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September 2019

Feature:
**Incoming
Chamber Board
Chair Jennifer
Remondino**

Inside

**Wake Up West Coast
makes a big move!**

**Preview two premier Chamber
events at the Holland Civic
Center this month.**

*Photo location: Atop the
Lofts at W. 8th building,
a new GDK property.*

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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



This month's cover features Jennifer Remondino, our incoming West Coast Chamber Board Chair. Since 2008, Jennifer has been a member of the Chamber, the Board, and of the Executive Committee, and shares the Chamber's mission to build a thriving business community that works toward the greater good of our area. Her passion lies in finding ways to give back to our community, and we look forward to learning from her experience and wisdom as a leader in the upcoming year.

As we begin our new program year, we're leaning into our core value of "Think Big, Be Great." In response to member feedback asking us to host events in larger venues with more space to park and mingle, we've made a bold move to relocate our Wake Up West Coast Breakfast to the Holland Civic Center this year. We'll also deliver an Olympic-caliber 2019 Annual Meeting in that beautiful bright space. I look forward to getting back into the "season," and to welcoming you to a stellar year of programs, events, and opportunities to connect.

Best Regards,
Jane Clark

Michigan West Coast Chamber of Commerce Board 2019-20 Executive Committee Members

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Kelly Springer, Metal Flow Corporation, At-Large Executive Committee
Jon Lanning, INONTIME, At-Large Executive Committee
Mike Dykstra, Zeeland Lumber & Supply, Past Chair

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Feature:

Incoming Chamber Board Chair Jennifer Remondino

By Chelsea Scott | Photo by Dan Remondino

This month's cover features Jennifer Remondino, our incoming West Coast Chamber Board Chair.

An estate planning attorney for Warner Norcross + Judd, Jennifer specializes in sophisticated tax planning, estate and gift tax audits, formation and operation of family offices, trust and estate administration, governance agreements and business succession planning. Her expertise has been recognized by the American College of Trust & Estate Counsel, where she has been recognized as a Fellow.

Jennifer serves as Executive Partner of Warner's Holland office and as Chair of the firm's Trusts and Estates Practice Group.

Jennifer has been a Chamber member since 2008 when she graduated from Leadership Holland. She appreciates the Chamber's exceptional programming and has attended many networking events, workshops and affinity group sessions over the years.

"I always make a point to attend the Chamber's premier events," Jennifer noted. "These have all been great networking opportunities for me, enabling me to get to know new people and expand my connections on the Lakeshore. I also see this participation as a way to support the Chamber and the good work it does for the business community."

Jennifer explained that the Chamber convenes important conversations, tackles challenging issues and provides a crucial forum for business owners and leaders to connect. "We are very fortunate to have an active, engaged and vibrant Chamber that offers exceptional programming and events," she said.

She has purposely taken an active role in the Chamber, which is a natural extension of Warner's support and sponsorship.

"It's a priority for our firm, which encourages all of us to play a role in the organizations that are shaping our communities," she shared. "I've been fortunate to have several board positions in the Holland area, and I always work to take an active role with each commitment."



But it's more than that for Jennifer—it's also personal. "Giving back to the community where I live, work and am raising a family is critical for me," Jennifer explained. "Engaging in this way allows me to be part of the fabric that strengthens our community."

It's particularly important to ensure the community is a welcoming, warm and engaging place for her husband, Dan, and their children Luke (8), Nathan (5) and Samantha (3). "As my children grow, I have expanded my volunteer focus to spend additional time with them and help develop them and other children into future leaders," she said. "I coach my sons' soccer teams, which feeds my competitive nature and helps them and other children grow as athletes, and more importantly, as people."

While we're on the topic of community involvement, Jennifer posed this challenge to all of us: "Do one thing this year to make our Lakeshore community a better place to live and work. Pick up litter at Kollen Park with your kids one afternoon. Volunteer for an afternoon at the Warm Friend in downtown Holland. Read to second graders at Maplewood Elementary School. Donate to the Community Foundation of the Holland/Zeeland Area."

If everyone reading this right now did just one of these things, imagine the impact that could be made. It's precisely that kind of passion for involvement that Jennifer brings with her to the Board Chair position, which she views as an honor and a privilege.

"Giving back to the community where I live, work and am raising a family is critical for me."

—Jennifer Remondino

“The leadership of the amazing Jane Clark has truly taken the Chamber to the next level,” she said. “While I can’t go into detail at this point, I’m particularly excited about an announcement we will be making this fall that is a testimony to the tremendous things being done by the West Coast Chamber!”

While initiatives are still being finalized for her term, Jennifer knows for sure that increasing active engagement of board members at meetings will top her shortlist of priorities.

“I’m working with Jane on some thoughts that will invigorate our meetings and encourage greater participation. Additionally, I hope to work with the Chamber’s team on strategic planning initiatives to ensure we are well prepared for future challenges,” she explained.

And while Jennifer is serious about the plans for her term as Board Chair, make no mistake that she’ll be sure to have fun at the same time.

“I try to incorporate fun into everything I do,” she said. “In my role as a trusts and estates attorney, I am helping individuals and families preserve their legacies, so there is a lot of joy in what I do. In my leadership roles in the Holland office and our practice group, I try and be intentional about laughing—and encouraging others to laugh as well.”

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Feeling Comfortable with Life Insurance

By Andy Spears, Farm Bureau Insurance

Life insurance is not a topic you use to strike up casual conversation. Any discussion about life insurance can involve topics that most people are unfamiliar with, might be a little complicated, or make us uncomfortable. But by not talking about it with your trusted insurance agent and taking time to plan, many families are left vulnerable financially if their breadwinner or caregiver passes away. Consider these facts:

- 1 in 3 households would have **immediate trouble paying living expenses** if the primary wage earner died.
- 48% percent of households need more life insurance.
- 40% haven't bought life insurance or more of it because they're unsure of how much or what type to buy.
- More than 30 million Generation X and Y households said they needed more life insurance in 2012.
- One-third of wives own no life insurance at all.

(Source: LIMRA, 2016)

Many people don't purchase enough life insurance to cover their needs. Of those who do, many end up making critical mistakes by purchasing insurance that is not ideal for them. How can you decide if you need life insurance or what type of coverage is right for you?

- **Do you need life insurance?** If you are young and without dependents, you may not need life insurance. If you plan on having dependents, it is a good idea to buy insurance when you are young and healthy. By doing so, you guarantee your insurability and lock in coverage at the lowest rate. On the other hand, you may also not need life insurance if you're older, have no dependents any longer, have enough money saved for retirement already, or don't plan on leaving any financial legacy behind after your death. If you don't need life insurance, that's great. If you do, how much do you need?

- **The appropriate amount:** Most of the time, the appropriate level of life insurance coverage is calculated based on two things: 1) specific need or 2) income replacement. A needs-based approach examines the specific impact your death will have on your family (Does your spouse have a job? How many dependents do you have? Is there enough for their education costs in the future? Do you have a mortgage?) These and other factors can help you determine the unique amount of life insurance you may need. Another common way to initially approach your life insurance need is to base it on your income. If, for example, you want to provide a legacy of 10 years of income, you multiply your annual income x 10. It's that simple. (You may also wish to account for inflation, too.)

- **Type of insurance:** The two basic types of insurance are Term and Whole Life. On term insurance, you just decide how much coverage you need and the period of time you want that coverage to remain in effect. For example, if you've decided you want \$250,000 of coverage for 10 years. You simply buy a policy for the amount of coverage and span of time you want it. Term insurance has lower premiums than whole life insurance so you're able to purchase the most amount of coverage for the lowest price, knowing it will be gone when the term ends. Some term insurance is convertible. This means you can convert the policy to permanent insurance, without any medical underwriting, so no matter what happens to your health, you can have a permanent policy to protect your family.

Whole Life is permanent insurance and comes in many varieties. The greatest advantages of Whole Life insurance are that its permanent and the policy builds cash value and dividends. You also have the option of purchasing whole life insurance with a single payment. The cash values of a whole life policy are available to the policy owner via policy loans or if the policy is

surrendered by the policy owner. With its strong guarantees, whole life insurance is good for the person who wants to be sure the policy is there, regardless of when death occurs.

Retirement or Estate Tool

An existing or new life insurance policy can also serve as a tool for families or business owners who wish to augment their future retirement income, Cash accumulation within the policy is tax-deferred, similar to gains within a 401(k) or IRA. A life insurance policy can assure that estate owners avoid disputes by equalizing inheritances. This is especially important in blended families, where a parent might worry about providing for a spouse while leaving inheritances for children from one or more marriages. It is also important when the estate contains illiquid assets (property, valuable heirlooms or a family business) that are difficult or impossible to divide. Because life insurance proceeds pass outside probate, inheritances go directly and immediately to the named beneficiaries. This simplifies and accelerates the distribution of assets in the event of a death and can be of great financial and emotional comfort to the family.

As you can see, the purchase of life insurance can provide great emotional peace of mind and financial security. There are many options and specific considerations for each family or business situation. Many times it helps to consult with an expert or trusted advisor to go over questions, options, and discover if life insurance is an appropriate option for your family or business.

Andy Spears owns a local insurance agency in the Holland area. His passion is to serve, and provide protection and peace of mind to his clients. Andy can be reached at 616-396-3333, aspears@fbinsmi.com, or through his website – www.InsureWestMichigan.com.

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Meet Henry

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

Allow me to introduce Henry. Henry is a very committed hospice volunteer who spends much of his time visiting those who are very ill and facing end-of-life. Henry is one of those volunteers who can put a smile on anybody's face. His friendly personality can lighten the mood of almost anyone, even under less than ideal circumstances. Henry does not talk. He does have a naturally calm demeanor and he is very well mannered. These qualities, combined with successful completion of Pet Therapy training, make this Springer Spaniel an ideal candidate for any hospice volunteer team. It just so happens he and his owner have been a great addition to ours.

Hospice volunteers—of all kinds—fill an invaluable place on the hospice care team, donating their time or service to ensure the final journey of a terminally ill patient is valued and traveled with dignity. These volunteers exist to bring comfort and relief when some days patients find it hard to believe relief is still possible.

Support from compassionate volunteers is one of the many services included in the Medicare Hospice benefit. Engaging with a hospice provider means patients and their loved ones have immediate access to a menu of volunteer services often including companionship, personal care, life review, pet therapy, massage therapy, transportation, hair styling, and light

housekeeping. Hospice volunteers provide relief to loved ones in need of small breaks from caregiving (a respite) to run errands, keep up with household chores, or simply allow themselves a few moments to breathe. Some will even sit at the bedside of a dying person, in vigil, ensuring the time spent in those final hours is not alone.

Hospice volunteers also play an important role in supporting those in need of comfort while they grieve. Bereavement volunteers work in tandem with hospice Bereavement Counselors to walk alongside those who have experienced a loss to help them navigate through grief and learn how to find joy again.

Volunteer services are a requirement that every licensed hospice provider must meet. However, not every hospice provider is the same. Differences may exist for available services offered by volunteers depending on the chosen provider. In general, hospice volunteer programs share one common trait: a strong desire to be a compassionate presence for people during this most sacred time of life.

I recently lost a loved one. I know how hard it can be to walk alongside someone during those final days. Enlisting the support of a hospice provider means, in addition to volunteers, patients and their loved ones get support from an entire team dedicated to ensuring they experience

the best possible chance of avoiding that feeling of, "I can't do this alone."

For more information about Hospice of Holland programs and services, to make a referral, or for answers to your questions about hospice care, please call 616-396-2972. View www.hollandhospice.org and hear from others why care from Hospice of Holland made a difference for their loved one.

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Benefit Plan Designs Can Plan Outcomes

By Lyn Carter, Corporate Health Strategist

In a world of skyrocketing insurance costs, it is common to offer medical plans that are cheapest for both company and employee, and plan outcomes sometimes end up on the back burner. Through years of analytical experience, we've found plan design influences how people use their health insurance, thus changing the overall cost of a plan.

The most popular plan in today's market is the High Deductible Health Plan (HDHP), which qualifies members to open a Health Savings Account (HSA) where members and employers may contribute funds. HDHPs were engineered to drive informed consumerism within the medical benefits world. Instead of paying high premiums to an insurer, you can place funds (tax-free!) into an HSA bank account to use when medical costs arise. As HSA bank balances grow, they can choose to invest or can save them for unrestricted post-retirement use. HDHPs are popular among youth, educated healthcare consumers, or organizations on a budget as these groups are either least likely to need care or more educated in their healthcare purchases.

While there are many financial benefits to HDHP arrangements (cheaper premiums, tax savings, investment tool), the drawbacks become obvious over time.

Any time a second, richer medical plan is offered alongside an HDHP, the employer is likely to experience adverse selection. Many employees never deposit funds into an HSA bank account and face high deductibles when medical issues present. Instead of taking on medical debt, they avoid care altogether or only seek care when in an emergency condition. In short, HDHPs can lead to higher urgent care and ER claims, or leave your employees feeling like they cannot access care.

Health Reimbursement Accounts (or HRAs) can be used to subsidize a High Deductible Health Plan to access a low premium cost while softening the financial blow of a high deductible. In this arrangement, employers offer to reimburse a specified amount of the deductible IF an employee incurs a claim. If no claims are incurred, the employer pays nothing. While the financial burden is partially relieved from the employee, the employer must prepare for a fluctuating insurance budget. Some employers find difficulty explaining this plan to employees and plan administration can be complicated.

Lastly, traditional, low-deductible plans offer the highest rates of utilization and mis-utilization. In spite of their high premiums, traditional plans are very

attractive to those who intend to use their healthcare benefits often. When plan participants have fewer financial burdens related to care, they are less likely to make critical health care choices to reduce cost or improve quality. While there may be fewer ER visits with traditional plans, there are likely to be double primary care and specialty office visits.

When selecting a benefit plan for your group, it's important to identify your demographics, level of consumer education, the company's budget, and average budget for your employees to limit mis-utilization of care and promote positive plan outcomes.

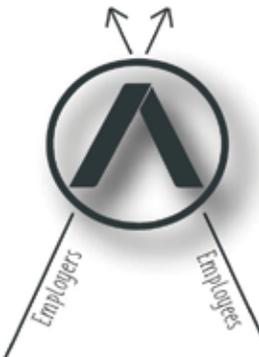
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Culture Builds Branding

By Mary Jane Schreur

Branding. A word often used, but rarely understood. Branding is more than just a logo or name recognition. Your brand is your story and the culture of your company. Following a vision and sharing ideals and capabilities, creates your culture which in turn builds your brand. So what does your company stand for? What comes to mind when people hear your company name? Do people know your company's values?

People want to feel connected to a business. They want a relationship based on shared values, not a transactional relationship. Your internal culture is the starting point for your brand, and it all begins with the people. More specifically, it begins with a leadership team that models the values of the company. Leadership should appreciate employees (and show that appreciation!) for the talents they bring to the table and how those talents shape the culture. The more your team members see how their individual contributions matter, the more committed they are to maintaining a strong internal culture based around shared values. Is your brand building in the direction you want from within?

Once a healthy internal culture is established, your external culture will flow easily. External culture is how you demonstrate your values with clients and partners, and it's how to continue to build a brand. Your



team can make clients the first priority. Customer service that focuses on customers' needs, gives your team permission to do whatever it takes to address clients' needs. Client requests are an opportunity to help, and it is a wonderful thing to say "yes" to clients.

With internal and external culture aligned—how do you share your brand? Research shows people connect through storytelling. Story-based communication is not telling people what you want to sell, but creating something they wish to be part of. It's crafting a message that inspires loyalty and a sense of shared values. People buy into what they trust and values they recognize. Short-form stories are a friendly introduction to your company, allowing prospects a preview of your culture and brand. This narrative style shifts marketers away from a message focus to a more optimal people focus; not communicating 'at' your audience but communicating 'with' them. Stories allow brands to demonstrate confidence and vulnerability in ways that intrigue and inspire loyalty. This may include things like your history, mission, inspiration, and goals.

As your brand-story emerges, and the whole company moves toward the same vision, sharing your brand becomes an ongoing process each time the story is told. Not only by your marketing efforts but also through each person connected to the company. Your brand-story can be shared through direct mail pieces, photography, banners, blogs, radio spots, and any kind of communication that touches people in authentic ways. Reflecting on your

company's culture increases the understanding of the word "branding." Your brand is the culture, values, and capabilities of your business and how you share those with your clients.

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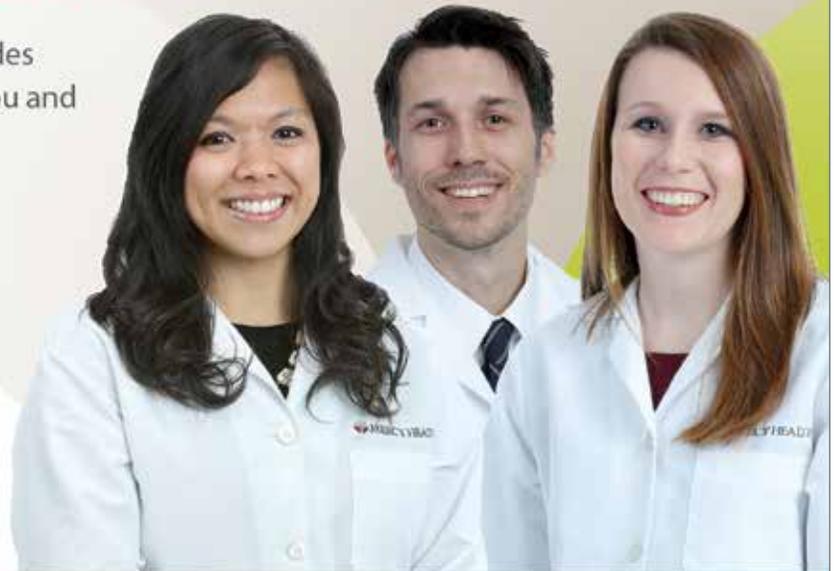
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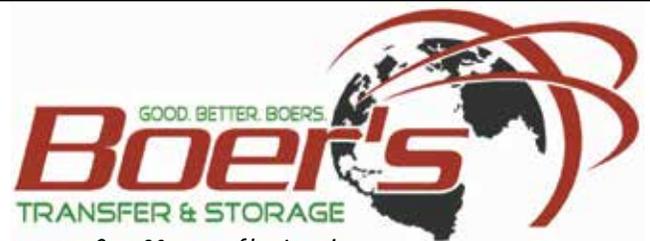
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DESIGN | BUILD: A Culture of Collaboration

By Nick Nykerk, President

In today's working environment, many business owners understand the benefits of employing a culture of collaboration within their organizations—regardless of whether team members work in the same office or thousands of miles apart.

You get it—the culture of collaboration in your own organization has had amazing results on the bottom line; but, your operation needs to expand to keep the momentum growing and your return on investment solid and secure—and, it needs to happen fast.

The amount of time and energy required to interview and hire design and construction professionals will take some time; maybe more time than what you can afford. Not only is the clock ticking; but, collaboration on your design/construction team is of importance to you, as well.

What's the best solution for your needs, and how do you ensure collaboration is built into the design and construction process?

Growing in popularity as a result of being cost-effective and time-efficient is the design|build delivery method. Unlike the traditional design|bid|build concept, design|build brings design and construction together as one team in a single contractual entity to the owner.

The following gives an overview of why the design|build delivery method works and is gaining traction as the construction delivery method of choice these days:

- **Collaboration:** The design|build team, and the

owner work together toward the same goal—to complete a successful project that meets or exceeds expectations and is delivered on schedule and within the established budget.

- **Accountability:** When the same team that designs the project also builds it, there's much more attention given to pricing and schedule early on in the design phase.

- **Efficiency:** When an owner opts for design|build, it adds an inherent efficiency and effectiveness to the process, and the probability of something being overlooked is greatly diminished. By creating a single point of accountability, it keeps schedules and budgets on track and produces higher-quality results in less time than traditional methods.

- **Expertise:** Design|build teams are experts in both design and construction. There is a huge benefit in working with architects that think like builders and builders that think like architects. They have experience with general construction and most likely have strong, lasting partnerships with dependable trades and vendors.

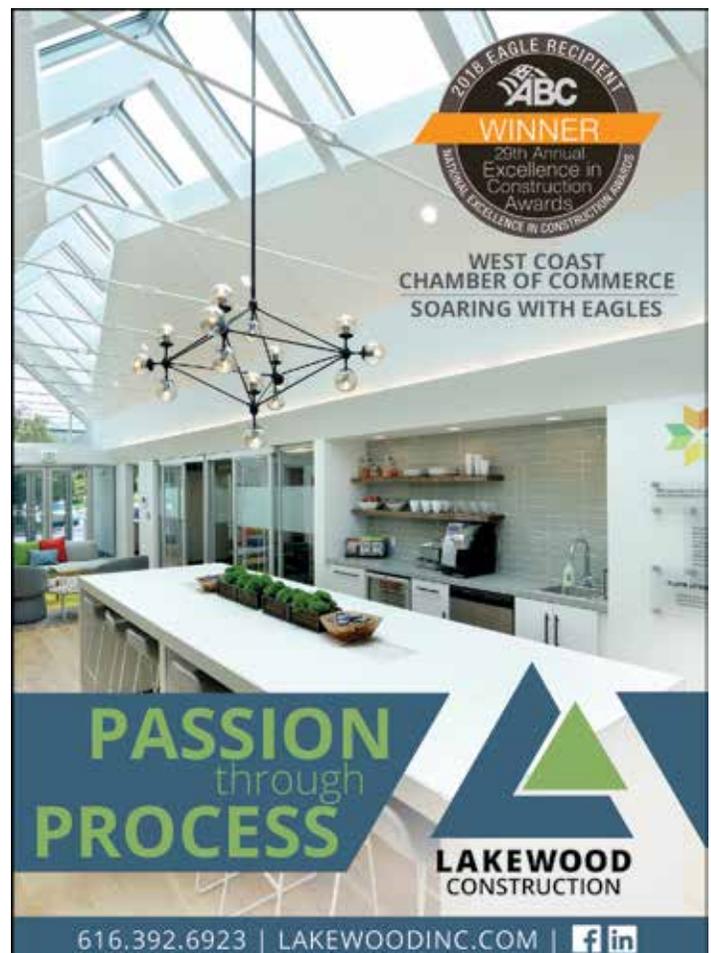
- **Trusted Advisor:** Design and construction should be exciting, not chaotic. As a trusted advisor, the design|build team guides the way toward the best possible outcome. Design|build creates opportunities for an owner to contemplate major decisions, ask questions, and consider the options.

- **Transparency:** Transparency is essential because most owners want to understand and be involved in the building process. Design|build promotes a culture of collaboration and communication that isn't always present in traditional contracting arrangements.

When it comes down to it, effective collaboration is really about trust and care for one another—whether it be in your own organization or within your design/construction team—which makes the

design|build construction delivery process a true culture of collaboration.

Lakewood Construction is located at 11253 James Street in Holland. Reach them via their website at www.lakewoodinc.com or calling 616-392-6923. Don't forget to follow them on Facebook; just search for Lakewood Construction in the search bar.



Big Dreams for the 2019 Annual Meeting



Following the lead of our core value of Think Big Be Great, we're setting our sights high for the 2019 Annual Meeting. Really high. Olympic-caliber high. In addition to looking back over a great year, we'll be recognizing tremendous leaders in our business and non-profit communities and looking ahead at the exciting programs and opportunities we've got planned for the year ahead. And then there's Blake Leeper.

When it comes to thinking big about his future, few people are aiming higher than US Paralympic athlete, Patrick "Blake" Leeper. Born without legs, he's not only run toward his dreams of being the fastest man on the planet, but he's crushing his goals and thinking even bigger. He's an Olympic/Paralympic Games Medalist, an eight-time Paralympic Track and Field international medalist, and the world record holder and three-time American record holder.

Born without legs from a congenital birth defect, Leeper did not start racing until 2010. It was at his first-ever race in Edmond, Oklahoma that he caught the attention of the Associate Director of High Performance for U.S. Paralympics Track and Field, who convinced his parents to let their son move into the Olympic Training Center in Chula Vista, California. That's when Leeper left the University of Tennessee to embark on a journey that no one could envision for a kid from Tennessee born without legs.

In June of 2018, running in a field of able-bodied runners, he shattered his own world record in the 400 meters, coming in at 44.42, the fastest time ever by an amputee. His medal-winning races began in 2011 at the Parapan American Games, then

in the 2012 Paralympic Games in London (losing to South African Oscar Pistorius, whose world record of 45.39 seconds Leeper eventually broke), and in 2013 at the Paralympic World Championships in Lyon, France.

Leeper was chosen by the US Paralympics to represent Team USA in Rio 2016. At the Paralympic trials, he set a new American and new America's records. He took silver in the 100m despite losing a prosthetic leg crossing the finish line live on NBC. In April 2018, Leeper set a new world record of 45.05 in a 400-meter race, not only beating Pistorius' record but placing him in the top 10 amongst able-bodied athletes. Leeper's medal collection includes one gold, six silver, and one bronze.

Over his career, he hopes to win more medals than any Paralympic athlete in track and field. He is also striving to be the first American track and field Paralympian who qualifies for the able-bodied Olympic trials.

Stats like this don't just happen. Blake Leeper has spent his career defining what it means to set your mind on accomplishing your wildest dreams and joins us to share his story of persistence and thinking big.

His powerful message of believing in yourself and embracing your flaws is huge. We know that there are many in our community who will want to spend time with him, so we've created an additional event to give an additional opportunity to hear from Blake. Not only to hear from Blake but to run with Blake. The West Coast Chamber Dream Big Fun Run will take place on Windmill Island on the eve prior to the event. Runners and non-runners alike will be invited



Blake Leeper, US Paralympic athlete



2018 Business Leadership Award Winners, Mark Herman of Crazy Horse and Paul Brinks of Koops, Inc.

to take a casual trip around Windmill Island that kicks off with words of inspiration from Leeper. "It's a perfect opportunity to focus on Community Wellness. We're hoping to have many students join us, to hear the message of believing in themselves," said Chamber President Jane Clark.

More information on the events with Blake Leeper can be found on our website. Don't miss this opportunity to join our community in Thinking Big and Being Great.

**Michigan West Coast
Chamber of Commerce**

**2019 Annual Meeting
Think Big Be Great: Running
Toward Your Dreams**
Friday, September 27
11:30 am – 1:30 pm
Holland Civic Center

Tickets available at www.westcoastchamber.org



By Natalie Schmidt



Photo by Emily Hostetler

Operating in Holland for over 20 years, Joe2Go has established its presence as a local staple within the West Michigan community. Beginning as a pioneering drive-thru coffee/espresso shop, Joe2Go has continued to exceed expectations by expanding its offerings throughout the years. Notably, after purchasing the company in 2007, the Homik family introduced freshly made sandwiches to the Joe2Go menu.

For Joe2Go, West Coast Cash has become a vehicle to encourage local spending. Owner Lisa Homik notes the large impact community has had on the success of Joe2Go, stating, “It truly takes a village and Holland/West MI takes great pride in wrapping its arms around its local business that make the community thrive!”

The business has been a Chamber member since 2009 and a West Coast Cash participating merchant since 2014.

“Most of the people who come to Joe2Go with West Coast Cash will order wraps, sandwiches, salads and paninis,” said Homik.

Joe2Go is a stand-out in the West Michigan community due largely to the value it places on the importance of local involvement and customer satisfaction. In fact, one way the independently owned and family operated business sets itself apart is by roasting its own coffee in house to control for freshness and quality. Homik states, “We know when our beans are roasted and can confidently offer our customers the best tasting cup of coffee and espresso.”

Joe2Go is sure to remain a go-to spot for members of the West Michigan community due to its emphasis on serving the community that its owners see supporting it.

Location:
**166 E. Lakewood Boulevard,
 Holland**
616.395.5950
www.joe2gocoffeeshop.com

What is West Coast Cash?
 It's the community currency program designed to keep shopping local and support the businesses that form the fabric of our community. Certificates are conveniently purchased online 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.*

September Calendar of Events

Tuesday, September 10, 2019

Wake Up West Coast

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

Wake Up West Coast brings together over 200 members every month for networking, to hear about business best practices, community initiatives, and to learn from fascinating leaders from around the country and within our own community. Each month features coffee and networking time followed by a delicious buffet and featured guest speaker. We hope to see you there!
Time: 7:30-8:30am
Cost: \$25 per Chamber member / \$45 per non-member

Sponsor: First National Bank of Michigan
Exclusive Venue Sponsor: VenuWorks
Holland Civic Center Place



from, and discussions with, our members.
Time: 7:30-8:30am
Cost: \$25 per Chamber member / \$45 per non-member

Wednesday, September 18, 2019

Leading Edge: The Art of Networking Confidently

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

In this session, Laurie Lonsdorf, founder of Rapport Learning Labs LLC, shares her secrets to becoming a confident and effective networker and the keys to growing a thriving network. You'll discover how to create a consistent follow-up system, including tools, frequency, as well as which communications connect with each generation, so you can ultimately turn your conversations into business relationships. Both new and experienced networkers will benefit from this training.
Time: 10:30am-1pm
Cost: \$65 per Chamber member / \$85 per non-member



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



Friday, September 13, 2019

Advocacy in Action: Public Policy Committee Meeting

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

Interested in issues that matter to our community? 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 and lively discussions about the issues that affect you and your business.
Time: 8-9:30am
Cost: There is no cost to attend



Thursday, September 19, 2019

Lakeshore Latinas Meeting

@West Coast Chamber - Learning Lab, 272 E 8th Street, 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: 5:30-7:30pm
Cost: There is no cost to register, however, registration is greatly appreciated.



Sponsor: Blue Cross Blue Shield and Blue Care Network

MICHIGAN WEST COAST CHAMBER OF COMMERCE ANNUAL MEETING 2019

THINK **BIG** BE **GREAT**
RUNNING TOWARD YOUR DREAMS

ANNUAL MEETING REGISTRATION OPEN NOW



Featuring Special Guest, Blake Leeper, U.S. Paralympic athlete, medalist, and world record holder

Friday, September 27, 2019
11:30 am - 1:30 pm
Holland Civic Center

Set your own goals. Rise to the occasion. Believe in your dreams.

Monday, September 16, 2019

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. An integral component of the Michigan West Coast Chamber of Commerce's mission is to communicate the views of the business community to our elected officials. 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



Thursday, September 26, 2019

Zeeland Affinity Group Meeting

@Howard Miller Community Center, 14 S Church Street, Zeeland, MI

The Zeeland Affinity Group is the place to come and meet with other Zeeland business representatives and share experiences.

Season Pass Savings

Register for an entire series of events, and attend one event for free.




MICHIGAN WEST COAST CHAMBER OF COMMERCE

For a full listing of events, visit www.westcoastchamber.org/events.



Chamber Members Hit the Links

By Caroline Monahan

There were no clouds in sight as the first flight of golfers paraded out in the carts on the morning of July 24, 2019. The stage had been set at sunrise, when Chamber staff, Macatawa Golf Club staff, Ambassadors and Sponsors arrived at the crack of dawn, ready to deliver a remarkable day for the 57 teams registered to play. It takes a great deal of preparation to make sure all the moving pieces of a golf outing run smoothly. Keegan Aalderink, the Chamber's Member Engagement Coordinator, orchestrated the event down to the smallest detail and it showed. At the end of the day, 2019 went down as the highest-rated Chamber Golf Outing on record.

Representatives from Tournament Sponsor, Gentex Corporation, were among the first to arrive for setup, as they were also hosting two refreshment tents out on the course. Their tents featured the display of their magnificently tricked out truck (complete with keg system), and a wheel of fortune game where refreshments and West Coast Cash prizes were giveaways. Seth Bushouse, Gentex Senior Human Resources Director, headed up the hospitality and also played in the tournament. The team went above and beyond, also providing great backpacks for each cart, and golfers took note.

Although the wind generally blows soundly across the Macatawa Golf Club course, it was completely still for the first 27 teams that headed out to play. Golfers who would have liked to rely on the wind as a valid excuse for their scores would have to look for a different fall guy today. A popular one that surfaced was "my clubs don't seem to be working today." That wasn't the case for everyone though, as many solid scores rose to the top of the scoreboard, with impressive wins in both the morning and afternoon

shotguns. The morning winners were announced during lunch, which was sponsored by Rhoades McKee. The team of Tim Klunder, Joe Kuiper, Emil Sabolish, Troy Shumaker came out on top. Afternoon shotgun winners were Chase Kuyers, Lauren Modad, Andy Spears, Dryden Lepp, and were announced at the Par-Tee, sponsored by First National Bank.

Throughout the day, the wind picked up to its normal bluster, and a tour of the course with Chamber President Jane Clark revealed refreshment sponsors crafting creative methods to keep their tents standing. Although some tents went down, the spirits of the sponsors did not, and the golfers raved about the cool giveaways they picked up along the way. Some of the fan favorites were the golf ball-shaped koozies from the DeBoer, Baumann & Company tent, and the bloody mary bar at the Worksighted tent. Our sponsors brought their A games, inspiring us to ponder adding a little swag competition to next year's event.

At the end of the day, golfers rolled in and moved upstairs to enjoy snacks, drinks and live music at the Par-Tee. Several golfers walked away with door prizes that included Yeti Roadie coolers, Echo Shows, Bose SoundLinks, Visa Gift Cards, and packages ranging from stays at the Bay Pointe Inn and golf at Macatawa Golf Course to Craft Brew and Movie packages. It was a great day golfing, making friends, and making great business connections with fellow Chamber members. Bringing people together is one of the things that the Chamber does best, and we will continue to offer valuable opportunities like this one to help our members achieve their business and professional goals.



The 51st Annual West Coast Chamber Golf Outing was a huge success, and we'd like to offer a sincere thanks to all of our sponsors for helping us make the day remarkable.

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Blue Cross Blue Shield and Blue Care Network of Michigan

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Manpower

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Worksighted

Lunch Sponsor

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Par-Tee Sponsor

First National Bank of Michigan

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Lessons Learned from an Innovator in a World of Status Quo

Wake Up West Coast is innovating yet again. The Chamber that reimagined the event in 2017, evolving it from the time-honored Early Bird Breakfast to the fresh and energetic Wake Up West Coast Breakfast is taking the monthly networking event to the next level of hospitality by moving it to a bold new venue. When guests meet for breakfast on September 10, they'll be mingling at the newly renovated Holland Civic Center. Surveys from previous breakfasts point to a need for an increase in seating and networking capacity and much more available parking, and this move will deliver on all fronts.

The bright and open Civic Center is the perfect backdrop for a fresh new season of Wake Up West Coast that kicks off with a stellar session on innovation. What does a culture of innovation look like? Innovation is the opposite of playing it safe and usually means challenging the status quo. It is characterized by a drive to always be learning and getting better, with an ultimate goal of delivering a better future for customers, clients and communities. Conversely, a failure to innovate in the business world can leave a company limping behind competitors who are soaring because they decided to shake up the status quo. Where does your business fall on the spectrum? How can you affect positive change?

Join us as we hear from Hamilton School's Superintendent David Tebo as he shares how he is looking at things differently through innovation. We all went through school. Everyone can relate that schools are still remarkably similar to how they were run when you went through school. If David can take on Thinking Big and Being Great for Hamilton Schools through out-of-the-box thinking and innovative ideas, you can take it on in your business and life as well.



Wake Up West Coast

Tuesday, September 10
7:30 – 8:30am
7am Pre-breakfast networking begins
Holland Civic Center

Event Sponsor: First National Bank
Exclusive Venue Sponsor: VenueWorks Holland Civic Center

Tickets available at www.westcoastchamber.org

ABOUT DAVID TEBO

David Tebo
Superintendent
Hamilton Schools



Superintendent David Tebo is committed to making Hamilton Community Schools a place where each student will thrive. It's the cornerstone of the district's new vision developed by the school board in 2017. When Hamilton students graduate and transition to the world of work, he wants them to be well - socially, emotionally, intellectually, and financially.

To accomplish this important goal, Tebo and his staff are building a safe, rigorous, modern, and personalized learning experience for Hamilton students. They will leave adaptive, collaborative, and motivated young adults. He wants Hamilton graduates to be college AND career ready, not one or the other.

Three emerging Hamilton initiatives exemplify Tebo's innovative spirit within the district:

- Prep4Success is a community-based, formal and informal learning program where employers work directly with students and bridge the gap between education and work.
- Full-Time Virtual and Shared Time Program has attracted more than 1,000 students from across the region because it offers a flexible learning schedule combined with quality instruction from experienced Hamilton teachers.
- STREAM School is a unique partnership with the Outdoor Discovery Center that uses project-based learning and outdoor experiences to connect student learning to the world in which they live.

David is a father, husband and avid reader who relentlessly seeks ways to meet the needs of ALL students so each can thrive. David has been an elementary teacher, building principal and is serving students, teachers and the Hamilton community as the superintendent of his second district. A life-long learner, David constantly looks for ways to connect education to the world around us. He sees today's diverse resources as a way to design new learning experiences that meet ALL learners where they are, giving skills and content context for application.

42 North Custom Homes**Greg England**

(616) 377-7542

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www.42nhomes.com

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Cusack Manufacturing**Jon Cusack**

(616) 546-8888

jon@cusackmanufacturing.com

www.cusackmanufacturing.com

Cusack Manufacturing aims to deliver a variety of custom electronics design needs. They specialize in a wide range of services across the electronics industry and can assist customers with everything from engineering to PCB population to enclosure work to final product assembly.

Diamond Springs Golf Course**Kevin Arnold**

(269) 751-4545

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www.diamondspringsgolf.com

Diamond Springs Golf Course is a beautiful golf course located in Hamilton, Michigan. With a fully equipped golf shop and pavilion grille, this gem is more than the average golf experience. Nestled in 250 acres of oak – and pine-clad sandhills, Diamond Springs features a dramatic setting and first-rate golf holes.

DPMC North America**Phil Sotok**

(616) 292-2420

psotok@dpmc.us

www.dpmc.us

DPMC has over 10 years of experience helping companies find purpose by inspiring the personal missions of each employee. In addition, they collaborate with the academic and business sectors from all parts of the world in the development and proliferation of their methodology: Management by Missions.

Edward Jones / AJ Tinholt, Financial Advisor**AJ Tinholt**

(616) 772-6703

aj.tinholt@edwardjones.com

Edward Jones financial advisors seek to understand their clients' financial goals, from helping you build wealth to planning for retirement, before putting together a personal financial strategy. Advisors do this by following an established process and tracking each client's progress over time.

Hook & Reel Design**Ryan McGovern**

(616) 836-7893

caitlin@hook-reel.com

www.hookreel.com

Hook & Reel Design is a Michigan branding and marketing agency with off-season solutions for lake town businesses.

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Michigan Certified Development Corporation (MCDC) is a non-profit corporation authorized by the U.S. Small Business Administration (SBA) to provide SBA 504 financing and 7(a) Lender Services throughout Michigan. With projects throughout the state, MCDC is the leading provider of SBA financing in the state of Michigan and is recognized as a leader nationally. MCDC was the first CDC in Michigan to be designated Premier SBA lender; this elite designation is awarded to less than 10% of all CDC's nationally and allows the MCDC to step into the role of the SBA in approving loan transactions.

Sadek Law PLC**Nichole Sadek**

(989) 878-1842

nichole@sadeklawplc.com

Nichole Sadek is an experienced attorney specializing in business law and estate planning.

Sperry's Moviehouse**Nicole Kelly**

(616) 795-0685

nicole.kelly@cityflatshotel.com

www.sperrysmoviehouse.com/browsing

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Three D Beanery, LLC DBA BIGGBY COFFEE**Mark Dykema**

(616) 218-8025

MDykema@Biggby.com

www.Biggby.com

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(616) 405-3080

westmichiganhomewatch@yahoo.com

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Happenings at the Chamber



Thank you, Mary VanVels, for serving as a Chamber Ambassador for 20 years!



Seth Bushouse and Craig Piersma with Gentex Corporation enjoy a day out on the course at the Chamber's Annual Golf Outing.



Chamber Staff and Ambassadors spend the day connecting with others at the Hospitality Tent for the Annual Chamber Golf Outing.



Tim Klunder, Joe Kuiper, Emil Sabolish, and Troy Shumaker stole the show and were the winning team for the morning Golf Outing shotgun.

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Chase Kuyers, Lauren Modad, Andy Spears, and Dryden Lepp came out on top for the afternoon Golf Outing shotgun.



Chamber staff visited Tony Castillo at the "Take Your Tastebuds on a Trip" event at McDonald's and tested out the Stroopwafel McFlurry.



Don's Flowers started a Pass Bouquet that made a stop at the Chamber, and then got passed along to Quality Car Wash.



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