer at Hope. Our concern is the cost. The way to keep the product at a really high level and impact the cost is simply by having more scholarships, and the way to do that is through a scholarship-focused endowment." Erasing cost barriers to education will enable Hope to attract the most talented, interesting and diverse group of students as possible, and provide them with the Hope College educational experience. He takes pride in the institution that walks with students on their journey of discovery to finding their calling.



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The Hope Holland Partnership

By Cassandra Bondi

The City of Holland and Hope College have a long history of valued partnership that provides both much-needed resources and educational opportunities.

“We’re pretty integrated in a lot of different ways,” said Holland City Manager Keith Van Beek. “For example, we’re working on a transportation plan right now. Specifically, we’re taking a look at transportation downtown, like how Eighth Street is a one-way and both Seventh Street and Ninth Street are one-way.”

“The academic resources the college offers us bring value to the city in a different way. We can lean on them and utilize them, and it’s great because it gives students a learning opportunity right here in the community.”

Hope College is well-known across Holland for its assistance with local research. That relationship extends to the Outdoor Discovery Center, where research is used to improve programs and the environment.

“I graduated from Hope College,” said Travis Williams, Executive Director of the Outdoor Discovery Center. “I was hired to start this place, and one of the first things I did was visit the folks I knew at Hope and work to create engagements with them. And that’s how this partnership got started.”

That partnership provides benefits to both students and the organization.

“Our relationship is driven around shared services,” Williams said. “We



provide access to all of our properties and buildings. They helped us start our project to clean up the watershed, they’ve done evaluation work for us on our preschool and nature-based programs, and we’ve co-written grants with them.

“Hope has just been an amazing partner for us. We’re a very like-minded group with shared end-game goals about exposing people to the world and educating them. And that’s why we’ve worked so well together.”

Businesses in Holland — particularly those downtown — also benefit from Hope College’s connectivity with the community.

“I know that certain retailers downtown are impacted when the students are in town,” Van Beek said. “You can see the welcome signs in coffee shops and restaurants. We

hear more and more that students are making decisions about where they want to go to school based on the campus being near a vibrant downtown. I think we’re a great fit for that.”

The location of Hope College and the willingness of the school to be integrated into the community have made Holland an even more desirable place to be.

“We really appreciate having that college campus right on the edge of our downtown and right in the heart of our city,” Van Beek said. “And that relationship goes back more than a century. It makes us a more dynamic, livable city.”



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Reimagined, Redesigned & Renewed

By Kristine Kay

As I sit in my design office in Downtown Holland, I'm surrounded by loads of cool buildings. This got me wondering about the history of some of these structures, and 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 my next few *CONNECT* articles on telling the stories of some of these structures that are part of the backbone of our community.

First up is Cento Anni/ Warehouse 6 Events

When Ed DeNave and Randy Beute of Cento Anni decided to move their custom woodworking shop to 6th Street in Holland, the goal was to have more space for their growing custom furniture business and be closer to the foot traffic of Downtown.

Along with their partners, they purchased the building at 136 E. 6th Street which had been neglected and used as a storage facility for the previous 15 years. In its earlier days, the building had been home to a die casting business and later an industrial equipment manufacturer.

With a focus on using reclaimed wood to build furniture, it just made sense to house Cento Anni in an older repurposed facility.

As business grew to include more and more custom furnishings, customers wanted to see completed pieces. This drove the guys to renovate a large portion of the building they had previously been using to store wood slabs and reclaimed timbers to now function as a showroom.

I remember standing in the old storage space and listening to Ed and Randy brainstorm different ways to display their custom dining table offerings. It took a lot of imagination to see past all the years of grime and layers of green paint.

As the old bones of the building were gradually unveiled, they started thinking about different ways to use this unexpectedly cool space. Customers were so enthralled with the character of the building that the idea to somehow make the space available to the community came about.

One idea sparked another, and eventually, Warehouse 6 Events was born. The urban industrial event space at the back of the Cento Anni building is available for gatherings of all sizes. The building has been transformed into a hip space that now welcomes corporate gatherings, community meetings, and weddings. The event space is also the perfect place to showcase the various custom dining tables and other products made by the Cento Anni woodworking team. Be sure to check them out on Instagram and Facebook at [warehouse6events](#).

It took a strong vision from Ed and Randy to transform the structure for today's needs and bring the old building up to modern standards. And it took a lot of help. Lakeshore Advantage, the Holland Visitors Bureau and the City of Holland all played a role in the success of renewing the building.

Local artists like Jeff Long played a key role by sharing their creative energies to transform old bits and pieces found in the building into custom pieces for the event space. Even the



Warehouse 6 Events in 2012

Kristine Kay Interiors team got to help by taking old furniture blueprints and transforming them into custom wallpaper as a nod to the furniture making roots in Holland and the Cento Anni craft.

The building that is now home to Warehouse 6 Events has had many previous lives. But thanks to those willing to breathe some new life into the old space, it stands proud once again. Maybe this is an example others can follow. Great communities thrive when there is a blend of old and new.



Warehouse 6 Events today

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Michigan No-Fault Law: What You Need to Know

By Andy Spears, Farm Bureau Insurance

Since 1973, when Michigan became a No Fault state for auto insurance, residents have had access to the most generous medical coverage in the country—designed to help drivers with injuries stemming from a car accident. While the medical coverages have been beneficial, Michigan’s car insurance rates have been very expensive and resulted in auto coverage being second highest monthly bill most consumers have—next to their mortgage.

This cost concern is what the new Auto Reform aimed to solve. In June, the Michigan legislature passed No Fault Reform legislation that makes important changes to everyone’s auto policies. Expected to go into effect in July 2020. Some highlights of the new law are below:

- No-Fault PIP Choice:** Michigan drivers will no longer be required to purchase unlimited No-Fault Personal Injury Projection (PIP) benefits. While this is expected to save policyholders money, it also reduces coverage amounts. For example, for policies issued or renewed after July 1, 2020, drivers have the choice of several No-Fault medical benefit coverage levels: \$50,000 (if a driver is enrolled in Medicaid); \$250,000; \$500,000; or “no limit.” Also, drivers with Medicare may “elect to not maintain coverage” for No-Fault PIP medical benefits for auto insurance policies issued or renewed after July 1, 2020.
- Michigan Catastrophic Claims Association (MCCA):** Currently, the MCCA pays lifetime benefits for car crash victims. The MCCA would continue to be liable for

catastrophic injury benefits payable under policies issued or renewed *before* July 2, 2020 and for policies after July 1, 2020 where drivers have opted to maintain unlimited No-Fault PIP medical benefits mentioned previously.

- Auto insurance rates and pricing factors:** Auto insurers cannot base premium rates on such non-driving factors as: sex, marital status, homeownership, education level attained, occupation, the postal zone in which the insured resides and credit score.
- Higher liability limits:** Liability limits refer to the insurance you take out to protect yourself if you cause a car accident and injure another driver. Before the new law, drivers were required to carry liability bodily injury insurance with mandatory minimum limits of \$20,000 for bodily injury or death to one person in one car crash or \$40,000 for two or more persons in one car crash. Those minimum limits will increase to \$50,000 and \$100,000 respectively. A new “default” residual bodily injury limit of \$250,000 and \$500,000 will be offered to drivers, with drivers able to elect more or less liability coverage should they so choose, but not less than the new mandatory minimums of \$50,000/\$100,000.
- Order of priority/Assigned Claims Pool:** Order of Priority is the method detailing how insurance companies determine what policy will pick up medical (PIP) benefits in the event of an accident. With the new No Fault Reform law, there will be only three orders of priority: Policyholder/spouse’s

policy, resident relative, and assigned claims. This does not mean coverage is eliminated for anyone who is not an owner/spouse/resident relative, under the new law. But occupants or non-occupants injured who are residents in the state of Michigan, who fall outside these defined groups go to the state’s Assigned Claims pool. Pool coverage is capped at \$250,000.

So, fewer people will be covered under their auto insurance policy, and some people covered in the past may now instead be covered under the Assigned Claims.

- Students:** If the student is away at college, but comes home on breaks, during summer, continues to receive mail, etc. from a parent’s home, then they would be provided the full insurance coverage as a *resident relative*. If they no longer come home and establish residency somewhere else, then they do not receive coverage from the home. They receive coverage from the Assigned Claims.
- Unmarried Partners:** If a person lives with someone but are not married or titled on each other’s vehicles and not listed as a named insured,

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then their (or insured's) medical coverage will come from Assigned Claims and eventually have a limit of \$250,000.

Chat with your agent: Remember, these are *some* of the changes. Although most provisions of the law don't go into effect until 2020, they will have a significant impact on your coverage, it's important to discuss the law

or any questions you may have with your insurance agent.

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.

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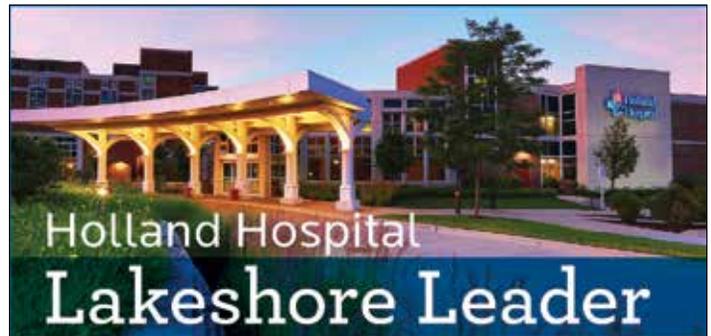
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Becoming a Great Boss is Simple: It Starts With Gratitude

By Jennifer Reeves

When you express gratitude, it makes people feel good. But did you know that it literally changes your brain? In fact, according to UCLA's Mindfulness Awareness Research Center, regularly expressing gratitude changes the molecular structure of the brain, keeps gray matter functioning, and makes people healthier and happier.

As a boss, that's just one reason to express gratitude to your team. But it also has power in so many other areas relating to your employees, including by:

- **Improving productivity.** As employees feel more valued and appreciated by your show of gratitude, they're more likely to work harder and stay motivated on the job.
- **Strengthening relationships.** When you recognize the contributions that employees make, it helps you to build stronger relationships with them. This improves loyalty and retention, too.
- **Boosting employee satisfaction.** Gratitude makes employees feel good. In fact, it increases dopamine production, leading to higher well-being, fewer sick days and a more positive attitude.

Clearly, there's really no downside to giving gratitude aside from investing a little time and effort on your part. It costs next to nothing, all while reaping some important advantages for you and your employees. Some ways you can give it include by:

Being specific.

Don't just generally thank your team for a job well done. Thank them individually and get specific when you do. What about their work made a difference for you or for the company?

Sending a thank you note.

It sounds so simple, yet it's so effective. When you write a thank you note or email,

your employee will feel instantly recognized and gratified.

Giving them a reward.

For instance, bring in lunch for your team when they hit a tight deadline or complete a project under budget. Or, if one employee really goes above and beyond, give them an extra day off.

Take it public.

Express your gratitude online on social media or through the company newsletter. Not only will your employees feel appreciated, but it will encourage others to follow suit.

There are many different ways to demonstrate to your team that you're grateful for their work. And with Thanksgiving just around the corner, it's the perfect time to show your people just how much you care.

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5 Ways Your Business Can Reduce Its Security Risk

By Rick Huizenga

When cyber-attacks on large, billion-dollar organizations expose millions of customers' personal information, it's plastered all over the news. Attacks on smaller companies, however, tend to fall under the radar, leading many to think they're too small to attract the attention of hackers. Unfortunately, this is not true. As negative publicity forces large organizations to take steps to improve their cybersecurity, small-midsize businesses (SMBs) are quickly becoming targets of choice for hackers.

It's not uncommon for an SMB to receive hundreds, if not thousands, of security incidents and events each day. The consequences of a breach that disrupts a business' operations—and cash flow—can be severe. For this reason, more and more organizations are investing in Managed Security Services, which include 24/7 monitoring and management of network infrastructure and traffic.

Managed Security offerings can consist of many different products and services. The following 5 services are critical to securing your organization:

• Security Awareness Training –

This is a method of educating employees on the dangers of phishing or other online



scams. According to the Infosec Institute, 80% of breaches are caused by employee carelessness or lack of awareness. By implementing spoofed phishing campaigns, your team will be prepared to protect your business.

• Intrusion Prevention Service –

This service continuously monitors all activity in your network at various points of entry. It is designed to automatically prevent unauthorized access.

• Intrusion Detection Service –

This service is a close relative to Intrusion Prevention and equally important. If malware or another threat enters your network, Intrusion Detection will detect its presence and notify the security team for quick remediation.

• Securing Microsoft Office 365 –

Office 365 email account “takeovers” are a major threat to small businesses and are continuously on the rise. Organizations responding to these attacks often deal with compromised credentials, unauthorized wire transfers, and expensive remediation. Managed Security offerings will not only provide additional safeguards to Office 365 but will also monitor security activity related to all Office 365 programs.

• Multi-Factor Authentication –

Multi-factor authentication (MFA) use is common and seemingly everywhere. You've probably experienced it before, likely being prompted with a push notification, email or text when logging in to your banking website or other applications. In fact, the fingerprint or face-ID features on your phone are a form of MFA—which provides an important extra layer in verifying that it is actually YOU logging in, instead of someone that may have stolen your password. Organizations should be using MFA for access to any confidential or business-critical information.

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Join Us in the Flu Fight

Submitted by Spectrum Zeeland Hospital



The 2019-2020 influenza (flu) season is upon us, and now is the time to stress the importance of taking important preventive measures. Flu is a contagious respiratory illness caused by flu viruses. Flu vaccinations remain the most successful way to protect yourself and others from this sickness.

“The Centers for Disease Control and Prevention did a study in 2017 and found that the flu vaccine reduced deaths, intensive care unit admissions, and overall duration of hospitalization among hospitalized flu patients 65 years and older,” said Jen Grile, manager, infection prevention, Spectrum Health Zeeland Community Hospital. “Spectrum Health follows the CDC recommendations that everyone 6 months and older get vaccinated as soon as possible, especially if you spend time with high-risk groups such as children or the elderly.”

In addition to encouraging flu vaccinations, you can also prevent the spread of flu by:

- Avoiding contact with people who have flu-like symptoms
- Eating a healthy, balanced diet
- Getting plenty of rest
- Washing your hands regularly and thoroughly

When to Seek Care

“There is some misconception that flu vaccines cure the flu,” added Grile. “Unfortunately, there is no end-all cure at this time. The flu vaccine is meant to prevent or reduce flu symptoms.”

Those who are sick with the flu virus will often experience all or some of these symptoms:

- Cough
- Fatigue (tiredness)
- Fever* or feeling feverish/chills
- Headaches
- Muscle or body aches
- Runny or stuffy nose
- Some people may have vomiting and diarrhea (more common in children than adults)
- Sore throat

**It's important to note that not everyone with flu will have a fever.*

“If you or a family member feels any of these symptoms, the best advice is to stay home,” continued Grile. “Some over-the-counter medications will help control fever and body aches. It's also important to stay hydrated with plenty of clear fluids, and rest, rest, rest.”

To protect against the spread of your illness, the CDC recommends that you cover your mouth and nose with a tissue when you cough or sneeze and put your used tissue in the wastebasket. If you don't have a tissue, cough or sneeze into your upper sleeve or elbow, not your hands. Wash your hands often with soap and warm water for 20 seconds. If soap and water are not available, use an alcohol-based hand rub.

It typically takes between five and 10 days for the illness to run its course. If you or a family member are in a high-risk group (children, the elderly or pregnant women) or have flu-like symptoms that are not improving, contact your health care provider. You can also see a provider with Spectrum Health Now from the comfort of your own home 24/7/365.

For more information about the flu, visit spectrumhealth.org/flu.



Health flu clinic at the workplace. This is a proactive and effective way to help protect your employees and keep them healthy, productive and well all year. With each case of influenza resulting in an average of three to five sick days and the likelihood of infecting others in the workplace, flu vaccinations easily pay for themselves.

Keeping Your Employees Healthy

Each flu season an estimated 111 million workdays are lost due to the flu, equaling approximately \$7 billion in lost productivity and sick days. As an employer, you may want to consider hosting a Spectrum

Spectrum Health works with companies that have at least 15 participants and can accommodate your needs if you have one location or multiple locations.

To schedule a workplace flu clinic, call 616-486-3050.

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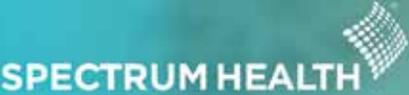


The growth and popularity of the Women Inspiring Women programming among Chamber members has given rise to an e-newsletter series. INSPIRE debuted this summer and is published quarterly. Its purpose is to assist in building strong professional and personal networks and to provide content on relevant business topics. Each issue also features an interview with an established leader in our business community, as well as information about upcoming Chamber events of interest.

The first issue featured an interview with Ann Harten, Vice-President of Global Human Resources for Haworth. She discussed her take on the importance of building a professional network, and specifically the value she finds in the Chamber's Women Inspiring Women programming. "Women tend to have relatively unique things that confront them, so it's always wonderful to interact and exchange ideas." The programs include social, educational and mentoring events and encourage participation from women at all stages of their careers.

Interested in subscribing to the INSPIRE e-news series? Go to our website and give us your contact information: <https://www.westcoastchamber.org/inspiring-women>.





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No appointment necessary.

Monday to Friday: 3 p.m. to 10 p.m.
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Zeeland Community Hospital
Medical Office Building, Suite 100A
8333 Felch Street, Zeeland, MI 49464

Poquito and Obstacle No.1: Designed to Appeal to All Your Senses

When the westward development of 8th Street was still in the dreaming stages, Luke Grill, founder of the 1983 Restaurant Group, saw an opportunity to refresh the downtown Holland dining scene. Few restaurants had opened in the downtown area in 20 years, and he knew it was time to infuse the area with different cuisines and experiences. With that idea in mind, Seventy-Six was developed and opened. It's based on the concept of Public, his restaurant in downtown Zeeland, but with distinctive elements to make it unique to downtown Holland. This visionary restaurateur continues to evolve the West Michigan restaurant scene while he expands the offerings of the 1983 Restaurant Group.

Grill sees restaurants as a function of three things: Food, Service and Atmosphere. While most restaurants have long been focused on delivering good food and good service, that third leg of the tripod is what he sees as the evolution of the restaurant business and is what he's pouring so much into as he creates and opens his next two ventures in Holland. "When a restaurant opens and it's missing a dynamic atmosphere and a beautiful space, for example no music or no different textures in terms of changes in seating heights and elevations, it's almost like there's something that's missing from the experience."



Luke Grill, founder of the 1983 Restaurant Group

The concept of Obstacle No. 1, his new cocktail bar, can be summed up in one word—Experiential. When people choose to go to Obstacle, he wants it to be a destination, not just another bar. "It's not just that they're going out, it's that they're going to Obstacle." It's in the luxe details where the guests will feel like they've been transported to someplace special. Some of those details include custom ornate carpentry, locally crafted walnut furniture, and an underlit bar with glowing quartz.

Set to have its grand opening on November 4, the new restaurant, Poquito will bring the flavors of Spain to Holland. The atmosphere is fun and playful and has a slightly younger feel to it. It will feature Tapas, Paella, a stunning interior and the aromas of saffron. The menu purposefully incorporates dishes at a wide range of price points, making it more broadly accessible to millennials.



The synergy of the three establishments located on the west end of 8th Street, is another deliberate move by Grill to deliver a remarkable experience. Whether it's eating at Poquito or Seventy-Six and then heading to Obstacle No. 1 for a nightcap or starting the evening with cocktails and moving on to dinner, it's providing guests with options for multiple sensory experiences. It's also a way to ensure that guests have a place to go if they have to wait for a table. "With Obstacle, I can provide a beautiful relaxing environment with soft seating, and they can have that experience before their reservation. It's one way we provide our guests with hospitality and it's my hope that it will make them want to come back."



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November Calendar of Events

Tuesday, November 5

West Coast Leadership Alumni: How to be an Effective Board Member

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



Designed as an engaging experience, participants, regardless of experience, will become more knowledgeable about how the best boards operate, what is to be expected of board members, and how to become more strategic organizational leaders.

Time: 4:30-8:30pm
Cost: \$5 to attend

Wednesday, November 6

Leading Edge: Entrepreneurial Operating System

@West Coast Chamber, 272 East 8th St Holland, MI

Are you running your business or is your business running you? In this session, Scott Patchin and EOS can help you and your answer that question. In this dynamic presentation and workshop, Scott will introduce you to the Six Key Components' of successful businesses. He'll arm you with a set of simple, practical tools you and your leadership team can begin using right away to get better results.



Time: 8-9:30am

Cost: \$30 Member / \$25 for one additional attendee from the same company / \$50 Non-member
Sponsor: Blue Cross Blue Shield Blue Care Network of Michigan

Thursday, November 7

ZAG: Off the Clock

@Tripelroot, 146 E Main Avenue Zeeland, MI



Step out of your office and into Tripelroot, and get to know other Zeeland area business representatives. It's a great way to unwind and make connections, all while trying to out some great drinks and complimentary snacks in a cool new venue.

Time: 4-5:50pm
Cost: Free

Friday, November 8

Advocacy in Action: Public Policy Committee Meeting

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

Interested in governmental and political issues? The Public Policy Committee reviews issues of local and regional concern and makes position recommendations to the Board of Directors. Join us monthly for interesting discussion on City of Holland Unified Development Ordinance Zoning Updates, as well as, State of Michigan Mental Health Funding Updates.

Time: 8-9:30am
Cost: Free



Tuesday, November 12

Wake Up West Coast

@Holland Civic Center Place, 150 W 8th St, Holland, MI

The craft beer craze is sweeping Michigan and it is clear the mitten was made for handcrafting some of the best brews in the land. Michigan is fifth in the nation in the number of breweries, microbreweries and brewpubs. Join us as we welcome the craft brewing masters in our community who will share industry trends and the economic impact of craft brewing in our local economy.

Time: 7:30-8:30am

Cost: \$25 Member / \$45 Non-member
Sponsor: Advantage Benefits Group
Venue Sponsor: VenuWorks Holland Civic Center Place



Monday, November 18

Advocacy In Action: Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th St, Holland, MI

Join us for breakfast with our elected state and federal legislators. Our monthly Governmental Affairs Breakfast gives our members the opportunity to dialog with our local 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: Coldbrook Insurance Group

Wednesday, November 20

Network @ Lunch

@New Holland Brewery, 66 E. 8th St. Holland, MI

Get ready to share a little bit about yourself and your business. You'll be randomly assigned to tables to enjoy lunch, giving you the opportunity to meet and mingle over a relaxing business lunch hour. What could be easier?

Time: 11:45am - 1pm

Admission: \$25 per member / \$45 per non-member



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**Axios HR
Nate Jebb**

(708) 890-8617

www.axioshr.com
njebb@axioshr.com

AXIOS HR is the 4th largest privately-held employer in West Michigan delivering personalized employment solutions to small and mid-sized companies. Founded in 1988, as Staffing Inc., Axios seeks to create strong, personal partnerships with employees and customers. Their commitment to the trust formed between businesses in West Michigan ultimately improves the local communities in which we live.

**Capital for Compassion
Kevin Foster**

(616) 786-9916

www.capitalforcompassion.com
kevin@capitalforcompassion.com

Capital for Compassion specializes in community redevelopment and affordable housing. Their desire is for each of America's communities to become a more excellent place to live for all of its residents, including the marginalized and hopeless.

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**Crepe Craft
Tim Tattan**

(616) 886-8677

crepecraftmi@gmail.com

Crepe Craft is a crepe shop set to open for business in downtown Holland at the end of 2019. Owner, and Zeeland native, Tim Tattan is excited to be back in West Michigan to serve the community. He plans to bring some life to 8th street by offering five sweet and five savory crepes on the menu. Tattan says his crepes will be cooked in a crispier Asian style which allows customers to be able to eat this on the go. Tattan wants empathized the mobility of his product "... because there are so many fun things to do on Eighth Street."

**Hybrid Machining
Jeff Robinson**

(616) 836-0408

jeff@hybridmachining.com

After 16 years at AllRout, Jeff Robinson has moved on to start a new venture: Hybrid Machining Inc. Hybrid Machining is a manufacturing and production firm primarily focusing on production level 3D printing as well as advanced machining.

**Ladder Inc
Heather Van Andel**

(616) 510-1262

www.ladderhomes.org
ladderhomes@gmail.com

Ladder Homes is a faith-based non-profit founded in 1990 serving adult residents who are diagnosed with mental illness and able to live semi-independently. Ladder Homes acts as a bridge between adult foster care homes and fully independent living. Offering affordable housing to adults with mental illness, many facing homelessness.

**Rainbow International
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SolidCircle is a Michigan-based process innovation and software company that focuses on local government applications and business solutions. Powered by a driven team of process innovators, designers, and software developers that pride themselves in helping clients not only achieve but exceed their goals. No matter the size of the business, nonprofit organization, or county government department, SolidCircle is committed to providing the best solutions to fit all current and future needs.

**Stephen L. Beeler, PE
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MIT alumnus, Steve Beeler is a sole-practitioner operations engineering consulting practice across a broad spectrum of industrial sectors and motorsports. Engagements in technology commercialization, flexible manufacturing, plant transformations, capacity

optimization, quality system implementation, materials management, and project management.

**The Poppy Peach, LLC
Heather TenHarmsel**

(616) 820-4780

thepoppypeach@gmail.com

The Poppy Peach Boutique came to West Michigan October 1st. Owner Heather TenHarmsel has been known for her very popular hand cut genuine leather earrings, wooden laser cut earrings, and handmade signs however she's never had her own store front. Once her handmade pieces started to be carried in over 30 stores, she knew it was time. The highly curated, fashion-forward boutique has an open layout and will offer all of the handmade goods as well as new clothing, refurbished furniture and home decor.

**Wausau Homes
Andrea Richardson**

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www.wausauhomes.com/find-a-builder/holland-michigan
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**West Ottawa Eyecare
Hannah Toiten**

(616) 433-2227

www.westottawaeyecare.wixsite.com/woeye

westottawaeyecare@gmail.com
West Ottawa Eye Care opened its doors on August 14th of this year. Specializing in a wide variety of optical needs including: Comprehensive Eye Exams, Diabetic Exams, Contact Lens Exams, Ocular Disease Management, Pediatric Exams, Medical Eye Exams, Glasses Adjustments, Repairs, Frame Styling.



Wake Up West Coast Preview

The Business of Brewing

By Caroline Monahan

According to the Brewers Association's 2018 annual growth report, the craft brew industry collectively produced 25.9 million barrels in 2018, representing a 4% growth over 2017, as well as a 13.2% market share volume growth. In retail dollars, the craft breweries racked up about \$27.6 billion in 2018, which was a 7% growth over 2017.

Craft beer production has increased considerably in the US in recent years. The growth report attests to the strength of the market and also illuminates some challenges for the industry. While 1,049 new breweries opened in 2018, 219 shut their doors. The continued growth of the industry is evident, but the growth has slowed to a more mature growth pattern.

In this growing market, what are breweries doing to stay competitive? Bart Watson, Chief Economist for the Brewers Association stated, "As consumers continue to demand a wide range of high quality, full-flavored beers, small and independent craft brewers are meeting this growing demand

with innovative offerings, creating high levels of economic value in the process." The rise in production of ciders and spirits at many breweries points to the fact that brewers are also expanding their draft lists beyond beer to reach more consumers.

Looking at the beer business in our own backyard, it is clear the mitten was made for handcrafting some of the best brews in the land. Michigan is fifth in the nation in the number of breweries, microbreweries, and brewpubs. What trends are we seeing now, and what does the future hold for the booming craft brewing industry here in Michigan? Join us as we welcome the craft brewing masters in our community who will share industry trends and the economic impact of craft brewing in our local economy.

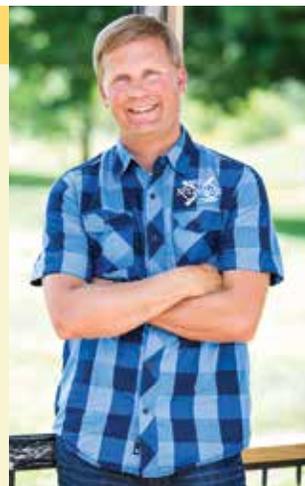
Local Brewers joining us:

- Laura Gentry, Tripelroot
- Dave Miller, Brewery 4 Two 4
- Brett VanderKamp, New Holland Brewing Company

About Brett VanderKamp

Holland, Michigan seemed like an unlikely place to create some of the most innovative beer and spirits in America. But Brett VanderKamp believed that his hometown and the brewing industry were due for shakeups. He was 24 years old when he started New Holland Brewing Company in 1997 in an abandoned factory with his best friend and \$10,000. Now New Holland is recognized as one of the leading innovators in the craft brew and distilling revolutions sweeping the planet. With nearly 500 team members, New Holland's craft beer and spirits are sold across the US in 38 states, and internationally in four countries. Brett's entrepreneurial spirit and artistic sensibilities are at the very heart of New Holland. As the original visionary, Brett imagined the path that New Holland pursued to become what they are today. He serves as President, overseeing the corporate and leadership teams, and continuing to forge their path into the future.

Brett has two sons, Brayden and Quinn, with his wife Pam. They live in Holland, MI and enjoy family vacations, outdoor sports, and Michigan summers.



Wake Up West Coast

Tuesday, November 12

7:30 - 8:30am/Pre-Breakfast networking begins at 7am

Holland Civic Center

Event sponsored by Advantage Benefits Group

Register at www.westcoastchamber.org

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Fustini's Oils and Vinegars

By Justin Freeman



Calling all foodies! If you're looking for inspiration, fantastic ingredients, or even want to try your hand at a cooking class, then Fustini's Oils and Vinegars is the place for you. Walk in through the 8th Street doors, and you'll be greeted by an arrangement of delicious smells produced by the ongoing cooking classes consisting of local home chefs and new product demonstrations led by welcoming employees with a love for food.

Now you may ask yourself, what does "Fustini" even mean? The word "fustini" is rooted in Italian and translates directly over to the word "drums" in English. However, it also refers to the stainless steel containers used to properly store olive oils and balsamic vinegars. Hence, the name Fustini's Oils and Vinegars. Upon traveling to Europe, Jim Milligan, founder of Fustini's, became infatuated with the immense commerce of oil and vinegar, and with the creation of Fustini's, he was able to bring that concept back home.

Fustini's has been a member of the West Coast Chamber for nine years. With three other locations in Traverse City, Petoskey, and Ann Arbor, owner Jim Milligan, reminds us that Fustini's is not a chain of stores, yet a family-owned company. Fustini's prides itself on that very concept; family and community are aspects of great importance. West Coast Cash acts as a catalyst for the development of these relationships with the community. Milligan states, "It is encouraging that the person who has purchased West Coast Cash has made a conscious decision to keep their spending dollars in the local community." Since opening their doors in 2010, Fustini's has not only benefitted from but have truly enjoyed their interaction with the West Michigan community. They have received endless support from not just the visitors who come to Fustini's on vacation, but the local community that has become ingrained into the Fustini's family.

Fustini's Oils and Vinegars
24 E 8th St, Holland, MI 49423
(616) 392-1111
www.fustinis.com/holland

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.*

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

The West Coast Leadership program is officially in session for the school year. In September, the 41 members of the class spent time getting to know each other during a two-day retreat. Over the next nine 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.

Each month we'll introduce members of the class and include their employers. 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.



Keegan Aalderink

Michigan West Coast Chamber of Commerce

Are you a native to Holland? If not, how long have you lived here?

No, I've lived here about four years.

Why are you looking forward to as part of the class?

I am excited to build relationships and roots in my new home. Learning more about the community and how best to support it is what I'm looking forward to most.



Julie Achterhof

Quality Car Wash

Are you a native to Holland?

Yes

What's Special about where you work?

Quality has been a blessing to me for 24 years. I have grown within the company from my high school years. They really invest in leadership training and growth.



Tracy Amid

Kids' Food Basket

Are you a native to Holland? If not, how long have you lived here?

No, I've lived here since 2003.

What's your definition of Leadership?

A leader is someone that truly inspires and empowers others through their words and actions. Mother Theresa is a true definition of a servant leader.



Joshua DeVries

DeLong & Brower, PC

Were you involved with the Chamber before beginning WCL?

Yes, I participate in Public Policy Committee.

Why are you looking forward to as part of the class?

Excited to meet other businessmen and women from West Michigan to learn from their experiences, perspectives and leadership styles.



Phil Dirkse

DISHER

What's Special about where you work?

DISHER has such an intentional culture and an amazing team. I've been there for three and a half years.

How did you first hear about WCL?

Through coworkers who've participated in the program over the past 20 years.



Mark Dykema

Three D Beanery, BIGGBY Coffee

What's Special about where you work?

We have a joy-filled environment at BIGGBY Holland. I opened my first store seven years ago.

What's your definition of Leadership?

A leader is someone who sees where they're going, knows why they're going there, what to bring along with them, and what to do to get to the destination.

Happenings at the Chamber



Ed Rietman of K&R Trucking, and Kevin Phillips of Hudsonville Ice Cream accept the Business Leadership Award. Darcy Fluharty, of the Children's Advocacy Center, accepts the Community Impact Award.



Celebrating with over 550 guests at our 2019 Annual Meeting.



United States Paralympian, Blake Leeper shares his Olympic Medals with the youth of the community.



Members of the community get out for the Dream Big Fun Run at Windmill Island with United States Paralympian, Blake Leeper.



U.S. Congressmen Fred Upton and U.S. Congressmen Bill Huizenga speak to the community at Governmental Affairs Breakfast.

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The Treehuis
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Laurie Lonsdorf teaches how to network confidently at September's Leading Edge Event.



Getting ready to fire up the grills because the Red Rock Grille is open for business.



Members taking advantage of an opportunity to network at Wake Up West Coast Breakfast.



Sperry's Movie House is excited to open its doors in downtown Holland.



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