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

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# Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce



Talent comes in many forms. In the business world, talent refers to the individuals that we employ to build, support and represent our companies, and finding qualified talent is a continuous quest for businesses in every field in our area. Our featured business this month, Manpower, formed in 1948, when two attorneys needed to find temporary staff to help them meet a deadline, and found there was no resource for such talent. As the saying goes, necessity is the mother of invention. This same need for talent solutions provided the impetus for the creation of recruiting programs such as Michigan Smart Coast and the Michigan Internship Initiative, designed to attract young collegiate and professional talent to our area, and to convince them to stay.

At the Chamber, we source talent from throughout the business community, and we call them our Ambassadors and our Board of Directors. These teams of professionals share a passion for helping our business community thrive by bringing them together via Chamber programs and services. We have a lean staff at the Chamber (which has recently grown – see inside!), and our Ambassadors and Board extend our reach far beyond what we can accomplish on our own. I encourage you to maximize this Chamber benefit, and tap into the business opportunities these people help us to provide for you.

Best Regards,  
Jane Clark



## Vision:

Building successful businesses that lead to a thriving community.

## Mission:

Connecting businesses to each other and the resources they need to grow and succeed.

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**Doug Kuiper**, Director of Finance and Operations  
**Caroline Monahan**, Marketing Coordinator  
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**Jennifer Owens**, Lakeshore Advantage, Ex-Officio Director



## PREMIER PARTNERS



Feature:

# Manpower

By Chelsea Hall



Staff at Manpower Zeeland

The year was 1948. Wisconsin attorneys Elmer Winter and Aaron Scheinfeld faced a problem. “They needed a typist to work on a deadline project, but were unable to source a substitute on a temporary basis,” explained Zeeland Manpower Branch Manager Christina Baer. “This led them to ask other businesses how they coped with staffing emergencies, but none had a satisfactory answer.” Identifying that there was a market for a temporary help agency, Elmer and Aaron founded Manpower.

Manpower is a human resource consulting firm headquartered in Milwaukee, Wisconsin, with 3,100 offices worldwide. “Manpower provides recruitment and assessment, training and development, career management, outsourcing and workforce consulting,” said Christina. “The Zeeland branch was established in 1986 and specializes in both temporary and permanent hire placements in industrial and clerical roles.”

The goal of Manpower is to work with their clients to recruit quality talent to advance their businesses, while at the same time serving their associates by providing meaningful work to sustain their lives. Manpower has provided staffing solutions for area companies both large and small.

Because they are constantly tuned into local employment needs and job seeking individuals, Manpower is able to bring those groups together in a convenient and meaningful way. “On an as needed basis, we host job fairs to introduce area talent to available work opportunities,” Christina said. “Quarterly, Manpower presents to the business community the *ManpowerGroup Employment Outlook Survey*.” This survey, which is published on the Manpower website, is created by interviewing over 11,000 hiring managers in the United States, and asking them about their hiring plans over the next three months. The result is a tool that employers depend on as they map out their hiring projections and business goals for the upcoming quarter. In addition, job seekers use the report to determine which jobs are in demand, what industries are hiring and where.

## Services

Manpower provides services to job seekers that include discovering career options, finding work options that fit their lifestyle, using assessments to understand the job seekers’ workplace strengths, learning new skills through the powerYOU portal and earning a FREE college education. The college tuition program, called MyPath, is still new, having been added last May. Manpower teamed up with Western International University to provide six bachelor degree programs (in the fields of IT, finance, human resources, business administration, management and social sciences) and one associate’s degree (in business administration), which is offered online. “I am so passionate about the MyPath program!” Christina enthused. “A college education is a gift, and it truly enhances the life and livelihood of an individual.” And there’s no catch. “You work through Manpower, and we will provide free tuition. And if you quit working for Manpower, you owe us nothing, and any credits you’ve earned are yours,” she said. “Further, the area colleges will accept credits from our program, so even if someone just wants to work through us to get their general education credits, they can.”

In addition to placing job seekers, Manpower also offers recruiting services to its clients:

**Permanent placement or direct hire:** Manpower does the recruiting and interviewing to short list candidates for the business to interview and make their selection. The candidate is then the business’s employee.

**Temporary to hire:** Manpower does the recruiting and interviewing to find a candidate that will work through Manpower with the potential to be hired in by the company.

**Temporary:** Manpower does the recruiting and interviewing to find a candidate for a business that has just a temporary need for additional labor.

### Christina Baer

Christina has been the branch manager at Manpower's Zeeland location for seven months, and brings to the position a master's degree in educational leadership with an emphasis in human resources and training. Her career has included: director of Western Michigan University's Southwest Regional Center, manager of service quality at Whirlpool Corporation, business development associate for GMB Architecture+Engineering and client relations specialist for Haworth. "As with most jobs, what led me to Manpower was a relationship with then senior vice president of the Northcentral region of the US, Becca Dernberger," Christina shared. "Becca knew me and my work history, and she understood the job. She suggested that I apply. I did, went through the process, and here I am!"

The on-site account manager is assigned to one account where Manpower has a significant number of associates working. This position recruits new talent and handles employee relations for Manpower associates at that client's site. Staffing specialists recruit, interview and place associates in jobs. "Each staffing specialist is assigned a number of companies with whom they are the primary contact to ensure we are meeting our clients' needs," Christina explained. The role of the on-boarding coordinator is to greet those who come into the branch looking for a position, and help the individual work through the online process to become a Manpower associate. "As the branch manager, I am in charge of running the daily operation of the branch in Zeeland, including managing a staff of nine," said Christina. Cathy Monton is the regional director for the Lakeshore region, which covers cities on the Lakeshore from Marquette, Michigan to Elkhart, Indiana. "Her role is to provide strategic growth leadership for our region," Christina explained.

### Chamber

Christina's involvement with the West Coast Chamber dates back to 1996:

- Golf event assistant – 1996-1999
- Membership drive – 1996-2000
- Vice chair- Ambassador committee – 1997-1999
- Leadership Holland graduate – 1998
- Chair- Ambassador committee – 1998-1999
- Board of directors - 1998-2001
- Lakeshore Link board – 2001-2004
- Leadership Holland executive committee – 2002-2004
- Leadership Holland curriculum committee – 2001-2002
- Lakeshore Link committee chair - 2004-2006

When asked to reflect on her experience as part of the Chamber's board of directors, Christina had positive things to say. "I was still a young professional in my early 30s then," she shared. "I so appreciated the solid leadership from Lou Hallacy, and was astonished by his willingness to put me on the board! I learned so much from Lou." Christina went on to praise another program in which she was involved. "And let's talk about Leadership Holland...wow! What a program! As a relative newcomer to Holland, I learned so much about our culture and history," she said. "The program helped me make



Christina Baer

### Manpower Zeeland Staff

- Kathleen Oswald – on-site account manager
- Amanda Yaros – on-site account manager
- Jeff Geisel – staffing specialist
- Aubrae Van Loon – staffing specialist
- Yesenia Luna – staffing specialist
- Stephanie Dwars – staffing specialist
- Kaitlyn Boyko – on-boarding coordinator
- Stephanie Nykamp – on-boarding coordinator
- Christina Baer – branch manager
- Cathy Monton – regional director

### Feedback

*"The staff here at Zeeland Manpower are great. I can't get all their names straight, but their smiles say it all!"*  
—job seeker Manpower placed.

All photos courtesy of DeVries Photography

 Continued on page 6

## Feature Business: MANPOWER

new professional acquaintances with whom I am still connected, and strengthened my resolve to be an active member of our community.”

*“The Chamber’s educational opportunities and informative presentations help keep one abreast of the latest in everything from technology to the economy. Further, the Chamber’s activities allow for relationship building, which is what business is all about!” –Christina Baer*

### Community

Manpower understands the importance of giving back to the communities they serve, and regularly supports the following organizations:

- West Ottawa Hockey Club
- Lakeshore Advantage
- Pumpkinfest
- Trendway’s Cruise in Benefit
- The Labor Day Truck Parade
- Inside the Locker Room – Holland Sentinel
- United Way
- Area high school yearbooks

“For most of the organizations listed, we support them financially, with advertisements or sponsorship,” said Christina. “In the case of Lakeshore Advantage, we are an investor company.”

Christina and her entire team at Zeeland Manpower have a deep connection to the Holland/Zeeland area and a strong desire to continue cultivating the robust economy and supporting the local workforce. “Our community is hard working, caring and driven,” she said. “I feel honored to be a part of the Holland/Zeeland area and business community.” In fact, Christina’s favorite part about what she does is the ability to assist area businesses in finding quality employees. She added, “And to be able to help our friends and neighbors find work, every day.”

*Manpower is located at 400 S. State Street in Zeeland. Visit them online at [www.manpower.com](http://www.manpower.com).*

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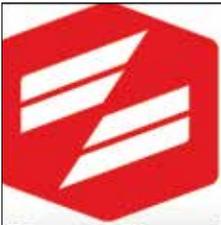
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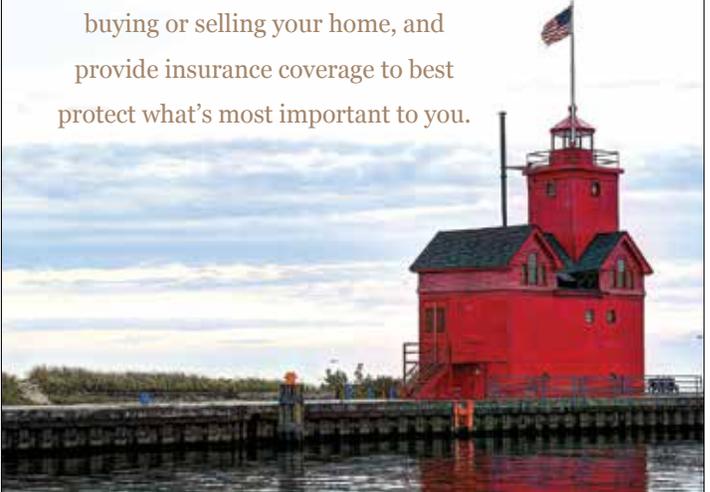
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## Take the Time Now to Understand Hospice

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

A stark reality that hospices encounter every day is the challenge of convincing reluctant individuals to become open to hospice services. This hesitation is due largely to the stigma associated with the term “hospice.” Because hospice care is end of life care, understandably the mere mention of the word can instill feelings of fear in many who hear it. Unfortunately, instead of engaging with a hospice care team who can help alleviate those feelings, fear makes the hospice discussion one most want to avoid.

Research shows that most people who engage hospice services for a loved one wish they had done so sooner. Unless one has already undergone a hospice experience, it is common to lack adequate information about what to expect at end of life or have awareness that one needs to take time to consider their own end of life wishes and what they may involve. This lack of awareness can lead to making an already complex time even more complicated.

Part of a hospice provider’s role is to help change this stigma by reframing how a person views end of life. Hospices exist to help bring understanding to this delicate time in life and make hope, dignity, compassionate care and quality of life—however that is defined for each individual—the outlook for each patient served.



Research has also shown us that there are collective concerns individuals have about end-of-life. This is how hospice addresses those concerns:

- *“I don’t want to be in pain.”* **Hospices are specialists at relieving physical and emotional pain.**
- *“I want honest answers from my physicians.”* **Hospices are experts at having frank discussions about prognosis.**
- *“I want to have time to get my personal affairs in order.”* **Hospices assist with advance care planning.**
- *“I need help coming to terms with my own mortality.”* **Hospices bring emotional and spiritual support to the patient and family as they transition toward end of life.**

No one wants to face a terminal diagnosis either as a patient or with a loved one. However, it is a universal issue we all will face. The best time to learn about hospice is before it is required. View a new online resource, [www.understandhospice.org](http://www.understandhospice.org) and begin to understand the specialty of hospice care and get answers to important questions like these that often come up when it’s time:

**Can I receive hospice services at home?**

**How soon should I call hospice? Is hospice the right choice?**

Be open to talking about your end of life wishes with loved ones and trusted advocates now. Don’t wait to make a call to hospice. Avoid being in the position of saying, “I wish I would have called hospice sooner.”

*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](http://www.hollandhospice.org) to learn and hear from others why care from Hospice of Holland made a difference for their loved one.*



## “I should have called hospice sooner.”™

Research shows that the majority of people who engage hospice services for a loved one wish they had done so sooner. Take the time now to Understand Hospice.



[hollandhospice.org](http://hollandhospice.org)  
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Understand Hospice is a service of Hospice of Holland, whose mission is to provide end-of-life care to patients facing terminal illness and their caregivers. *Contact us today at 616-396-2972 to learn how hospice can help.*

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# Top 10 Library Resources for Business Professionals



Submitted by Sara DeVries, Herrick District Library Community Relations Manager

*This month, Edify North elected to donate their Expert Sponsor article to the Herrick District Library. Mike Hill, RHU, REBC, LIC, is a founding partner of Edify North, LLC, an employee benefits consulting firm in Holland that is focused on improving the physical and organizational health of employers.*

Every dollar counts in business. People are sometimes surprised to learn that Herrick District Library (HDL) offers free resources to help businesses succeed without stretching their budgets. Here are the top 10 library resources that interest Holland area business professionals most:

- 1. Books and Audio Books** – It’s no secret that libraries have books, and plenty of them, available for checkout. Whether you want to re-read one of Patrick Lencioni’s books or you haven’t yet read last year’s bestseller, *Grit: the Power of Passion and Perseverance*, HDL most likely has the business title you’re seeking.
- 2. eBooks, eAudioBooks, and eMagazines** – Did you know HDL offers thousands of digital titles available free through the library website at [www.herrickdl.org/books\\_magazines](http://www.herrickdl.org/books_magazines)? If you have trouble getting started, library staff members are available to assist at the information desk at either library; simply bring in your device.
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- 6. Business Decision** – Business Decision includes demographic and income profiles for geographic areas, consumer household data, and market profile information. The site uses mapping technology to help present information in a manner that is visually clear and easy to understand. Available at [www.herrickdl.org/business](http://www.herrickdl.org/business) or [herrickdl.org/eResearch](http://herrickdl.org/eResearch).
- 7. Reference USA** – An especially helpful tool for small business owners and entrepreneurs, this resource contains information on businesses, residents and consumers. Available at [herrickdl.org/business](http://herrickdl.org/business) or [www.herrickdl.org/eResearch](http://www.herrickdl.org/eResearch).
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- 9. Mango and SCOLA** – Traveling abroad for work? Learn one of 72 languages using progressive language tutorials on the Mango resource available at [herrickdl.org/online-training](http://herrickdl.org/online-training). View news from around the world using SCOLA, available at [www.herrickdl.org/eResearch](http://www.herrickdl.org/eResearch) or [herrickdl.org/online-training](http://herrickdl.org/online-training).
- 10. SCORE Business Counseling** – Trained business professionals provide free one-on-one sessions at the main library to help develop a business idea, launch a business, or develop an existing one. SCORE sessions take place every other Monday evening. Sign up for a session at [www.herrickdl.org/events](http://www.herrickdl.org/events).

*For more information, visit [www.herrickdl.org](http://www.herrickdl.org).*

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# Attracting Young Talent to Michigan's West Coast

By Caroline Monahan

Survey West Michigan area business owners and employers, and you will find that more than 70% say the biggest challenge facing the growth of their business is talent, whether it is in the area of acquisition, retention or just not enough skilled labor in general. At a time when Ottawa county is experiencing the lowest unemployment levels in the state, the task of attracting talent to West Michigan has led to the creation programs that reach out to young professionals, and market our area as an attractive place to relocate. Programs such as Michigan Smart Coast and the West Michigan Internship Initiative focus on this issue and help employers keep up with their talent needs as they grow.

Michigan Smart Coast includes events, education sessions, networking opportunities and social media, targeting young professionals. It features a website that serves to connect early-stage professionals to career and lifestyle opportunities, with cost of living information, community descriptions, products made in the region, links to temporary housing and content and design targeted toward attracting young professionals to the area. Created as an economic development tool to support primary employers in the area, the Michigan Smart Coast website serves to help fill the talent attraction gap for employers, giving them a tool to share with new recruits so they can get a taste of what life is like along Michigan's smart coast.

Another feature of The Michigan Smart Coast in Holland is a series of events, offered in partnership with Lakeshore Advantage, Holland Young Professionals and the West Coast Chamber. These events are designed to connect new recruits to the region, and to help them find a sense of community outside of the workplace. Networking events, educational programs held at some of the area's most innovative companies, job fairs and after-hours gatherings help to paint a picture of what lifestyle opportunities are available in our community. Today's young professionals are looking for more than just a job when deciding where to make their homes, and Michigan Smart Coast is a sales tool that local employers find very useful.

## TACKLING TALENT CHALLENGES



IN-DEMAND CAREER EXPOSURE

WELCOME NEW RESIDENTS

RETAIN COLLEGE & SKILLED TRADE GRADUATES



*Talent requires a multi-pronged approach. Working with K-12 school districts on education for on demand careers, giving our students and teachers a look inside those employers. Helping our HR employers to welcome new residents via Michigan Smart Coast. Retaining our college's students and skilled trade grads by supporting growth of internship and interconnecting our region's interns together every summer through formal education.*

Our region is among the top in the nation for engineers per capita, and in the top 2% for industrial and top 7% for mechanical engineers nationally, and human resource professionals find the need for engineers in our area especially acute. In response, Michigan Smart Coast has developed events specifically targeted to those recruits. Michigan Smart Coast Engineering's hands-on events bring this group together to explore some of the engineering capabilities in our region. All events follow a theme of invention, design or manufacturing, and include food and beverages, tours of facilities, and opportunities to learn and network.

Also active in recruiting young talent, Hello West Michigan promotes West Michigan as a place where business thrives and people want to work and live. They seek to increase the rate of success that local companies have in their efforts to recruit top talent. By collaborating with organizations across the region, they help new residents find their fit in West Michigan.

As one of the founding partners of the Michigan Internship Initiative, Hello West Michigan focuses the initiative on connecting employers, educational institutions and workforce development, while providing employers with the resources necessary to build a successful internship program.

There are several tools and initiatives aimed at connecting interns to employers, but it is imperative that the right structure is in place to make that connection a success. The Internship Initiative has two primary components: an Employer Internship Toolkit, designed to provide resources for employers to assist with developing or enhancing an internship program, paired with Employer Internship Training Sessions. In addition to a Michigan Internship Initiative Talent Partner, presenters at the sessions often include college career service representatives, an employer with a successful internship program, and an experienced intern.

Employer Internship Training Sessions are held throughout the area, including several sessions per year at Hope College, presented in partnership with the West Coast Chamber. Geared at employers looking to recruit at the collegiate level, West Michigan colleges and universities such as Davenport, Calvin, Grand Valley and Hope have teamed up with internship experts at Hello West Michigan to provide these free training opportunities to help internship programs succeed. The next event at Hope College is on Tuesday, May 2, from 8:30-10am. Registration is free and easy on the West Coast Chamber website at [www.westcoastchamber.org](http://www.westcoastchamber.org).

## New Faces at the West Coast Chamber



### Jodi Owczarski, Director of Sales and Member Engagement

A native to Holland, Jodi Owczarski attended Michigan State University in East Lansing, Michigan. Over the past 17 years, her professional experience includes leadership positions in both non-profit and for-profit organizations, as well as being a small business owner.

Jodi places great importance in being involved in the community. She currently serves on the board of directors for Ready for School, as has been active in the ambassador program for the West Coast Chamber. Her volunteerism also extends to the following other community organizations: Habitat for Humanity, the Holland Rescue Mission, Kids Food Basket, Tulip Time, and TEDx Macatawa.

Of her new position with the West Coast Chamber, Jodi says, "As a lifelong resident of the Holland area, I am passionate about doing my part to make our community a wonderful place to live, work and raise a family. The talented team at the Michigan West Coast Chamber of Commerce has been at the core of much of the success that we've enjoyed and I'm thrilled to have the opportunity to join this team in their efforts. I look forward to collaborating with local business owners and community leaders to develop, and further strengthen, strategic partnerships."



Jodi Owczarski

### Norm Campbell, Membership Services

After 35 years as a bank executive, Norm Campbell and his wife, Peggy, moved to our area last year, with the intention that he would retire and play lots of golf, but he didn't sit still. He offered to volunteer at the Chamber, and, before long, was asked to join the staff to work in membership services. Most recently president and CEO and board chairman of Central State Bank in Frankfort, Michigan, Norm brings a tremendous wealth of experience in working with a variety of businesses, as well as a substantial financial background. He has been active with Chambers in the communities where he has lived over the years, including serving on the Board of Directors, and appreciates the value that a Chamber membership brings to a business, as well as how corporate participation with the local Chamber strengthens the entire business community.

On why Norm approached Chamber President Jane Clark about volunteering at the Chamber, he says, "I knew that my previous banking experience would segue right into helping the Chamber in membership sales. I thought I was just going to volunteer at first! But now I'm in the office every day, looking for new businesses that can benefit from membership in the Chamber."



Norm Campbell



# March Calendar of Events

Tuesday, March 14

## Early Bird Breakfast

@Haworth Inn & Conference Center, 225 College Avenue, Holland

This month we welcome Lt. Governor, Brian Calley to Early Bird! It's a morning well spent when you attend a Chamber Early Bird Breakfast. Network with your colleagues, meet new ones, and



Lt. Governor Brian Calley

learn about topics that can help your business. Feel free to come even earlier. Pre-coffee networking begins at 7am. Time: 7:30-8:30am  
Cost: \$20 per Chamber member (\$25 if registered after March 12) / \$35 per non-member

Wednesday, March 15

## Network @ Lunch

@City Flats, 61 E 7th Street, Holland

You have to eat, right? Get to know other business representatives by spending an hour with them over a relaxing business lunch. You will randomly be assigned with three other dining partners at the event, giving you the opportunity to make new contacts and share about yourself and your business.

Time: 12-1pm

Cost: \$15 per person inclusive of tax and gratuity

Monday, March 20

## Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th Street, Holland

Join us for breakfast with our elected state and federal legislators. Ample time is provided for questions and answers. Arrive at 7:15am for a brief networking session before the breakfast begins.

Time: 7:30-8:30am

Cost: \$20 per Chamber member (\$25 if registered after March 17) / \$35 per non-member

Wednesday, March 29

## Seminar: Avoiding Burnout

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

The health and productivity of the workforce is the key to excellence. Please join us as President and Founder of IPV Consulting Michelle Steffes will approach the topic of

avoiding burnout, offering six keys to avoiding burnout incorporating insight and practical application. Both leaders and team members will feel empowered and equipped with ways to manage their time more effectively and maintain a healthy state of mind as well as a healthy environment.



President and Founder of IPV Consulting Michelle Steffes

Time: 8:30-11am

Cost: \$45 per Chamber member / \$25 for each additional attendee from the same company / \$75 per non-member

Thursday, March 30

## Power Breakfast

@City Flats, 61 E 7th Street, Holland

Take the work out of networking! At this popular and fun event, each participant will make at least 21 contacts just during the structured networking, plus have several opportunities to win door prizes and West Coast Cash! Each attendee should bring at least 60 business cards and may bring copies of one marketing piece to put on the Power Breakfast brochure table. Want more exposure? For \$50 you may purchase a display table to market your goods and services during the informal networking time (for members only).

Time: 7:45-9:30am

Cost: \$15 members (\$20 if registered after March 29) / \$35 non-members / display table (Chamber members only) \$50

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



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From NPR's "Snap Judgment"

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—The Washington Post

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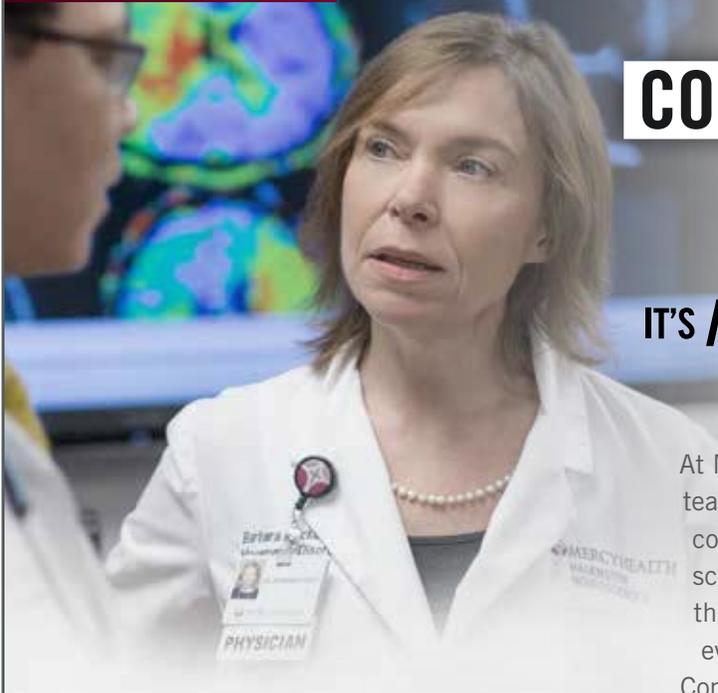
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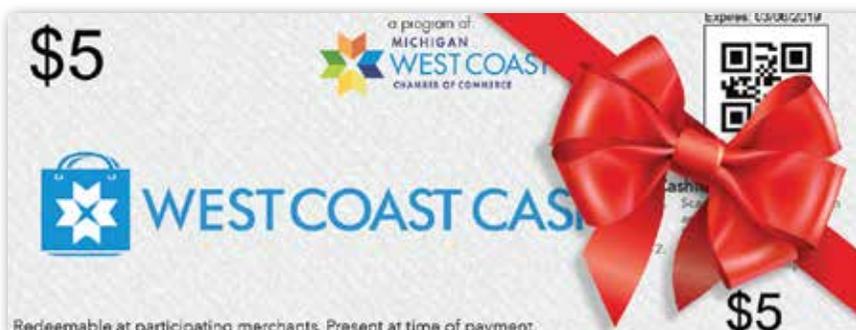
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# Where Will You Spend Your West Coast Cash?



Over \$35,000 in West Coast Cash was purchased in the month of December! Did you receive some? Did you give some to your employees? Now is the time to get out in the community and spend those gifts. Look for signs like the one above, welcoming you to spend your WCC there. Visit our website and you will find the most updated list of participating retailers. There are 99 of them ranging from restaurants, to retailers, to automotive services, to dry cleaning, and much more!

If you are an employer who gave West Coast Cash as gifts, please share the participating merchant list with your employees so that they know where they can go out and have some fun redeeming! WCC is a great source for employee rewards. It gives your staff the flexibility to spend in a variety of ways. They appreciate the freedom!

Go to [www.westcoastchamber.org/west-coast-cash](http://www.westcoastchamber.org/west-coast-cash) to download the list of merchants and to buy more West Coast Cash.

## West Coast Cash Participating Members:

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# Happenings at the Chamber



Ribbon Cutting at Ditto Upscale Resale



Ribbon Cutting at Forged by Design



Superman and Sarah Fuhs at Governmental Affairs Breakfast



Ambassador Greeters Make Events Welcoming!



Thanking Our Ambassadors at Early Bird Breakfast



Once an Ambassador, Always an Ambassador



Connecting Women in Business: Illiana Vásquez-Ochoa, Stacey Burroughs, and Tysha Gill



Sherry Rennick & Dave Yonkman at Member Orientation



Deborah Ruth Thinks Power Breakfast is Fun!



Great Exposure by Hosting a Display Table at Power Breakfast



Chamber Networking is a Hit with Penny Shuff



Ribbon Cutting or Hair Cutting at Sun Island?

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