

CONNECT

NOVEMBER 2020

Town & Country Group:
“Experts in All Things That
Have a Wire – And
Some That Don’t”



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Letter from Jane Clark

President, Michigan West Coast Chamber of Commerce

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November is traditionally a month where we focus attention on small businesses in anticipation of Small Business Saturday. No doubt this is definitely a year to help build our local businesses back up as they look toward the holiday season. This focus falls squarely into one of the Chamber's core priorities for this year, Business Building. Wherever you see us spotlighting local businesses or sharing tools or information to help educate your team or operate your business more effectively, that is compliments of our Business Builder Sponsors.



This issue also contains materials that point to our Advocacy, Leadership and DEI priorities, and you can look for this focused intentionality in our materials, communications and programs throughout the year. This plan was set in motion based on your input and feedback and designed to address your needs. Your priorities are our priorities, and the Chamber will continue to be responsive and deliver the programs and services to help you reach your goals.

Best,
Jane Clark

Michigan West Coast Chamber of Commerce

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Town & Country Group: Experts in All Things That Have a Wire—And Some That Don't

By Chelsea Scott

Ken Bing went door to door in 1983 looking for work as an electrical contractor.

Now, almost 40 years later, Bing, the owner of Town & Country Group, oversees more than 100 employees at three branches across Michigan—in Zeeland, Midland and Ithaca.

And Town & Country Group does more than electrical services, too, as it now provides technologies, communications, securities and controls services, designs and installations.

“I’ve always said, if it’s got a wire, we can do it,” Bing said. “If a client comes to us with a problem or challenge, we will find a way to deliver. If something new hits the market, we figure out how to add it to our services.”

Bing tapped into his entrepreneurial side when expanding Town & Country Group in 1992. He was working at a local jobsite when he saw someone digging a trench.

“They told me they were installing fiber optics to a building, and I asked where they were from, and the guy said Indiana. I thought, ‘Why in the heck is a company in Indiana doing work in Michigan? We should have a local company doing that,’” Bing said. “So I watched him and thought, ‘Well, I can do that!’”

So, he became a Registered Communications Distribution Designer (RCDD), allowing Town & Country Group to build data networks to well-established industry standards.

That innovative thinking has provided the contractor with a diverse background, helping clients from various industries, including industrial, agricultural, health care, senior living, multi-family housing, K-12 education, higher education, worship and municipal, as well as residential clients.

“Town & Country Group is highly regarded as an expert in these fields, as we continually research and implement new trends, technologies, innovations, efficiencies, pro-

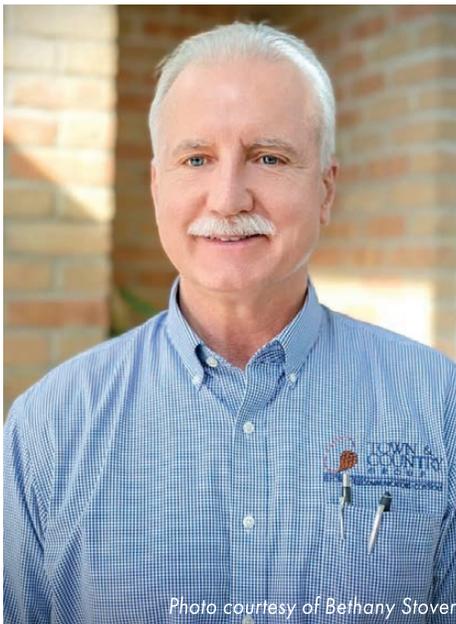


Photo courtesy of Bethany Stover

Ken Bing

cesses, and resources,” Operations Manager Doug Barensé said. “We’ve mastered the design-build processes and now are working on high-end design projects through the design-assist delivery model. It’s just another way to help our customers solve difficult design problems at sensible costs.”

Now in its 38th year, Town & Country Group hasn’t wavered from the four core values for which Bing laid as the foundation when he founded the company: Commitment to Quality, Customer Satisfaction, Unimpeachable Integrity, and Service Second to None.

Commitment to Quality

Bing and his team dedicate themselves to providing clients with an excellent experience and unmatched quality. It’s a promise so important, it is woven into the company’s mission: Town & Country Group shall provide the highest quality service for our customers and community, with commitment to our employees, all based on a foundation of faith in God, integrity and teamwork.

“Consistently delivering high-quality work

has led to long-term relationships with our customers,” Barensé said. “It’s a result of our goal to hire people who live out our core values. We also continually invest in our employees’ skills and education.”

Customer Satisfaction

Town & Country Group strives to serve its communities by valuing its customers and constantly looking out for their best interests.

That extends to a simple phone call.

“We’ve had people call our office get surprised when they hear an actual person with years of experience on the other end of the line,” Bing said. “They’ve tried so many other contractors, leave messages and never hear back. We understand how frustrating that is. We vow to be different.

“Service calls are truly important to us. In an emergency situation, we re-prioritize our tasks to keep clients powered, connected and protected—even after hours or on the weekend.”

Town & Country Group’s mission and high standards permeate every layer of the business. As the company strives to grow and improve services to best aid customers, employees are challenged to live out the values of the West Michigan community: hard work, unmatched quality service and installation, as well as performing sensible work.

“We set our goals based on serving the community that supports us,” Bing said. “Having the ability to serve others and solve problems is incredibly rewarding.”

That dedication hasn’t gone unnoticed. Town & Country Group was recently named a Top 50 Company to Watch by Michigan Celebrates Small Business, as well as a West Michigan’s Best and Brightest Companies to Work For Winner 2020.

“We might be considered a ‘small’ company, (but) we do big things for big companies,” Bing said. “Our team in the field performing

the physical work truly are the ones who have led us to winning these awards.”

People

Town & Country Group is dedicated to its employees’ professional and personal growth, because its leadership realizes an investment in people is an investment in the business.

“We are proud to say we are experts in all things that have a wire, and we make sure we have the training to back that statement up through research, innovation and training,” Barensé said.

Like many electrical contractors, Town & Country Group pays for apprentices to attend industry-recognized apprenticeship training (four years). But perhaps just as important, team members receive specialized training to grow their “soft-skills,” such as communication training, leadership training, conflict-resolution training, customer service training, negotiation training, diversity training and more.

Bing said reinvesting in people through passing on his knowledge is one of the things he finds most rewarding.

“I enjoy getting to know and understanding the employees better,” he said. “I get a lot of joy out of that. I like to be of help to them, professionally and personally.”

Town & Country Group’s commitment to valuing its employees extends beyond the office walls. As a trade contractor, managing schedules can be difficult, but Bing and his team feel strongly about not taking on projects that require employees to work more than 30 miles away from their offices or during the weekend.

“We are unique in that we are so close to one another that we know one another’s families, kids’ names, interests, etc.” Barensé said. “We celebrate achievements, marriages, additions and other life milestones. We also are very respectful of an employee’s—and his or her family’s—health, both physical and mental.

“We work to provide support in any way we can to ensure each person and their family are successful. At Town & Country Group, you don’t have co-workers and supervisors, you have a family.”

Community

The family-focused approach bleeds into the community, as well.

“As leaders, we try to pay attention to what communities, groups, educational institu-

tions and causes our employees are involved with,” Barensé said. “We look for opportunities to support the things that are important to our staff and families.”

From water polo sponsorships, to providing materials and man hours to renovate a youth center, to purchasing farm animals from 4-H participants and donating them to Love Inc., to mission trip scholarships, Town & Country Group shares its blessings to help their communities grow and thrive.

“It’s our duty as servants to support the community that supports us,” Bing said.

“We wouldn’t be entering our 38th year of business without the amazing people and businesses of West Michigan, Ithaca and Midland.”

Future

Continued growth, a steadfast commitment to customer service and constantly evolving to improve the client experience are among Town & Country Group’s goals for the future.

“We plan to continue to grow our knowledge regarding safety tools, regulations and best practices,” Town & Country Group Safety Director Casey Veersma said. “We are committed to making sure our employees return to their families at the end of the day in the same state they did when they arrived at work, just a little more tired.”

That commitment was evident in 2017, when Town & Country Group merged with a company with branches in Ithaca and Midland, which services many large agricultural and industrial customers.

“The merger originally occurred so we could support one of our top clients, which had plans for a very large processing plant in Ithaca,” Veersma. “We wanted to have engineers, electricians and technicians to aid in a successful project. But we’ve learned so much from our Midland and Ithaca brothers and sisters.

“The industrial and agricultural clients they serve have very strict safety standards, even more than typical construction industry standards. We’ve witnessed how much safety can help us exceed client demands. Customers don’t need to fear a shutdown caused by a vendor-caused safety failure. Their operations will continue as scheduled.”

Legacy

Skilled-trades professionals have the honor of leaving their marks along city skylines.

Bing said he is proud knowing each Town & Country Group employee is blessed with the ability to drive through West Michigan and point to various buildings knowing he or she played a role in creating.

“The buildings we’ve helped create and support are where so many people live, work, learn, worship or play. Those buildings will last long after the employee has passed,” Bing said. “It’s such an amazing feeling to drive down the road with your children or grandchildren and point to a building and say, ‘Hey, I did that!’”

Bing is grateful for where Town & Country Group is today after decades ago going door to door looking for work. He points to his grandfather for the company’s early growth.

“He was my number one salesperson. I think he told everyone in Zeeland to call me,” Bing said with a laugh. “He had business cards made for me before I even made them.”

Bing is hard-pressed to point to only one way in which Town & Country Group has impacted his life. Not surprisingly, though, it comes back to the people.

“This business has provided a good living for myself and all of our employees, and it provides great gratification in a job well done and having a great reputation in the community,” he said.

TOWN & COUNTRY GROUP TEAM:

Ken Bing, *President and Owner*
Doug Barensé, *Operations Manager*
Mark Beekman, *Lead Estimator*
Casey Veersma, *Safety Director,*
Project Manager, Estimator
Master Electricians, Journeymen,
Technicians, Apprentices,
Engineers, Estimators, Project
Managers, Supervisors, Human
Resources, Accounting, Marketing,
Administrative Assistants

FUN FACT:

Ken’s wife, Patti, came up with the name Town & Country Group, because Ken was from the country and she lived in town.

For more information, visit www.tcgroupinc.com.



“My Employees Know I Appreciate Them”...But Do They?

By Jennifer Reeves

You appreciate your employees and know they’re a valuable asset. But are you regularly telling them, or just assuming they understand that?

If it’s the latter, it’s a dangerous mistake many bosses make. They think just because they’re not giving out negative feedback; their employees are aware of how much they’re appreciated. In reality, when employees don’t feel like their managers notice their hard work, they start to get disengaged and dissatisfied.

Some signs this could be happening at your company include:

- **A loss of interest and morale.** Your employees seem depleted and less-than-enthusiastic about their work. This is because they know no matter what they do, you’re not going to notice or appreciate it.
- **A resistance to change.** The business environment is fast-paced, and you need to be agile to keep up with it. But when employees are resistant to change and implementing new ideas, it could be because they’re apathetic.
- **Less productivity.** When employees aren’t as motivated or cooperative, then productivity is eventually going to take a hit. Likewise, there might be more conflict on your team, requiring time out of your day to deal with it. Also, mistakes are more likely to occur, which can impact the whole team and company, too.
- **Higher turnover.** Some turnover is average and even



healthy as it allows you to bring in fresh faces with new ideas. However, if you’re starting to experience higher-than-average turnover, it’s a sign employees aren’t happy.

So how do you turn things around? It’s simple, really. Just say, thank you. Giving timely, informal praise whenever an employee does something of value or makes a significant contribution will go a long way in boosting their job satisfaction. This all translates into higher productivity, increased retention, and a stronger, healthier team overall.

When you don’t regularly do this, it can seem hard at first to make it a habit. But when you’re used to open communication and giving pats on the back, it will quickly become like second nature. The trick is to take the first step and start.

One way to do that is to commit to quick meetings each week with your staff members. These can be casual, lasting just a few minutes. But during them, you should focus on what the employee is working on and

questions or concerns they have, as well as recognizing any significant efforts they’ve made that week.

Even better, when you start

recognizing your employees more, you can have a hugely beneficial impact on the

company without buying expensive gifts or offering pricey perks. All you have to do is get into the habit of thanking your people.

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

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Some of the Financial Advantages of Life Insurance

By Andy Spears

We all work and go about our daily lives with the best of intentions. No one plans to leave home and never return. When one of the breadwinners of a family passes away unexpectedly, it can dramatically impact plans for the future or a family's financial trajectory. Life insurance policies provide peace of mind, protect the future, and offer unique financial advantages. How can you underestimate the value of that? Life insurance can protect the future of those you care about, payoff debt, provide education for students, or act as an effective vehicle for charitable giving.

Paying off Debt

When family breadwinners pass away, families can suddenly face a massive amount of debt. Life insurance policies can be used as a means for paying off these debts. This may include payment of the decedent's final expenses, funeral costs, and any unpaid bills. (For example, paying off the mortgage on the family home for your survivors.)

Tax/Probate Advantages

Along with protecting the family from debt and securing the future, life insurance offers some unique financial advantages in terms of financial planning. For example, monies left to beneficiaries of a life insurance policy are tax exempt and can also bypass the probate process. It's a way to protect resources from taxes and direct money to your beneficiaries that they can receive almost immediately.

There are other tax-related advantages.

Individuals expecting to be hit with estate taxes upon their death could purchase a life insurance policy to pay these estate taxes. Unfortunately, often, an individual's loved ones are left responsible for estate tax funds. As a result, they may be forced to liquidate assets to pay tax bills. Having cash on hand to pay these taxes or other expenses, can leave family heirlooms and other important assets intact.

Financing Education

Life insurance proceeds can fund future education expenses for the insured's children or grandchildren. With the rising cost of college tuition, life insurance allows policyholders to maintain any plan or commitment to assist children or loved ones complete their college education.

Equalizer

Life insurance proceeds can be used to equalize inheritances. For example, if an individual has two children and wishes to leave his home to one, she/he could purchase a policy equal to the amount of the home's value and list the other child as the beneficiary—equalizing the value of each child's inheritance.

Charitable Giving

For those without family or who are committed to causes or charitable organizations, you can list a charitable organization as beneficiary and provide tax free proceeds to a cause that they care about. Like the previous examples, a life insurance policy allows you to control what happens to your assets once you're gone.

Every family is different in terms of their goals and financial needs. Likewise, their insurance needs are also different. There are several insurance products available that provide a range of coverage to meet your specific needs. Take time and consider your options carefully. It's important to have insurance—but it's more important to have the right insurance that fits your needs.

Get Help

Having the proper life insurance can be critical to

your family's future. As you are planning, you should reach out someone you trust to carefully discuss details, options, and ensure appropriate coverages are customized to your unique situation

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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Understanding How Implicit Bias Affects Workplace Culture

Interview with Robyn Afrik, Director, Ottawa County Office of Diversity, Equity and Inclusion

What is implicit bias?

Bias has been traditionally defined as prejudice. Prejudice is an opinion that's not based on reason or actual experiences and that actually has a way of affecting our judgement on whether we're in favor of, against something. It could be a person or a group, and usually, we compare it with something, and it's done in a way that seems unfair.

Confirmation bias is one that occurs when a person is performing a duty or maybe looking to actually prove a pre-determined assumption. **Selection bias** occurs when something is selected

subjectively. **Information bias** is when certain observations occur based on what we call miss-classification of information, or an error.

Implicit bias is unconscious, and it's something that has been developed over the course of an entire lifetime. It's the deep grooves or mental mapping that goes on in our brain, and we may actually not even understand why we're in favor of something over something different. I think it's really important to know that everybody has a level of bias, and the fact is that we use it all the time.

How might a company start to identify if they have issues with implicit bias?

One of the most effective tools that's available for testing one's own unconscious bias is through the Implicit Association test. The test puts you in a situation where you have to respond online to a very high-pressured decision between two things that are representative of the way that maybe you've been taught to ingest about either those people or groups. From that, you are able to pull out some of how your trending decisions are made, and then you can start seeing, "Whoa, this is very interesting. I didn't know I had this."



WHAT WILL YOU DO
WITH YOUR
EXTRA TIME?

What do you do with your test results?

You have to slow down. You have to start thinking about... it's not the first response you give, it's how you respond to the first response. So when we are presented with something, we need to step back and ask, "Wow, wait a second, how did we get there?" It's intentional mindfulness.

The other piece is we have to grow the muscle of what we call Cultural Intelligence (CQ). Cultural Intelligence picks off where emotional intelligence leaves off. Studies show that groups of homogenous teams outperform diverse teams very quickly and efficiently, but then they plateau. Conversely, the diverse teams may actually start slower, but then they take off. It isn't the fact that they just had diverse teams. The fact is that the person leading them had CQ as a skillset and they were able to orchestrate



all of that diversity in order to create the kind of environment that allowed them to outperform homogenous teams.

How does bias impact the hiring process?

Organizations will often say that they don't want to hire just because they want diversity, they want to hire people with skill. But when they find individuals who do have the skillsets, it's often the applicant's style that recruiters are actually

having a problem with. It's not so much the skill. There are 1,000 things that come down to style. It could be the way they dress, or it could be the way they present. Those are all biases versus skill.

There's also the practice that new hires "have to fit our culture." That implies that we require those individuals who might have diverse backgrounds coming into our organization to have to assimilate to whatever the dominant unsaid culture is. And somehow, that is not diversity, if that makes sense. Now

we're not hiring anymore for skill, it's not objective. Now we're going back into the selective bias.

There are ways to mitigate this personally and professionally. It's so important to practice mindfulness. Then look at your processes when it comes to hiring and look at whether you have diverse voices at a table. All of those practices are there to help mitigate.

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West Coast Leadership Alumni Making a Difference

When the 1988 class of the Chamber's Leadership program graduated, they were blazing a trail for hundreds of others to follow. In the 30 years since then, over 800 professionals have participated in West Coast Leadership, the Chamber's annual nine-month leadership development program, and those graduates are out in our community making a positive impact.

This year you'll meet dozens of them in our magazine, on our website and in our social media. You'll learn about how West Coast Leadership impacted their lives, and what they see as the greatest accomplishments of their careers and of our community as a whole.

Mark Wilson

**Lakeshore Community President
Huntington Bank**

Nearly 33 years ago, I was graduating from college, all my job offers were in metropolitan markets, and I was within weeks of moving to the big city. It was then that I received a call from a bank I had never heard of and located in a town I had never been to. I only went to the interview to be nice (we do that kind of thing in West Michigan). Well, the rest is history. I have been fortunate to work with some of the most amazing associates and clients who I personally care for a great deal. As the saying goes: find a job you love, and you will never work a day in your life. I can say (and many of my coworkers would agree) that I have worked very few days in the past three decades.

The West Coast Leadership program helped me see how interconnected we are as individuals and businesses really

impacted me showing the importance of collaboration. Going it alone may be faster, but you may never get where you intended without working well with others. It is not only more successful, but a lot more fun!

Describe yourself as a Catalyst, Convener or Champion:

I have always been an advocate for our community. I tell everyone, including foreign owned companies looking at locating in West Michigan, that is not just a great community, but it is one of a kind. We are all fortunate to live, work and play here. We actually get to work and raise our families in a community that others come to for a vacation.

Community Involvement:

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Diane Ybarra
Human Resources Manager
Global Concepts Enterprise

I began my career at Haworth as a Major Account Manager and transitioned to Human Resources. My entire career has been in the office furniture industry—and I love it!

The West Coast Leadership program deepened my understanding of the local and state infrastructure and broadened my network base. It also reaffirmed the importance of servant leadership. It increased my interest in pursuing volunteer work in multiple organizations in the community, including as an Ottawa County United Way Community Impact Trustee, a Resilience Board member and joining the Holland Public Schools Board of Education.

Describe yourself as a Catalyst, Convener or Champion:

I am a Champion for a thriving community because I am a lifelong resident of Holland and feel it is a great community to raise a family, conduct business and, in general, experience a gratifying quality of life. I feel it is important to be a contributor by sharing



time, talent and treasure to support the growth and development of the community.

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Premier Sponsor Spotlight: EV Construction



EV Construction is a leading provider of construction services, specializing in delivering the highest quality construction management and consulting services to a wide variety of industries. The company has received numerous industry accolades, which include being named to the Associated Builders and Contractors (ABC) 2019 List of National Top Performers, winning ABC Awards in 2017

and 2018, and being a two-time winner of the Michigan Contractor of the Year award through the American Subcontractors Association of Michigan.

EV Construction has been named regionally as a “Best and Brightest Company to Work For” thirteen years in a row, even winning the “Best of the Best for a mid-sized company” award. The company’s story is captured in a book titled

Become Unmistakable: Start the Journey from Commodity to Oddity. Founded in 1945, the company recently celebrated 75 years in business.

For more information, visit <https://ev.construction>.

The West Coast Chamber thanks EV Construction for their ongoing support of the Chamber’s mission as a Gold Premier Partner.

Mastering Your Time

Tips for managing your time, setting healthy boundaries, and achieving your goals.

Interview with Robert Heath Sr, CEO of Legacy Leadership Consulting



Time is precious, and there never seems to be enough. How do you own your own time instead of spending it managing other people's priorities?

That's a great starting place because a lot of people were taught as children to manage other people's priorities (parents, teachers) in order to make other people happy. We as human beings are social animals, so we learn really quickly that to be part of the tribe, to be part of the group, you have to understand how to get other people what they want. But one of the problems with that is we don't get taught how to determine what we want outside of that lens of what makes other people happy. So we get very good at managing other people's priorities.

When you get into senior leadership levels, when you become a small business owner, and when you get to executive levels in leadership, you are really the person who is called on to have the vision, to figure out what good looks like, and to figure out where the company is going. Very often when we get to that level, those muscles are the ones that are most atrophied because we've been spending more time on other

people's priorities than on our own. We need to be developing those muscles throughout our professional journey. There's a path to strengthening that muscle, becoming the master of your own priorities and time, and being a stronger leader.

Five steps to mastering your time and reaching your goals:

1. Defining what success looks like for you.
2. Aligning your priorities with your definition of success.
3. Scheduling your priorities and setting boundaries to protect that schedule.
4. Enforcing your boundaries.
5. Sustaining the transformation, making it a habit instead of just an action.



How do you enforce boundaries and protect your time?

The first step to enforcing your boundaries is making sure that you notify yourself of what you're working towards, and also let other people know what you're working towards. Most of the people who struggle with time management are actually very good at productivity, what they're not good at is saying no.

One of the reasons that we struggle with this is because we have an idea that telling people no means that you're the bad guy. In order to say yes to anything, to truly say yes to it, you have to say no to everything that is not that thing. You don't necessarily have to tell people no in order to keep them from pulling you off-task. Oftentimes what I find works best is when you tell people what you're saying yes to, actually tell people what you have to do and why you're doing it, most people will say, "Okay, don't worry about it."

Watch the full interview on the Chamber website at <https://www.westcoastchamber.org/business-blog/>

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Market Zero



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As downtown Holland's only urban market, Market Zero is a unique cafe-deli-grocery store. The cafe features crafted espresso beverages, cold brew coffee and nitro infused coffee on tap, and delicious whole-fruit smoothies. The Market Zero deli features a curated menu of sandwiches and salads, using Boar's Head meats and cheeses alongside their house-made condiments and dressings. They are also a specialty grocer with many unique and amazing items and offer a large selection of fine wine and Michigan-made craft beer, ciders and seltzers.

Located right on 8th street, Market Zero employs ten people. The business opened in May of this

year and immediately became a West Coast Cash participating merchant to maximize the promotional opportunities. Its best-selling items have proven to be sandwiches, smoothies and wine. The market is now in the process of expanding into the space next door to create Kitchen Zero, and hoping to have that crepes and breakfast-style menu open by the end of 2020.

Owner Kevin Knight said, "We love that West Michigan is a tight-knit group of people who care about their families and their community. It is an excellent place to start a small business because the community is all about supporting local, small businesses."



West Coast Cash
www.westcoastchamber.org

There are over 90 participating West Coast Cash merchants in the Holland and Zeeland area, all of whom would be happy to meet you and redeem your certificates. The complete list can be found on the West Coast Cash page on the Chamber website.

Certificates are purchased by going online to www.westcoastchamber.org and clicking on the Buy West Coast Cash button at the top of your screen. Print the certificates at home or work, or email them as a gift to someone else. It's an easy way to give a gift from a safe social distance and support a local business as well.



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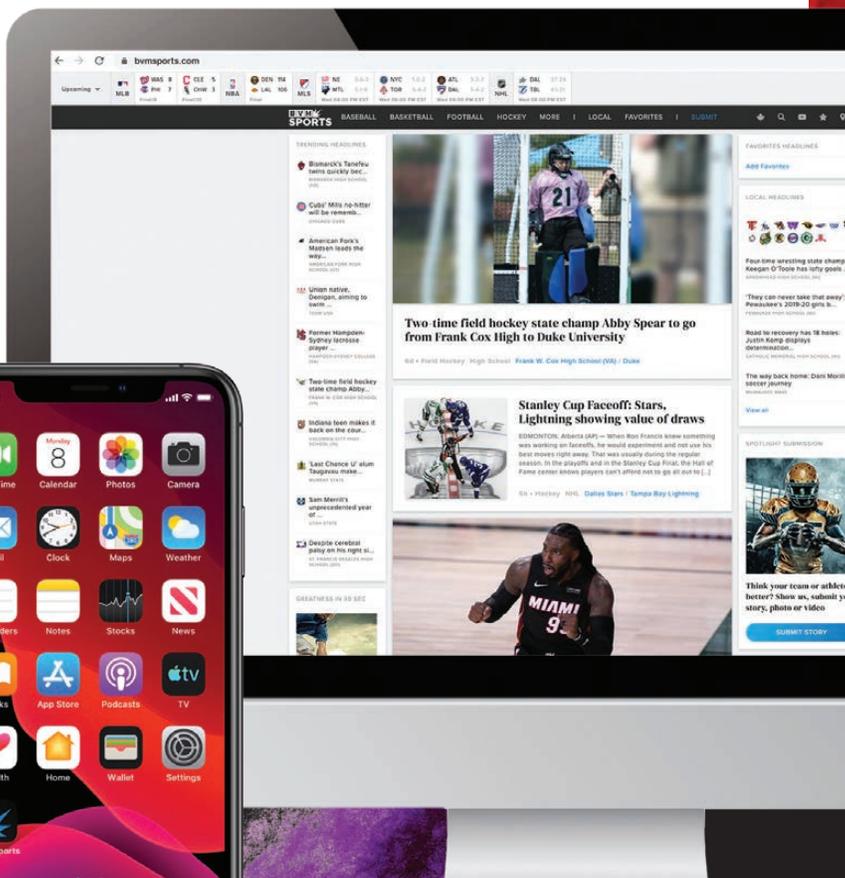


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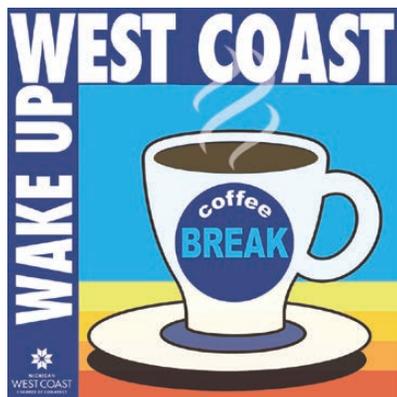
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Wake Up West Coast Coffee Break



**November 10
10:00–10:30 am**

This month's bite-sized virtual Wake Up West Coast features United Way's Liz DeLaLuz, giving us a report on the United Way 21 Day Equity Challenge. She'll talk with us about tangible ways we can all participate in building an inclusive community where we feel welcome and empowered. We'll also hear an industry pulse from our program sponsor, Warner Norcross + Judd.



On the set of a WUWC Coffee Break rehearsal



Public Policy: Issues That Matter

**November 13
10:00–10:45 am**

Make a little time in your morning to get up to speed on local issues that impact our community. This month we welcome Pete Hoffswell, Superintendent of Broadband Services with the Holland Board of Public Works. He'll share information about the City's Broadband Taskforce that is exploring the opportunity of expanding fiber service further into the community. This program is brought to you by our Advocacy in Action sponsors.

Capitol Connections Virtual Meeting with State Legislators

**November 16
10:00–10:45 am**

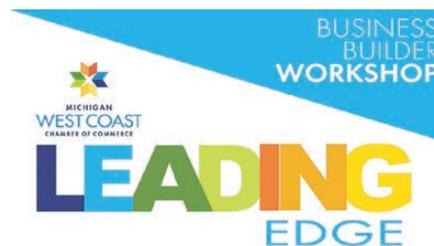
We are committed to keeping you connected to the most important updates from our state government. This Capitol Connections program gets you "in the room" for a virtual opportunity to hear updates from each of our legislators. Maximize this opportunity. This program is brought to you by our Advocacy in Action sponsors.

Register for Programs

Register online at www.westcoastchamber.org

All programs are virtual, and you will receive a link to attend online once you register.

Leading Edge Workshop: Using Data to Drive Business Growth



**November 17
10:00–11:00 am**

In this Grow with Google workshop, presenter Erin Bemis will teach you best practices for: Identifying how you plan to use your online presence to achieve your goals, incorporating data into your marketing plan, and selecting tools to help you find the answers you need. This program is brought to you by our Business Builder Series Lead Sponsor, the Economic Development Foundation.



The Chamber's **Why** boils down to this: It's All About You. Being a partner for you, a resource for you, and an ally for you. When you renew your Chamber membership, it tells us that we are being responsive to your needs and providing value, and that you trust us to be here for your business whenever you need us. Your renewal is the ultimate source of feedback on the positive impact the Chamber has on fostering strong businesses that support a thriving community. Thank you!



We appreciate our members who renewed their memberships in September:

<p>2 Fish Company</p> <p>Accident Fund Insurance Company of America</p> <p>Acoustical Installations</p> <p>Agritek Industries, Inc.</p> <p>Alpine Events/The Rental Company</p> <p>Amigo Mobility Center</p> <p>Astro Telecommunications</p> <p>Avancer Executive Search</p> <p>BandA Tech Solutions, LLC</p> <p>Beeler, Stephen L PE</p> <p>Billco Products, LLC</p> <p>Blu Veranda</p> <p>Bremer & Bouman Heating & Cooling, Inc.</p> <p>Brickford Estates Condominium Association</p> <p>Brooke DeBoer Consulting</p> <p>BuhlerPrince, Inc.</p> <p>Busschers Septic Tank & Excavating Services, Inc</p> <p>Butch's Dry Dock</p> <p>C B D Store North, The</p> <p>C D S Lakeshore Head Start</p> <p>Choice Machinery Group</p> <p>City2Shore Real Estate</p> <p>Clark & Clark Specialty Products, Inc.</p>	<p>Community Action House</p> <p>Community Foundation of the Holland/Zeeland Area</p> <p>Conveyability Inc.</p> <p>Crane's Pie Pantry Restaurant and Winery</p> <p>Culver's of Holland</p> <p>D C Battery Hub-MI, LLC</p> <p>Doubletree Hotel & Conference Center</p> <p>Edge Insurance Group</p> <p>Edward Jones DeWeerd</p> <p>Evergreen Commons</p> <p>Fabri-Tech Inc.</p> <p>Fairview Shores Condominium Association</p> <p>Five Star Real Estate Lakeshore, L.L.C.</p> <p>Fusion Graphic Consultants</p> <p>Gilda's Club Grand Rapids/Gilda's LaughFest</p> <p>Gopher Express Courier Service, Inc.</p> <p>Gude Goodies Bakery</p> <p>Highpoint Finishing Solutions, Inc.</p> <p>Holland Museum</p>	<p>Holland Terminal, Inc.</p> <p>Homescapes Design Inc</p> <p>Hospice of Holland, Inc.</p> <p>iteam CPI/i-SolutionsUSA</p> <p>J and J Insulation</p> <p>J R Automation Technologies</p> <p>Jackie's Place</p> <p>Joost Vapor</p> <p>Kerkstra Portable Restrooms, Inc.</p> <p>King's Cove Party Store</p> <p>Kozaks of Holland</p> <p>Ladder Inc</p> <p>Lakeshore Dentistry, P.L.C.</p> <p>Lumir, LLC</p> <p>Magna Mirrors</p> <p>Major Brands Oil Company</p> <p>Mario's Pizzeria</p> <p>Michigan State University</p> <p>New CNC Router.com Inc.</p> <p>Picket Fence Floral & Design</p> <p>Pizza Ranch</p> <p>Premier Freight Management</p>	<p>Corp.</p> <p>Profile Tool, Inc.</p> <p>Quality Car Wash</p> <p>Six Eight Cafe & Boutique at Better Way Designs, The</p> <p>Smith Associates</p> <p>Soccer Stop Sportsplex</p> <p>Specialized Demolition Inc.</p> <p>Truscott Rossman Group LLC</p> <p>VanDenBerge Pest Control</p> <p>Veterans of Foreign Wars Post 2144</p> <p>West Coast Eyecare</p> <p>West Michigan Lakeshore Association of Realtors</p> <p>West Ottawa Eyecare</p> <p>West Ottawa Public Schools</p> <p>Westside Service Center - Zeeland</p> <p>Whittaker Associates, Inc.</p> <p>Work sighted</p> <p>X Golf Holland</p> <p>Xtreme Auto</p> <p>Ziebart of Holland</p>
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Happenings at the Chamber



Chamber President, Jane Clark, Outgoing Board Chair, Jennifer Remondino and Incoming Board Chair, Mike Novakoski celebrating a successful virtual Annual Meeting.



Crazy Horse Steakhouse and Saloon celebrates their 25th Chamber Member Anniversary.



Jane Clark and Mike Novakoski prepare for our virtual Annual Meeting in the behind-the-scenes control room at Engedi Church.



The Lakeshore Habitat for Humanity team celebrates their 25th Chamber Member Anniversary.

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The Chamber staff sharing their contagious energy at our virtual Annual Meeting.



The staff at The Farmhouse Restaurant in Zeeland are ready to serve customers a delicious breakfast or lunch.



Attendees sharing smiles at our Virtual Public Policy Meeting while discussing the upcoming election with Ottawa County Clerk, Justin Roebuck.



The Driesenga & Associates team celebrates their 25th Chamber Member Anniversary.



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